

Course Fact Sheet Integration Week Business Administration

1. Course information

The non-specialised Master's programmes (Business Innovation (MBI), Marketing Management (MiMM), Business Management (MUG), Accounting and Finance (MAccFin)) require the completion of both a programme-specific integration week as well as a Master's preparatory level. New students with a degree in a similar field are to complete an integration week which combines courses from the areas of business administration (St. Gallen Management Model and marketing), economics, financial management, business law as well as contextual studies and which, therefore, offers an integrative overview on studying at the University of St. Gallen. The Integration Week conveys not only selected programme-specific fundamentals but also the particular characteristics of the University of St. Gallen.

2. Course content

The Integration Week gives an integrative overview on studying at the University of St. Gallen and combines the following modules:

a) Financial Management

Basing upon the basic principles of financial management (which are to be prepared in self-study through the below-mentioned literature), participants are by means of selected case studies introduced to the essentials and basic concepts of business crisis. This module in particular focuses on understanding the reasons for such crisis, the opportunities for an early recognition, the crisis response measures and the crisis management processes and offers a thorough insight from the perspective of financial management.

b) Business Law

Basing upon the basics of Private Law (which are to be prepared in self-study through the below-mentioned literature), students are on the basis of selected fields of law taught the essentials and basic concepts of business law. These lectures focus on the relevance of legal questions to successful corporate acting and allow for an insight into entrepreneurial risks and opportunities of legal influences.

c) Business Administration (St. Gallen Management Model and Marketing)

The aim of this lecture block is to introduce students to important tasks, challenges and basic concepts of management and to convey to them what we today mean by management and added-value processes. The lecture bases upon the fourth generation of the St. Gallen Management Model (SGMM) and the marketing concept. In a first step, the SGMM is introduced as a basic model, and, in a second step, the central aspect of management, namely the value-added systems and their design, are discussed. The integrative way of thinking is a major concern of the education at the University of St. Gallen. The SGMM in this context provides for a suitable basic model.

d) Economics (Microeconomics)

Microeconomic tools, particularly from the area of decision theory and game theory, often offer a fresh, alternative view on classic managerial decision problems and questions of corporate strategy. This lecture not only serves as a brief refresher on basic microeconomic concepts, as familiar from previous studies or from the independent review of the literature sources given below, but also gives examples of how these instruments may be applied to select managerial problems.

e) Contextual Studies (Cultural Studies)

The Contextual Studies of the University of St. Gallen provide students with an opportunity for intellectual development beyond their respective major. This course imparts mind-sets and basic concepts from the area of cultural studies and contextualises the subject of the interdisciplinary case study for enhanced critical thinking.

f) Integration Case

The module is aimed at understanding how interdisciplinary problems are categorized, analyzed, and how solutions can be found. Building on the HSG tradition of systemic management, the candidates will assess complex problems and embed them in a wider context. By so doing, they gain a differentiated view on stakeholder groups and their interest, develop scenarios, and define objectives and corresponding actions. The module is conceived as a training unit and will be carried out in teams of 3-5 students. The groups will be assessed in a final presentation at the end of the integration week.

3. Course preparation and structure

Participants autonomously prepare for the Integration Week by previously studying the literature outlined below; students are required to assume personal responsibility for their preparation for the Integration Week. It is strongly recommended that students invest sufficient time for intense self-studies. During the Integration Week, courses on the individual modules are offered. These courses enlarge on the modules with many practical examples and prepare the students for the mandatory subsequent examinations.

Regarding the examinations during the Integration Week, please carefully read the Examination Information and the Directives concerning the Integration Week.

4. Course literature

Financial Management¹	<ul style="list-style-type: none"> • Schäfer, D. Financial Management and Financial Reporting (textbook). St.Gallen. • Schäfer, D. Financial Management (script). St.Gallen. • Schäfer, D. Corporate Crises (script). St.Gallen.
Business Law²	<ul style="list-style-type: none"> • Müller-Chen, M. Introduction to Business Law. Volume I: Contract Law. St.Gallen. • Binder, A./Werlen, T. Introduction to Business Law. Volume II: Company Law. St.Gallen. • Law School University of St.Gallen. St.Gallen Compilation and Statutes: CC and CO, and further Business Law related Enactments. St.Gallen. • Exam-Collection" Business Law / Financial Management" and the corresponding solutions.
Business Administration	<ul style="list-style-type: none"> • Chapters 0–3.1 from: Rüegg-Stürm, J. & Grand, S. (2015). The St. Gallen Management Model (English translation of the 2nd German edition 2015). Bern: Haupt. ISBN: 978-3-258-07972-1 • Chapters 1–5 from: Bieger, T. (2015). Marketing Concept – The St. Gallen Management Approach. Bern: Haupt. ISBN: 978-3-8252-4464-4
Economics	<ul style="list-style-type: none"> • Hal R. Varian. (2016). Intermediate Microeconomics – A modern Approach (9th Edition). Norton & Company.
Contextual Studies¹	<ul style="list-style-type: none"> • Selected texts
Integration Case	<ul style="list-style-type: none"> • Selected texts (will be available during the Integration Week)

¹ Download on the Learning Platform

² Purchase over studytools.ch