

Executive Master of Business Engineering



University of St. Gallen

# The Executive MBA

on business transformation

Executive summary



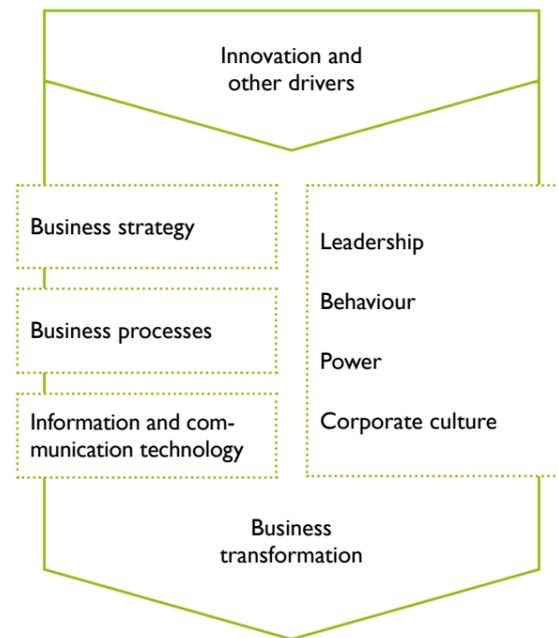
Thank you for your interest in the Executive MBA program in Business Engineering at the University of St. Gallen. In this brochure, please find some brief information about our university and our program.



## University of St. Gallen Switzerland

The University of St. Gallen in Switzerland is widely known as a very prestigious business school. Its reputation is unrivalled in the German-speaking countries. For decades it has been the recognised centre for developing private and public sector leaders. The University of St. Gallen has a long and rich history of analysing and innovating management from a cross-functional and interdisciplinary point of view.

It was the first German-speaking university accredited according to AACSB and the European EQUIS standards. Founded in 1898, it now hosts some 7,300 students. The almost 1,500-year-old city of St. Gallen is located in northeastern Switzerland, about 90 kilometres east of Zurich.



## Focusing on business transformation

The Executive Master of Business Engineering at the University of St.Gallen is a part-time MBA-program for high potentials. Unlike MBA programs in general management, it focuses on themes related to change and transformation in organisations. Within this focus, an integrated view is delivered: corporate strategic management, business opportunities and models derived from change issues are discussed as well as the process management and IT systems needed to support change.

Developing leadership skills, change management and corporate culture also play an important role. To sum up, it is a program which primarily delivers skills for “changing the business” rather than for “running the business”. With study modules carried out in California and in Shanghai, it also provides the international perspective on these themes.

The curriculum is based on the different layers of the Business Engineering Map shown above.

## Added benefit for transformation projects

### A business case

Sponsoring an employee’s participation in this program means benefit and not just cost. There is a compelling business case for developing an employee as a Business Engineer because the program delivers added value to the company right from the start. The part-time format allows an immediate gain from the skills and inspiration that the employee derives from the study modules. The company acquires the capability to pursue transformation projects, thus reducing the need for external resources. In contrast with external consultants, the internal Business Engineer acts with high credibility among his peers and other personnel in the role of change leader. Furthermore, the internal Business Engineer continues to contribute after the project is completed, providing support for the operational phase of the transformation initiative.

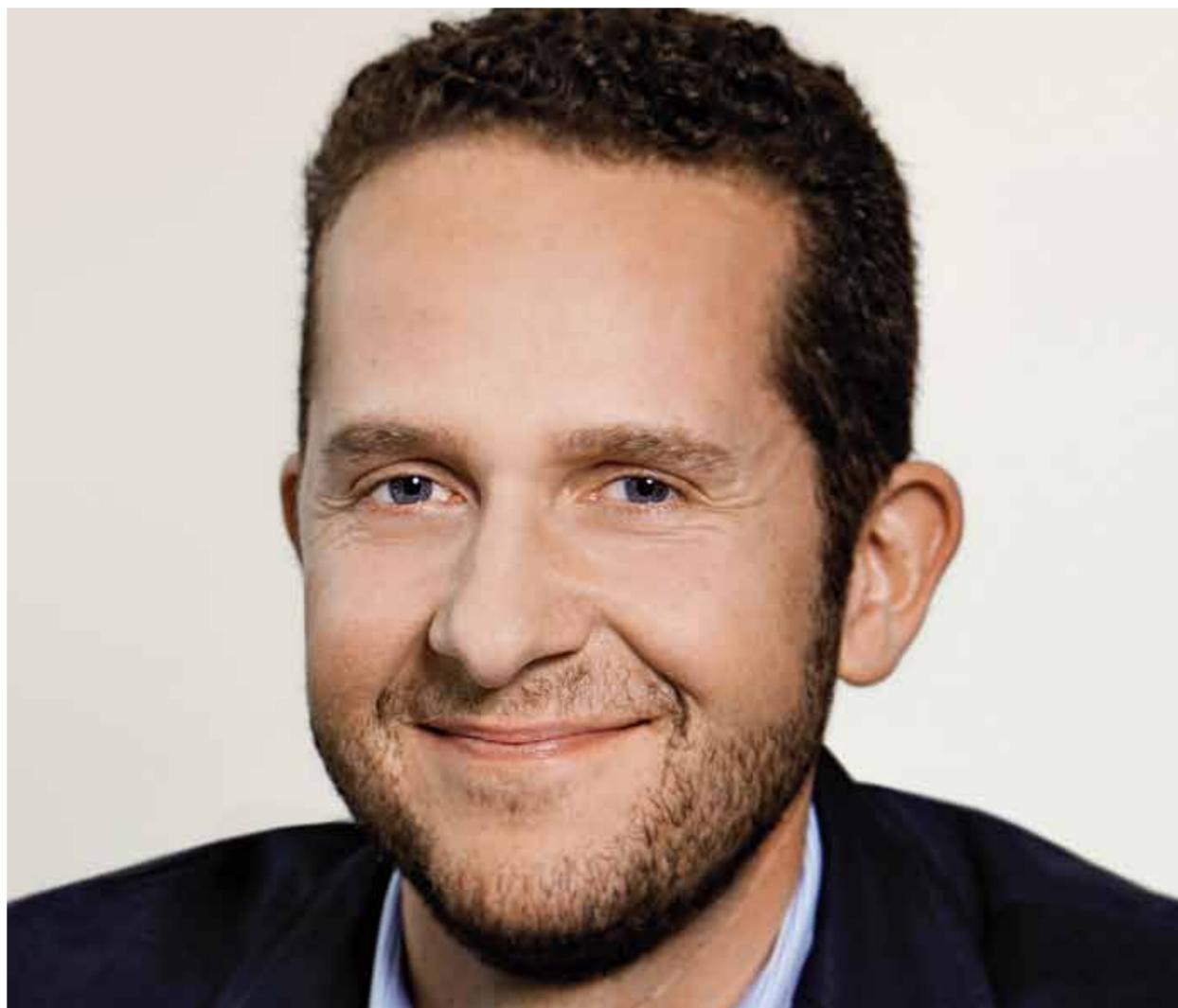
### A thesis providing added value

The master thesis is a project which is usually done in a small team. The thesis covers a topic of practical relevance, often dealing with an actual project in the companies the participants work for. This makes the master thesis an important part of the program and a very valuable element for employers.

### Internationally recognized academic degree

The program leads to the Executive MBA degree by the University of St.Gallen. St.Gallen’s reputation and the AACSB and EQUIS accreditations are valued worldwide. The additional specification “Business Engineering” identifies specialists in business transformation.





“Everybody talks about change - in this Executive MBA program, I learned to professionalise it to prepare our company for future national and international success. Every day I use the knowledge and experience gained from this program.”

**Patrik Steiger**

Managing Director Consumer Goods Business Switzerland,  
Swarovski (Schweiz) AG

### Leveraging professional experience

Participants are normally aged between 30 and 50 (average age: 38) and possess on average 12 years of professional experience. They already hold an academic degree. More than one third of the participants have an educational background in business. They pursue this program because our disciplines are mostly not part of regular business education. One third of participants have a background in engineering, the remainder in several other disciplines such as medicine, chemistry, law, etc.

The participants hold senior or top level management positions. They work for big companies as well as for SMEs or are successful entrepreneurs.

Graduates become part of the University’s Alumni network, which is one of the biggest professional networks of its kind. The Business Engineering community within this network is very vivid and provides added value.

### Consistently part-time program

Every year, one class starts the program. It consists of 90 days of contact time plus work for the master thesis. The total duration of the program is about 18 months. While attending this postgraduate program, participants continue to work for their companies. The tuition fee for the program is CHF 65,000 (for early bookers: CHF 59,000), which is payable in installments over two or three budget periods. This covers all lectures, materials, assessment and graduation fees as well as catering during the classroom days. Travel expenses and accommodation are not included in the tuition fee. Most participants are significantly sponsored by their employers. During the program, two-week study modules alternate with six-week periods in which participants pursue their normal schedule regarding work and private life.

## The program at a glance



<b>Academic degree awarded:</b>	Executive MBA in Business Engineering, University of St.Gallen
<b>Admission requirements:</b>	Academic education, minimum five years of professional and leadership experience, support from the employer, German and English language skills
<b>Start of program:</b>	Annually, next start: 28 April 2014
<b>Study locations:</b>	Executive Campus, University of St.Gallen (Switzerland), Santa Clara University (California/USA), Jiao Tong University (Shanghai/China)
<b>Duration of program:</b>	90 classroom days in 18 months, part-time
<b>Tuition fee:</b>	CHF 65,000.– (early booking fee CHF 59,000.– until: 28 Oct 2013)
<b>Program website:</b>	<a href="http://www.embe.unisg.ch">www.embe.unisg.ch</a>
<b>More information:</b>	Dr Jochen Müller, Executive Director <a href="mailto:jochen.mueller@unisg.ch">jochen.mueller@unisg.ch</a> , Phone +41 71 224 21 90

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