



University of St.Gallen

# HSG Career Days

17 October 2024  
FMCG | Info Guide



Event of the Career & Corporate Services

# HSG Career Days

Every fall semester, the HSG Career Days, a two-week series of industry-specific career events, take place. On designated days, the different industry focuses such as FMCG, Industry, Luxury, Tech, or Legal come into focus. As a participating company, you have the unique opportunity to position yourself as a top employer and recruit highly qualified students from one of Europe's leading business universities, the University of St.Gallen (HSG).

## Our mission

We, the Career & Corporate Services department of the University of St.Gallen, are a team of career experts with extensive experience in diverse career topics. Our primary goal is to equip our students with skills for their career endeavors and facilitate connections with potential employers. To achieve this, we have developed numerous and versatile recruitment formats, continually enhancing them to ensure optimal alignment with your talent acquisition needs.

## Your opportunities

The HSG Career Days represent one of our three largest annual recruiting events, alongside the HSG Banking Days and HSG Talents.

Each year, we provide students with opportunities to gain invaluable professional exposure and a peek behind the scenes of major career events. Guided by our proficient event team, our student assistants take on their own areas of expertise and responsibility, enabling them to make initial connections with companies.

Don't miss this opportunity to showcase your company to a highly qualified target audience and build relationships with potential future employees.

## Your benefit

Our project team manages the entire planning and marketing of your event at the University of St.Gallen. We take care of all essential aspects of your event and promote your offerings on our career platform, enabling students to apply for your events. Our platform also provides you with the opportunity to select suitable candidates from a diverse pool of applicants.

Would you also like to benefit from the expertise of our professionals in this area? No problem! Please feel free to reach out to us, and we will gladly address your inquiries and provide support.

# Save the dates

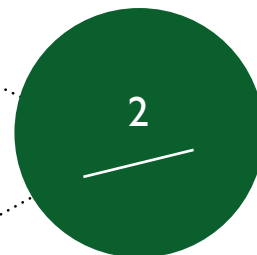


## Register for the HSG Career Days | FMCG

Registration period from 9 a.m. on 14 May  
until 12 a.m. on 13 August 2024

For more details, visit  
[hsgcareerdays.ch](https://hsgcareerdays.ch)

Please be aware that the registration operates  
on a "first-come, first-served" basis.



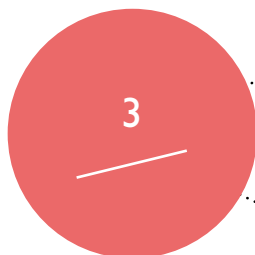
## Submit and update your information

Until 20 August 2024

You will receive an email with an "Organization Sheet" summarizing your event booking. Please fill in the missing information and return the document via email. Additionally, please send us your company logo in both EPS and PNG format.

We request that you update your company profile on [my.hsgcareer.ch](https://my.hsgcareer.ch)

Navigate to "Manage my events" and add the title of the event, background image, and description for all events.



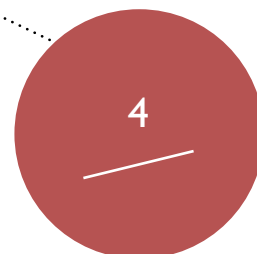
## Application start for HSG students

3 September 2024

## Receive your Welcome Guide

17 September 2024

Your personal "Welcome Guide" will be  
provided to you via email.



## Engage at HSG Career Days | FMCG

17 October 2024

# Price list

## On-campus events

Our unique event modules, both on- and off-campus, offer you numerous opportunities to directly interact with your desired candidates. Booking and participant management are seamlessly facilitated via our career platform: [my.hsgcareer.ch](https://my.hsgcareer.ch)

### 1h 45min Session

-  1 room on-campus
-  1h 45min
-  Max. 30 students
-  Incl. aperitif
-  CHF 2'000.–

### 2h 45min Session

-  1 room on-campus
-  2h 45min
-  Max. 30 students
-  Incl. aperitif
-  CHF 2'500.–

### 3h 45min Session

-  1 room on-campus
-  3h 45min
-  Max. 30 students
-  Incl. aperitif
-  CHF 3'000.–

### Customized sessions

Create your individual session, for example, by presenting and conducting case study exercises. In your session, you can evaluate students' potential and gain insights into their working styles, assessing how well they align with your company's expectations. Simultaneously, as the employer, you have the opportunity to develop a deeper understanding of the participants and to assess the candidates' capabilities in greater detail.



# Price list

## On-campus events

### 1h 45min Interviews

-  1 room on-campus
-  1h 45min
-  Free selectable
-  CHF 1'800.–

### 2h 45min Interviews

-  1 room on-campus
-  2h 45min
-  Free selectable
-  CHF 2'000.–

### Company Insight

-  1 room on-campus
-  45min
-  Max. 30 students
-  Incl. aperitif
-  CHF 1'800.–

### LEGO Serious Play

-  1 room on-campus
-  1h 45min
-  Max. 16 students
-  Incl. aperitif
-  CHF 2'200.–



#### Find your perfect match

The aim of "Interviews" is to match your open positions with suitable candidates and/or to learn more about the target audience HSG students.

We provide a versatile space for various recruitment activities. Whether conducting first-round interviews for trainee or junior positions, organizing speed dating sessions for work experience applicants, or showcasing the array of opportunities at your company, we offer a dedicated room for your recruitment needs.

#### Spotlight on your company

The "Company Insight" format invites you to showcase your company through a brief and engaging presentation. This not only boosts your visibility but also helps you establish yourself as an attractive employer. What makes this event even more exciting is the post-presentation networking session, which gives your company a relaxed and informal platform to connect with students and forge meaningful connections.

#### Creative thinking in action

"LEGO Serious Play" is a moderated process that combines the benefits of playing and modeling with LEGO bricks with the business world. Under the guidance of a certified LEGO Serious Play facilitator, you and the selected students, individually and collaboratively build your own LEGO models in response to your company's questions. These 3D models serve as a basis for discussion, knowledge sharing, problem solving and decision making. This method enables the participants to get to know each other in a personal way, connecting over tasks regarding strategy, teamwork, creativity, career path, etc. Thus, getting to know each other on several levels.






### Additional rooms on-campus

Are you in need of extra rooms? We strive to accommodate any additional room requests you may have. However, please be aware that availability cannot be guaranteed. Extra rooms can be utilized for dividing groups or conducting separate interviews. Please note that any additional room booked will not be listed as a separate event on our career platform, but will simply serve as an extension of an existing booking. There will be a fee of CHF 350.– per room. Please contact us so we can verify availability.

# Price list

## Off-campus events

### Recruiting FoodTrail

-  Social activity
-  Old town St. Gallen
-  3h
-  2 teams (6 students and 1 company rep. per team)
-  CHF 1'950.–

### Company Dinner

-  Social activity
-  Free selectable
-  Free selectable
-  Free selectable
-  CHF 950.–

### Unique culinary excursion

Are you hungry for talented professionals? Our new event module combines fun and networking in an innovative way. In teams, you'll embark on a scavenger hunt through the picturesque streets of St. Gallen to selected restaurants. This provides you with the opportunity to get to know students, not only in an office setting but also in a dynamic environment. You can witness the problem solving skills, commitment, and teamwork of your chosen candidates – these are crucial insights, which strengthen your recruiting process and are not easy to identify in traditional interviews.

### Dialogue over dinner

At the "Company Dinner", you have the opportunity to get to meet a select group of students better over dinner in an exclusive setting in St. Gallen. Students need to apply for the dinner, and you are responsible for selecting which candidates you will invite.

We are happy to recommend suitable restaurants in St. Gallen. Please note that you are responsible for organizing and covering the cost of the company dinner.





## Platform [my.hsgcareer.ch](https://my.hsgcareer.ch)

Our career platform is the digital interface for students of the University of St.Gallen and registered companies. HSG students use the career platform to gather information about companies and their events, and to apply or register their interest accordingly.

A comprehensive company profile distinguishes your firm and increases students' attention to your company and events. With various search and filter functions, you can search for, and view or download the profile information of interested applicants and participants, as well as send messages. If you have chosen a module with application management, you can also manage applications to your events by accepting them, placing them on the waiting list, or rejecting them.

## Sponsoring

As an official sponsor of the HSG Career Days 2024, you can increase your company's brand visibility at the University of St.Gallen and your contact to our pool of talented students.

Take advantage of this unique opportunity to present yourself as an attractive company and build long-term relationships with potential young professionals.

Are you interested? We would be pleased to share the customized offers available to our event sponsors.

## Maximize your impact

The highlighted factors are central in showcasing your company as an exceptional and standout participant at the HSG Career Days.

# Excellence and success

## HSG highlights

The University of St.Gallen (HSG) is the university of the Canton of St.Gallen and Switzerland's business university. Internationality, practical relevance and an integrative view have characterised education at HSG ever since its establishment in 1898.

### Key achievements

Today, the University educates more than 9,600 students from approx. 100 countries in Business Administration, Economics, Law and Social Sciences, International Affairs and Computer Science.

With success: HSG is among Europe's leading business universities.

In the 2023 Financial Times European Business School Rankings, HSG occupied 5th place. After being regarded by the Financial Times as the best Master's in Management programme (SIM-HSG) for a record twelfth consecutive time globally, the programme was ranked in second place in 2023. Its integrative education at the highest academic level earned the international seals of approval of the EQUIS, AACSB and AMBA accreditations. Students are able to obtain degrees at the Bachelor's, Master's and Doctoral/Ph.D. Levels.

In addition, HSG provides first-class and extensive executive education courses for about 6,000 participants per annum. The focal points of research at HSG are its approx. 40 institutes, research centres and Centers, which constitute an integral part of the University. The institutes, which are largely organised autonomously, are self-funding to a great extent but are still closely linked with the University operations.

Visit us on [and unisg.ch](https://www.unisg.ch)



# HSG degree structure

## BACHELOR'S STUDIES

- Business Administration
- Economics
- International Affairs
- Law Sciences and Economics
- Law Science
- Computer Science
- Medicine (UZH)

## MASTER'S LEVEL

- Business Innovation
- Marketing Management
- Accounting and Finance
- General Management
- Economics
- Strategy and International Management
- Management, Organization Studies and Cultural Theory
- Banking and Finance
- International Affairs and Governance
- Quantitative Economics and Finance
- International Law
- Law and Economics
- Law
- Computer Science
- Medicine (HSG UZH)

## Ph.D. STUDIES

- Management
- Dr. oec. HSG with specialisation in:
  - Accounting
  - Business Innovation
  - General Management
  - Marketing
- Graduate Programme in Economics and Finance
- Dr. oec. HSG with specialisation in:
  - Economics
  - Econometrics
  - Finance
- International Affairs and Political Economy
- Organization Studies and Cultural Theory
- Law
- Computer Science



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## Contact



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