Women Back to Business
For Women on the Move
The University of St. Gallen (HSG) owes much of its reputation to the fact that it strives to be an integrative and comprehensive service provider for the economy, society and the state. Therefore, its areas of expertise extend beyond teaching and research to include training and consulting as well. The various colleges and institutes form the platform for a comprehensive executive education which is practical and implementation-oriented but at the same time satisfies the highest scientific standards. From short one-day seminars to courses lasting several months, all HSG executive education programs aim to promote individual development and improve leadership skills. Thus they meet the growing demand for lifelong learning and contribute to personal sustainable success. The Executive School of Management, Technology and Law (ES-HSG) provides under its umbrella a variety of events and training programs which are developed and performed by the institutes and departments of the University of St. Gallen. To better meet the expectations of our customers, the Executive School not only serves as a central point of contact for executive education issues but also works in a consulting role and develops its own new listings according to the needs of the market. More information is available on www.es.unisg.ch.

In the Swiss economy the potential of women has yet to be adequately leveraged. Changing demographics mean that the search for talent in some industries will intensify, if this segment of the workforce remains insufficiently utilized. The following brochure provides an overview of the management training program “Women Back to Business (WBB-HSG)” which can be completed with a Certificate or a Diploma. Our aim is to help women succeed professionally, in particular women who desire to return to the workforce, to reposition themselves on the job market, or to take on more challenging tasks with a higher workload.
In 2008, the Executive School of the University of St. Gallen developed the management training program “Women Back to Business” in German together with renowned Swiss companies. This successful concept has now been adapted into an English program with the same benefits. It is individually tailored to fit each participant’s situation and is the ideal springboard to your continued professional career. The program provides you with a comprehensive overview of the most relevant management topics and is supplemented by individual as well as group coaching sessions.

The partner companies and other cooperation partners offer not only financial support in the form of partial scholarships, but are also practically involved in the program, providing classrooms onsite as well as internships in their companies. In this way, you will have the opportunity to become acquainted with potential future employers in a variety of contexts. With new expertise and increased self-confidence, you will be able to start your search for a suitable project assignment or a new job in the final stage of the program. We support you professionally throughout this process.

Target Group
- You are motivated to start something new.
- You have a university degree.
- You took a career hiatus due to your family duties.
- You would like to return to the workforce in an international environment.
- You feel more comfortable participating in the English program.
- You would like to use your time in Switzerland to get a certificate from a well-known university.

Your benefits
- You will be updated on the latest concepts and models for the most relevant management topics and will develop a deep understanding for the current challenges facing organizations and project leaders today.
- Your appeal for potential employers will increase.
- You will receive professional support for your career transition through individual and group coaching sessions, with the opportunity for conscious reflection on how to meet new challenges.
- You will widen your professional network with managers in leadership positions as well as with women who find themselves in a similar situation as yours.
- The program is structured in separate modules, enabling you to integrate it smoothly into your family’s schedule.
- Our partner companies ensure that course content is closely related to practice and guarantee early contacts to potential employers.
**Statements from partner companies to the German program**

“The promotion and recruitment of women is an economic necessity, without which our society cannot survive, especially in a time of labor shortages and with an aging population. The program ‘Women Back to Business’ contributes to this challenge, while connecting companies to qualified women and enabling those women to reenter the workforce.”

*Carolina Müller-Möhl*
President
Müller-Möhl Foundation

“Supporting the ‘Women Back to Business’ program takes us a step closer to reflecting our customer base - patients, caregivers, and health-care professionals. This helps us better understand and meet our customer needs. A corporate culture in which heterogeneity is valued and integrated into decision-making processes promotes innovation, and strengthens customer focus which contributes to the company’s long-term success.”

*Valerie Guertler-Doyle PhD*
Former Head Diversity & Inclusion
Switzerland
Novartis Pharma AG

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Our program is the ideal supplement to your academic education. You will be briefed and updated on the most relevant management topics, including strategy, marketing, organization/process management, leadership/human resources and finance/controlling. You will develop a deep understanding of the latest concepts and models and learn how to critically evaluate them. In addition, you will have the opportunity to discuss with experts the key challenges that firms, non-profit organizations and the public administration sector face today.

The management modules are supplemented by an extensive program of individual and group coaching sessions. Your professional transition will be supported by an expert coach, giving you the best possible start for your return to the labor market or for a new career focus.
Statements from participants in the German program

“Following my husband’s career in several countries while starting a family, led to a break in my own career path, and after several years of not working, it was hard to know where to start. WBB provided me with not only useful management know-how, but also a supportive framework to manage my return to the work world. I am thrilled that I now have a challenging job which uses my knowledge, competencies and experience, to support others who are looking for employment opportunities, during or after international postings.”

Melissa Woods Nelson
MPH (Master of Public Health)

“The WBB program and internship were both key steps in my process of going back to work permanently. The General Management program gives me the self-confidence and knowledge to re-engage in business life. The work experience at Novartis confirmed my interest in my chosen career path in Corporate Communications. I was happy to re-practise my communication and writing skills, but more importantly, I am very fortunate to have found a new passion for Diversity & Inclusion, and discovered an exciting industry and a great company. After some time at home, it is really not easy to jump straight back into work. Therefore, it is very helpful to have support and guidance from the WBB program, and companies such as Novartis, that offer flexibility and time to settle in.”

Christiane Hyvert
Master in Communications

Participants who successfully complete the program will receive the Executive Certificate HSG in Management (WBB-HSG) of the University of St. Gallen (CAS – Certificate of Advanced Studies, 21 ECTS-Points).

Program graduates also have the opportunity to gain further certification and specialization in their areas of interest. By taking additional elective courses totaling 9 ECTS points within one year of graduation, you may attain the Executive Diploma HSG in General Management (WBB-HSG). This option is subject to additional costs.
General Information

Time Investment
The program is structured in modules that total 21 class days spread out over a 12-month period. Course preparation and follow-up work will require an additional equal amount of time. The internship will last a minimum of 5 days, and time must also be allotted for the development of a final paper and preparation. Participants will earn a total of 21 ECTS points. One ECTS point is equivalent to 30 hours of course work.

Course Location
The modules take place onsite at the partner companies as well as at the University of St. Gallen or in surrounding seminar hotels.

Accommodation
Participants are responsible for organizing their accommodations individually.

Tuition
The CAS-Program “Women Back to Business” costs a total of CHF 24’000.
There are several partial scholarships available, with partner companies covering up to 50% of tuition. Payment by installments is also possible upon request.

Participants are responsible for all travel, dining and accommodation expenses.

Cancellation
Cancellations made after participant confirmation are subject to a CHF 6’000 cancellation fee. No tuition will be reimbursed for cancellations made after program has started.

Scholarships
Scholarship recipients who drop out of the program or fail to graduate must pay back the entire scholarship amount within one year of exiting the program.

Requirements
Participants must have a degree from a university or advanced technical college, or in some exceptional cases upon approval, an equivalent educational certificate.

The number of participants is limited.

Application
Please submit the following documents for your application:
• Completed application form
• CV (with education and professional experience as well as a brief description of your current situation)
• Personal motivation for attending the program
• Diplomas or transcripts and work-related letters of reference
We are happy to answer your questions personally

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