

# CASE STUDY: The University of St. Gallen (HSG)

## The University of St. Gallen (HSG)

The University of St. Gallen (HSG) is one of Europe's leading schools for business and economics. About 7,000 students from 80 nations benefit from its international and interdisciplinary approach with a focus on practical relevance. Beyond academia, the HSG is known for the St. Gallen management model that was developed there.



## The University's Profile

An international perspective, practical relevance and an interdisciplinary approach integrating economics, law, and social and cultural sciences have been distinguishing features of the University of St. Gallen (HSG), which was founded as a commercial college in 1898. Today, the HSG educates students in business administration, economics, law and social sciences. And quite successfully at that: The HSG is one of Europe's leading schools for business and economics. It placed at number 16 in the Financial Times' 2010 European Business School Ranking.

Students can earn bachelor-, master- and doctorate-level degrees. Because the vision

of lifelong learning is an important facet of the HSG's profile, it offers comprehensive, first-class executive training. Its 40 institutes, faculties and centers form an integral part of the university and are the main areas for research. The institutes are largely autonomous and self-financed, but remain closely linked to the university.

## The Challenge

Prof. Dieter Euler is HSG's professor for education management and economic education. Since 2000 he has also been the dean's delegate for the development and implementation of a media-supported self-studies system as part of the Bologna reforms. In that role, he was involved in setting up the learning platform Studynet.

Prof. Euler's vision was to offer all members of the university flexible, 24-hour access to all available electronic-learning content. He wanted the platform to promote the cooperation among learners as well as the exchange with teachers. Prof. Euler faced the tough question: How do you motivate students to use such an online learning platform?

## The Solution: getAbstract

At the same time, getAbstract approached the HSG to discuss ways of working together. The University realized that the getAbstract service would be an added benefit for the students. getAbstract turned out to be the perfect solution for providing instant access, at any time, to the

## Achieved Results

- Prof. Euler's vision was to offer all members of the university flexible, 24-hour access to all available electronic-learning content.
- It now takes just a few clicks to be up-to-date on relevant, applicable business knowledge.
- As of 2011, HSG students also have access to getAbstract's classics library.

# CASE STUDY: The University of St. Gallen (HSG)

latest business knowledge. For the students, it now takes just a few clicks to be up-to-date on relevant, applicable business literature.

## The Implementation

For the HSG, getAbstract was not an isolated e-learning tool, but rather one instrument among others that would promote comprehensive learning and help students look beyond the box of their research and teachings.

The “Summary of the Week” is the gateway to the getAbstract resource within the Studynet portal. The Studynet website displays the cover of the summarized book, which changes on a weekly basis. The image then catches the user’s eye and serves as a link to the getAbstract library. Only university members have access to the Studynet portal so it’s easy to control access to the service.

## User Statistics

Over the years, the use of getAbstract within the HSG Studynet has been constant: Every year, roughly 20% of all students actively use getAbstract. On average, a user downloads four summaries a month.

As of 2011, HSG students also have access to getAbstract’s classics library. In this additional resource, getAbstract presents eight-page summaries in German of the most important literature of all times: Hundreds of classics – stretching from the ancient Greeks to Goethe and Günter Grass.



“Integrating getAbstract into our Studynet was technically easy to do.”

Dr. Ulrich Weigel, coordinator databases at the HSG