CPIN
Consulting Project
International Management

A unique experience for exchange students at FHS St.Gallen, Switzerland
What is new in CPIN?

Mixed groups of Swiss students (CPIM) and exchange students (CPIN) from all over the world (4-6 students per team)

- do market research on international markets and/or engage in management design, mainly in Europe, Asia, and South America
- work for real companies or public institutions which pay for the project
- are coached and supported by FHS St.Gallen lecturers
- are coordinated by the Knowledge Transfer Unit “WTT-FHS”
- work on the project during an exchange semester at FHS St.Gallen

### Goals:
- Transfer of theory into practice
- Deal with real business assignments
- Develop social, intercultural and teamwork skills

### Content:
- International market analysis with primary and secondary research and/or management designs. Example:
  - market potential analysis
  - product development survey
  - competition analysis
  - evaluation of location or partner
  - marketing or sales concepts

### Major project steps:
1) Getting to know the company and its business model
2) Understanding the company’s situation and the assignment
3) Preparing primary and secondary research tasks
4) Carrying out research, collating and analyzing data
5) Conceptual work
6) Drawing up recommendations, specific measures, master plans

### Results:
- 50-page final report & appendices
- concise Management Summary
- convincing final presentation to customer
- attractive PR report

### Setting:
- Project teams consist of international exchange students and Swiss students (4-6 students)
- The project language is English
- Projects are offered in the spring and the fall semester
## What we expect from CPIN participants

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<th>Area of Study:</th>
<th>Business, Management, Economics, Marketing or Business Information Systems</th>
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<td>Semester of Study:</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; semester or higher</td>
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| Level of English: | IELTS: 6.0  
| | TOEFL: paper-based 550, internet-based 79  
| | Certificate required (or equivalent proof) |
| Willingness to: | • take on a workload of approx. 300 hrs per student for 10 ECTS points (20 hrs per week)  
| | • work on the project from the start to the end of the semester and also during breaks  
| | • work as part of an intercultural team and be strongly committed to the project  
| | • prepare for the assignment before arriving in Switzerland  
| | • show flexibility and a customer-focussed attitude |

## Former Clients

- Schenker Storen
- Plastongroup
- A.Vogel
- CHT Bezema
- Mewag
- Ganzoni Sigvaris
For more information

1. Ask the exchange coordinator at your university

2. Contact the International Office at FHS St.Gallen
   www.fhsg.ch/en/international

   Ms Petra Baechler
   Exchange Coordinator Incoming Students
   petra.baechler@fhsg.ch
   +41 71 226 17 21

3. Visit www.fhsg.ch/cpim (Information about CPIN and CPIM)
   Visit www.fhsg.ch/wtt.nsf/en/home
   The Knowledge Transfer Unit WTT-FHS is responsible for the
   Marketing, Acquisition, Realisation and Debriefing of over 240
   consulting projects per year.