

## Press Release

### **Business School Lausanne Launches 4 New Master's Programs for Students Seeking Specialties in Marketing, Finance, Sustainability and International Business**

Lausanne, Switzerland – **03 May 2010** – Business School Lausanne (BSL), announced the creation of 4 new master's degree programs including **MSc Marketing, MSc Finance, MSc Sustainable Entrepreneurship** and **Master of International Business**.

These 2 year programs offer specialized business training for students with an undergraduate bachelor's degree (licence) and no, or little, work experience. Specifically, the MSc Finance offers training for **CFA (Chartered Financial Analyst)** certification and the Master of International Business is coupled with **CMI (Chartered Management Institute)** qualification. Additionally, the degrees will offer an optional internship (stage) to aid in catapulting students' future careers.

The programs debut this September and will offer enrollment every February and September. Enrollment for the September 2010 classes is now underway.

Associate Dean Georges Knell leads the academic direction of the new programs. "By undertaking one of our specialized master's degree, students will distinguish themselves by equipping them with current and specific industry knowledge. They will become prime candidates in multinational companies and the financial services industry," Knell said. "We are pleased to offer these unique programs, as they complement well the full range of business education that BSL is known for."

These new degrees will bridge the gap between a bachelor's degree and an MBA (Master in Business Administration), which requires a minimum of 3 years work experience.

A brief overview is as follows:

- **MSc Finance** – A springboard to investment banking and corporate finance, the program incorporates CFA preparation.
- **MSc Marketing** – Marketing for the 21<sup>st</sup> century, the program integrates new media and technologies that are at the forefront of current marketing practices.
- **MSc Sustainable Entrepreneurship** – When leading means caring, the program focuses on responsible business practices needed for creating a business or streamlining corporate sustainability.
- **Master in International Business** – An MBA for pre-experience undergraduates, the program emphasizes doing business across cultures.

#### **About Business School Lausanne**

Business School Lausanne is a leading innovator in higher business education. The school's ACBSP accredited degree programs include BBA, Masters, full-time and part-time modular MBA, Executive MBA and DBA. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.

#### **For further information, contact:**

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