

Press Release

Business School Lausanne Launches New Program in Sustainable Business with the University of St. Gallen

Lausanne, Switzerland – 10 May 2011 – Business School Lausanne (BSL) and the Institute for Economy and the Environment at the University of St. Gallen announce the creation of a joint executive degree - a Diploma in Advanced Studies in Sustainable Business BSL-HSG.

This one year, executive part-time, program offers specialized business training for participants with a university degree or equivalent and at least three years of professional experience at a management level or a minimum of six years of work experience. Specifically, the program is designed to prepare future leaders in business sustainability by offering training in the best current knowledge in the global and business sustainability fields; developing change management skills and, in addition, offering project experience with corporate or NGO sustainability projects. The program's uniqueness stems from how it approaches sustainability: it starts out with the global challenges our planet faces, develops the strategic implications for business in contributing to resolve these issues and clarifies the business impact of translating sustainability across the business functions.

The program will be offered for the first time this September and will have two intakes per year in September and February. Enrollment for the September 2011 classes is now underway.

The program is delivered in a unique format with more than 50% of the program taught outside the classroom, involving multiple stakeholders in addition to the program faculty. Thirteen modules of two days each will be held at both the University of St. Gallen and the Business School of Lausanne, as well as at off-site locations including out-of-doors; at companies and NGOs; with thought leaders and the media.

The Program has been co-designed by Prof. Dr. Thomas Dyllick of the University of St. Gallen and Dr. Katrin Muff, Dean of BSL. Dr. Madelon Evers of BSL has been appointed Program Director. "At the core of the learning is a real sustainability project, in which teams expand their subject expertise and develop leadership skills to make change happen" says Evers. "As leaders become competent in dealing with sustainability issues and confident that they can build on each other's strengths, this program will make a real impact for the world."

This new program in Sustainable Business has been launched by two of the co-founders of the World Business School Council for Sustainable Business (WBSCSB), Business School Lausanne and the University of St. Gallen, and serves as an emerging new practice example for the Council. The WBSCSB gathers concerned deans and thought leaders from business schools around the globe, but also from the business community, academia, international organizations and NGOs, and works with existing organizations and networks to make change happen.

About Business School Lausanne

Business School Lausanne is a leading innovator in business education and ranks 3rd in Switzerland (QS 2010-11 Top 200 Global Business Schools). The school's ACBSP accredited degree programs include BBA and Specialized Masters, full-time modular MBA, Executive MBA and DBA programs. BSL also provides Executive Training in Sustainable Business, General Management as well as Finance (with CFA) for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice and is backed by a multidisciplinary faculty of business professionals. BSL attracts students from around the world, creating a multicultural environment of more than 40 nationalities. Established in 1987, BSL is the co-founder of the World Business School Council for Sustainable Business (www.wbscsb.com).

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