

Changes at BSL

BSL offers hearty Congratulations to: **Marjorie Shoenuer-Baldauff**, BSL's ever helpful and supportive Student Relations Coordinator, was married in September 2010.



Magali Valente and her husband, Adriano, welcomed a healthy Alexia Victoria on January 17, 2011 weighing in at 2.5kg. The Valente family is thrilled with their good fortune!

Welcome on Board!

BSL extends a warm welcome to **Emily Banks** as Admissions Coordinator, replacing Magali while on maternity leave.



BSL Welcomes New Faculty

Professor Richard Beswick (Masters/ MBA) with focus on Competitive Positioning & Market Research.

Professor Ganesh Nathan (BBA / Masters) specializing in business ethics.

Professor Friedrich Sauerländer (MBA) introduces issues relating to Effective Corporate Governance.

Professor Victor Yerris (Masters) concentrated on Quantitative Methods of Finance & Derivatives.

Professor Michael Hathorn (MBA / DBA) assists in course development and Sustainability issues.

Alumni News

Your Network Connection

Myret Zaki (EMBA 1998) was recently aired on Swiss Television in: Passenger. Since her best-selling book exposing the UBS subprime fiasco, Myret has become a leading financial journalist and currently holds the position of Deputy Editor for the Swiss business magazine: BILAN. Myret will be a guest speaker at an Executives' International event on March 9. To make a reservation for this event: www.executives-int.ch

Leïla Bouamatou (BBA 2004), currently responsible for the Treasury Department of the Générale des Banques de Mauritanie (GBM) and active in her family's foundation – la Fondation Bouamatou – was received by President Barack Obama at a recent Presidential Summit for Business. Leïla was one of twenty three business executives, representing ten African countries, to participate at this summit. The young executive was quoted, *"Education and skill acquisition are the keys to success – which unfortunately are severely lacking in a large number of African countries where education is missing. Without education, people simply don't have the competencies to progress and succeed."*



Philippe Hirsiger (EMBA 2005) is now Project Leader of the Diabetes Program for the Canton of Vaud, Switzerland.

Cristina Giampaolo, (MBA 2010) returns to Canada in a senior position of Business Analyst, responsible for overseeing investment projects for GIL Giampaolo Investments Ltd.

Arman Mamoian (MBA 2010) has assumed the position of Director of Marketing for Tradicii Imperii in Tomsk Russia.

New Perspectives In Management

What we're reading/listening to:

Blue Ocean Strategy, W. Chan Kim & Renée Mauborgne

This business strategy book illustrates how to achieve high growth and profits by creating new demand in an uncontested market space, or a "Blue Ocean", as opposed to competing head-to-head with current competitors for known customers in an existing industry. BSL is expanding the use of the Blue Ocean Strategy from the MBA program to all programs. We have also named one of our small classrooms / conference room "Blue Ocean" in the spirit of creative thinking and ideas!

iTunes University: Justice with Michael J. Sandel, Harvard University.

A riveting nine-one hour lecture series challenging the principals that govern society and business today and solicit the listener to reflect upon the philosophical foundations that found these principals. Is Cannibalism condoned in a Life and Death situation? Are taxes in fact legislated theft? Were the many deaths justified by Ford's Cost-Benefit Analysis on the Ford Pinto fuel tank safety issues?

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BSL's New Image: New Building, New Logo

No sooner than the cartons had been unpacked and the paint had dried then students arrived at the new BSL building in Chavannes, close to the University of Lausanne and EPFL campuses. The new building move being an important part of recent changes undertaken to better reflect the spirit and ambitions of BSL as a "Leading Innovator in Business Education".

To further add to these changes, BSL unveiled its new logo during the new building Inauguration Ceremony last November. Staying close to its established roots in Swiss quality education, with a brighter "Swiss"- red and reverse out image of the Swiss cross, the new BSL logo reflects the interaction between profound Swiss qualities and a global commitment. It symbolizes BSL's dynamic opening to the world! Two concrete representations of what this new logo symbolizes are:

Reaching Beyond Switzerland

Increasingly, BSL has expanded its impact beyond Switzerland. The research vision 'Contributing to resolve key issues in



business and management of the 21st century' reflects BSL's desire to address burning issues that the planet faces. As a co-founding member of the World Business School Council of Sustainable Business (www.wbscsb.com), initiated by a group of dedicated deans in August 2010, BSL strives to take an active role in the world forum to contribute to sustainable business development.

A Larger Global Family

BSL has always aimed at bringing the world into its classrooms with international faculty and students. Graduates have often called the BSL culture "family-like", carrying this sense of a larger global family out into the world with them. Former President of Switzerland and Honorary Doctorate of BSL, Dr. Joseph Deiss carries this global focus with him in his role as President of the General Assembly of the United Nations.

Along with the introduction of new Master programs and a new DBA program, 2010 was a year of many important changes for BSL ... a strong foundation on which to build our future!



BSL in the News

In a recent employer based *QS ranking (Quacquerilli Symonds 2010/2011)*, BSL ranked among the *Top 200 Global Business Schools and third in Switzerland*, behind IMD and the University of St. Gallen. BSL has improved its ranking in Switzerland from previously number four by moving ahead of the University of Geneva.

As a co-founding member of the WBSCSB (World Business School Council for Sustainable Business), BSL announces in a joint press release with PRME (Principals for Responsible Management Education) and GRLI (Globally Responsible Leadership Initiative) a strategic partnership to conduct a 50 + 20 report on the future of business education to be presented at the Rio+20 Earth Summit in May 2012.

Meet BSL's Student Council Members

An active student organization is what makes BSL a special place to study. The recently gathered Student Council for 2010/2011 has their work cut out for them to create dynamic events and new initiatives for the BSL student body. Meet the students forming this year's BSL Student Council.



Regina Akhmadeeva (MIB), Jean-Claude Gereige (BBA I - A), Tomas Turek (MSc Finance), Rishab Thakrar (BBA II, not in the photo), Fabiana Santa Rosa Melo (BBA I - B) and Timur Grigoryev (BBA I A)



BSL Events

BSL Graduation 2010

Some 65 graduates celebrated the successful completion of their studies at the Lausanne Beau Rivage Palace in Lausanne on September 25 2010.



presentation, guests were invited to tour the school and join the multi-cultural buffet and cocktail celebration. The BSL student body played an active role in hosting the guests and welcoming them to the fabulous new premises.

Alumni gathered to applaud the recent graduates and officially welcome them into the Alumni Association. Professor Gerald Mazzolovo, Former CEO of Ferragamo & Bally, addressed the students with recommendations on how to market themselves and Ridwan Abdullah gave a succinct and heartfelt valedictorian address to his fellow graduates. We look forward to staying in touch with our graduates through our Alumni network! Please keep us posted of your whereabouts and your professional and personal adventures!

Contact: alumni@bsl-lausanne.ch

BSL Inauguration

On November 11 BSL hosted a VIP event formally welcoming students, faculty, friends, alumni, academic colleagues and business associates to our new landmark building. The event featured a panel discussion on the "Sustainability Challenge in Education" including honored guests Martha Maznevski, Director MBA Program for IMD, Thomas Dyllick, Vice-President and Chair in Sustainability of the University of St. Gallen and Jean-Paul Jeanrenaud, Director at WWF. The discussion was hosted by BSL Dean Katrin Muff. Following the panel



BSL Was on Tour ...

BSL was present at the MBA QS Tour this fall in Mexico City (August 30), Zurich (October 7), New Delhi (November 27) and Mumbai (November 29).

.... And Will Be on Tour

With stops in Toronto (February 26), Rome (March 5), Geneva (March 9) and Frankfurt (March 14). Alumni are welcome to join BSL at these events.

Contact Terry Akitt, terry.akitt@bsl-lausanne.ch if interested in participating in an event in your region.



Traditional Ski Weekend

More than 60 students, staff and alumni joined the traditional ski weekend in Gstaad this January. Professor Neil Rilett organized the event to perfection including spectacular weather conditions. Many thanks Neil for your valued efforts and BSL spirit!

Conference on Global Governance

'Who Runs the World?' A perspective vision with Honorary Guest Speaker Dr. Joseph Deiss: BSL Honorary Doctorate and current President of the General Assembly of the United Nations on Wednesday March 2 at BSL.

For further information contact: info@bsl-lausanne.ch

BSL Research Symposium

On Friday February 18, BSL hosted its first research symposium to assist BSL DBA's students in Research Methodology and Process.



SKMF Event

BSL cohosts the 16th Swiss Knowledge Management Forum on March 10 at the EPFL on "Knowledge Management Challenges in Virtual Teams".

For information on events please visit our website at www.bsl-lausanne.ch



BSL Launches a Revised DBA

BSL has entirely revised its DBA structure and is proud to launch a world-class Doctorate of Business Administration Program, effective January 2011. The restructuring of the DBA program ensures an excellent support structure for DBA candidates including a step-by-step outline for the complex research process. The new program also includes a biannual Research Symposium designed to provide candidates with training in research methodology, approach and writing, as well as the opportunity to share their thesis progress with fellow DBA candidates.

The 3-year, part-time, distance learning DBA degree looks at solving practical business problems through applied research, as opposed to fundamental academic research. It is designed both for business practitioners seeking to become experts in their field as well as for young academic scholars seeking a doctoral degree to advance their academic career. BSL is renowned for applied, inter-disciplinary research and focuses on topics such as responsibility, sustainability, entrepreneurship, new business models and pedagogy of business education. BSL seeks to contribute with its research beyond the well-being of the business community to society and the planet at large.

Donations to BSL

BSL offers sincere thanks for recent contributions of generous donors:

- Cristina Giampaolo (MBA 2010)
- SOURCE GROUP AG in Zug
- Gianluca Galdenzi

As a private institution, we depend on donations to translate our vision into concrete actions. For more information (including tax exemptions) please contact directly: Dr. Katrin Muff: katrin.muff@bsl-lausanne.ch.

New Book by Professor Nathan

Social Freedom in a Multicultural State, Towards a Theory of Intercultural Justice by BSL Professor Ganesh Nathan was recently published by Palgrave Macmillian.

Prof. Nathan argues that it is possible to defend intercultural justice and freedom without entrenching culture, group and identity, and that it is important to do so.

This book addresses the challenge to recognize the importance of claims of culture, without collapsing multicultural society into a series of discrete cultural ghettos. By reframing the debate and moving away from the emphasis on cultural characteristics, Prof. Nathan suggests to focus instead on the particularities of minorities which impact on claims for justice and recognition. It is important to respond to circumstances of injustice which impede minorities' capability to pursue meaningful activities in multiple dimensions – economic, social and political as well as cultural – as citizens of equal status.



'Switzerland, as many other countries, has to face questions raised by a multicultural society. Your (This) book will doubtlessly play a part in the discussions that have to take place in order to address this issue' states Micheline Calmy-Rey, President of the Swiss Confederation in her letter of congratulations to Professor Ganesh Nathan.

President Corner

Challenging Views about the Future

I recently read a provocative book *Cradle to Cradle. Remaking the way we make things.*

Coauthored by William McDonough, an American architect and Michal Braungart, a German chemist, the expression 'Cradle to Cradle' is opposed to the currently prevailing model of consumption 'Cradle to Grave'. The authors' central idea is defined as follows, "To eliminate the concept of waste means to design things – products, packaging and systems – from the very beginning on the understanding that waste does not exist". This radically new approach to producing goods is also summarized by the authors as 'Waste equals Food'. This can be achieved by: avoiding toxic chemical compounds as much as possible; including in the conception of any good a disassembling process respecting the separation between the biological and the technical metabolism; using the idea of local sustainability; and substituting renewable energy for fossil energy.

What particularly moved me was the position of the authors, without creating a sentiment of guilt, that change has to occur now and that 'negligence starts tomorrow'. They do not adhere to zero growth approach or Ehrlich's appeals to reduce drastically the world population. I can only encourage you to read this fascinating book and reflect on how your current and future endeavors (professional or not) can contribute to the sustainable world we want to transmit to our children.

Good luck with your efforts of creating a sustainable future - today!



by Philippe Du Pasquier,
President