

Changes at BSL We say goodbye to...

Our Marketing and Communications Coordinator, Terry Akitt who has been at BSL since June 2010.

Terry's great spirit and work ethic will be greatly missed, we wish her all the best in her new role!



Welcome on Board:

Dr. Madelon Evers

BSL welcomes Dr. Madelon Evers as Program Director of the Executive Diploma in Sustainable Business. Madelon is a Dutch-Canadian consultant specializing in innovation and leadership and supports leadership programs.



Dr. Alkis Tsikis

BSL appointed Dr. Alkis Tsiklis as program Director of the MSc Finance. As part of the management team Alkis continues to teach Finance at BBA, Master's and MBA levels.



Denitsa Marinova

A warm welcome to Denitsa Marinova, our new Marketing and Communications Coordinator. Denitsa has experience working for NGOs, financial institutions and a business university in Hong Kong.



BSL Welcomes New Faculty

- **Dr. Erdal Atukeren** (Master's) brings extensive expertise in Economics, Econometrics and International Economics and Finance.
- **Professor Guillaume Dubray** (Masters) is highly experienced in financial management, investment analysis, and private fund management.
- **Professor Christoph Goddenoz** (Masters) with a focus on corporate finance and equity valuation methodologies.
- **Dr. Alain Haut** (BBA/MBA/Master) specializing in the fields of international business and HR management.

Alumni News Your Network Connection

Kristina Greither and Tomas Edvinsson were married on June 25 in Zurich. The ceremony was attended by BSL's President Philippe Du Pasquier, Alexander von Schönau and several other BSL Alumni.

Lorenzo Wikerke (BBA 2006, MBA 2007) and his wife Lois are thrilled to announce the arrival of their baby boy, Kenzo, born on the 06.12.2010. Many congratulations!



Cheryl Nguyen (MBA 2011) was married to Stefan Graf in Zurich on the day of her MBA Management Report defense! Well done to Cheryl for completing two major milestones in one day!



With great sadness we announce the death of **Philippe Giesbrecht** (BBA 2006/EMBA 2007) who died tragically in an avalanche in Gstaad in February 2011. We are also deeply saddened to learn of the passing of **Alain Gisiger** (EMBA 2003) who died of a heart attack after a great day skiing. Our sincere condolences go to their friends and families.

Dr. Charles Dufault

It is with profound sadness that BSL shares with you the news of the passing of Professor Charles Edward Dufault in March 2011. Professor "Chuck" Dufault was one of the first professors at BSL and held the position of Associate Dean of BSL from 2003 – 2010. Chuck has left an indelible mark on the spirit of BSL as a deeply caring and sincere individual who was always available to support, give advice or simply to listen. His passion was to share knowledge and he encouraged learning with an open mind. Chuck was a great professor and a wonderful human being. Upon his request, Prof. Dufault's family has established a scholarship fund for BSL students.



New Perspectives in Management

What we're reading:

"The extreme future" by James Canton

A culmination of James' experience in working with future-oriented think-tanks, the book carves out the top trends that will reshape the world in the next 20 years. The extremely well structured book facilitates a quick overview of the main elements.

"The Great Disruption" by Paul Gilding

Paul discusses the state of climate change, in particular how Mother Nature and Father Greed have collided. The book provides a stark and unflinching look at the challenges facing humanity. If you care about this planet, this is essential reading.

"Here on Earth" by Tim Flannery

Tim changes his pace with this dual account of the planet and of our species. An historic perspective of how humans have taken over the world is complemented by ideas of how to move forward. A great read to broaden your understanding of the world.



BSL Blogs

Check out: Dr. Madelon Evers' blog: 'How to Build Sustainable Business,' a space for thought leaders who build sustainable businesses. Evers covers topics such as sustainability, diversity, design, CSR, environmental economics, research and events.
www.buildsustainablebusiness.blogspot.com

Coming soon: Dr. Katrin Muff's Dean's Corner blog; for discussions on sustainability in business and Dr. Muff's personal research.



BSL Focuses its Research Activities on 5 Key Future - Oriented Themes

Building on BSL's historic connection with entrepreneurship, Dr. Katrin Muff bases the school's research activities around five key elements. Dr. Muff believes it is essential to incorporate these subjects into our strategy for tackling the emerging challenges facing the world, and therefore, facing business and its leaders.

- Responsible Management
- Sustainable Business
- Entrepreneurship
- Alternative business models
- Business Education

New Doctoral Program

To reinforce these, BSL has entirely remodeled its Doctoral Program (DBA) and has started a monthly voluntary faculty research circle to support emerging research projects of our faculty. As part of a long-term strategic partnership, this initiative is backed by the Institute for Economy and the Environment of the University of St. Gallen, one of the leading business schools in Europe, and is supported by external thesis supervision experts. As such, BSL and University St Gallen have launched a series of shared research projects in the domains of sustainability, responsible management as well as business education.

Collaboration with St. Gallen University

This research has resulted in a number of additional collaborations with St Gallen in the past year. Most notably, the launch of a joint degree program for Executives: the Diploma in Sustainable Business, starting in September 2011.



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World Business School Council

BSL and St. Gallen also founded the World Business School Council for Sustainable Business (www.wbscbs.com), which was launched at the Academy of Management Annual Conference 2010 in Montreal.



Dr. Paul Shirvastava (O'Brien Center for Sustainable Enterprise, Canada), Dr. Sanjay Sharma (Dean, JMSc Concordia, Canada), Dr. Prof. Thomas Dyllick (Uni. St. Gallen, CH) and Dr. Katrin Muff (BSL, CH).

The 50+20 Project

The WBSCSB is at the forefront of a global initiative to challenge business schools to adapt to the current reality of the way business is operating and to address the numerous criticisms of business schools in view of the leadership void demonstrated by the various financial and economic crises worldwide. www.50plus20.org

Future Research

Dr. Katrin Muff and Prof. Dr. Thomas Dyllick have a joint book project scheduled for 2012, discussing the current state of sustainability in business and the avenues that need to be explored in order to meet the challenge of a world vision of "9 billion people living well and within the limits of the planet" (Vision 2050 by WBCSD).

A World Premiere: The WBCSD Co-Brands our Executive Diploma in Sustainable Business

The World Business Council for Sustainable Business (WBCSD) has entered a strategic partnership with BSL and co-branded our new Diploma in Sustainable Business. BSL is honored to become the first business school that the WBCSD has an alliance with. Commencing in September, the unique and very innovative Diploma in Sustainable Business has already attracted the attention of the University of St. Gallen (HSG), who began collaborating on the program with BSL last fall and will jointly deliver this Executive program.

BSL is very excited to be working with such a distinctive partner on this high visibility program, as BSL's is one of few joint degree programs that St Gallen has established. BSL and HSG are co-founders of the World Business School Council for Sustainable Business (WBSCSB), a mirror organization to the WBCSD, giving business schools a common voice in the public debate on sustainability.



For more information please check: www.bsl-lausanne.ch/index.php/eng/Programs/Sustainable-Business-Degrees/Diploma-in-Sustainable-Business





50+20 Project:

Global Vision Project Launch

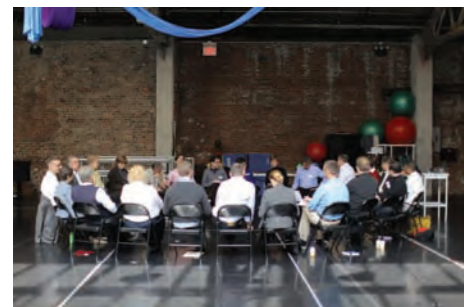
WBSCSB, GRIL and UN-backed PRME held their first 50+20 project retreat in New York this April. These three leading organizations joined forces to embrace the biggest challenges in business education since the Ford and Carnegie Foundations reports in the late '50s.

Participants from 4 continents represented a variety of thought leaders as well as business school Deans and professors. Headed by Otto Scharmer of MIT (theory U), the team dedicated two days to a profound visioning exercise involving body, mind, heart and soul.

The retreat marked the first step on the journey towards a daring and radically new ideal of what business schools or management education should be in order to confront the emerging societal and environmental challenges of the world. This breakthrough report is scheduled to be presented at the upcoming RIO+20 UN Earth Summit in Rio in 2012.



Mark Drewell (GRIL, Belgium), José Pereya (Centrum PUCP, Perú), Sanjeeb Kakoty (IIM, India), José Lozano (ESADE, Spain), Alain Miciak (Duchesne U, US), Thomas Dyllick (Uni. St. Gallen, Switzerland), Paolo Resende (Fundação Dom Cabral, Brazil), Derik de Jongh (Uni. of Pretoria, South Africa), Kai Hockerts (Copenhagen Business School, Denmark), Sanjay Sharma (JMSc Concordia, Canada), Paul Shrivastava (O'Brien Center, Canada), Katrin Muff (BSL, Switzerland) and Jerome Caby (ICN Nancy, France).

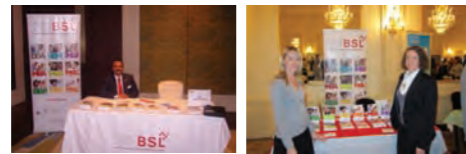


The Team doing a group routine during the retreat

BSL Events

BSL Was on Tour ...

BSL was present at the MBA QS Fair this spring in Toronto, Rome, Geneva and Dubai. Thank you to our agent Dr. Fauz Gataby for his support at the Dubai Fair.



Dr. Fauz Gataby at Dubai Fair. BSL team at Geneva Fair.

.... And Will Be on Tour

In October, stopping off in Moscow (Tuesday 4), Kiev (Thursday 6), Zurich (Thursday 20), Geneva (Saturday 22), Munich (Monday 24), Sofia (Wednesday 26). In November we will visit Beijing (Saturday 5) Shanghai (Tuesday 8), then off to Dubai in December (Thursday 8), and Riyadh (Monday 12). Alumni are welcome to join BSL at these events.

Mark your Calendars: Poco Loco Dinner

All BSL students are invited to the annual leaving dinner at Poco Loco restaurant on July 21 at 19h for a great meal and a memorable night!



2010 Poco Loco dinner, Michelle Mattsson giving a speech (MBA 2010).

BSL Graduation 2011

BSL invites graduating students to their Graduation Ceremony to be held at the Hotel Beau-Rivage Palace on Saturday September 24. More details to follow.

BSL back to School!

First day back at school for the Fall intake is September 5 for BBA and Masters. For information on events please visit our website at: www.bsl-lausanne.ch

Dr. Joseph Deiss Visit

On March 2 BSL was honored to host Dr. Joseph Deiss, President of the UN General Assembly. Dr. Deiss presented his perspective on global governance "Who Runs the World? - Challenges and Opportunities of World Governance in the Coming Decade." Deiss identified three central challenges for global governance: the globalized world of the 21st century, a shift in the world demographic, and the existing landscape of global governance is becoming more complex. He believes that the UN has a central role in shaping a global governance structure that is efficient, open and representative.

Agents Visit with Lemania

In conjunction with Ecole Lemania, BSL welcomed more than 50 BSL agents from around the world to the school for a short presentation and tour of the school.

Open House June 16 2011

BSL opened its doors to the public and presented its new BBA Triple Degree and Executive Finance programs. Thank you to all the students and staff for creating such a successful event!

SKMF Event

BSL co-hosted the 17th Swiss Knowledge Management Forum on June 23. Our very own professor, Dr. Ganesh Nathan was guest speaker and hosted a round table discussion: "Does Ethics hamper or foster innovation? How might we resolve the dilemmas between ethics and innovation? Might responsible knowledge practices be the answer?"



Dr. Ganesh Nathan during his presentation at the SKMF event at BSL on the 23rd June 2011.



New BSL Programs

BBA Triple Degree

BSL introduces the new Triple Degree BBA program in cooperation with Dublin Business School and Liverpool John Moores University. The program offers a third year of program specialization in Project Management, Marketing, or HR and Business Management in Dublin or an internship possibility in Switzerland. Graduates receive a triple degree from the three collaborating Universities.

MSc Global Marketing

New for the September 2011 intake, BSL offers a 1.5 year MSc Global Marketing program. Completing our range of Masters programs, the MSc Global Marketing program is built around new technologies and a project in International Marketing.

Executive Programs

Executive MSc in Finance

BSL announces the launch of the Executive MSc in Finance program. The 2.5 year part-time curriculum integrates preparation for the CFA Level 1 exam with classes conveniently scheduled in the evening. The Executive MSc in Finance program gives professionals the opportunity to pursue fast-track career advancement without interruption to their work schedule.



Diploma in Sustainable Business

A one year executive program - see cover page for more details.

Executive MBA in Sustainable Business

The Executive MBA in Sustainable Business is a two year part-time program which joins the Diploma in Sustainable Business of BSL and the University of St. Gallen. Participants graduate with an EMBA and a Diploma in Advanced Studies in Sustainable Business from both Universities. This program is also available as a full-time one-year version.

Uncovering Swiss Banks' Secrets

Dr. Nicolas Rouiller, professor of law at BSL and partner in the law firm MCE Avocats, has published with Dr. Marc Bauen as co-author, "Relations bancaires en Suisse."

In the beginning of the financial crisis, Dr. Rouiller identified the need for an accessible yet complete book on Swiss banks. The crisis had increased public curiosity of the - often nontransparent - mechanisms of the bank industry (a good example is the very opaque subprimes, which were also well described in a book by Myret Zaki, a graduate of BSL EMBA, today rédacteur en chef adjointe for the business newspaper, Bilan). It became clear that many clients were badly informed about certain essential (legal) aspects of their financial products.

The result of his research and experience is a comprehensive book on bank relationships in Switzerland, covering topics such as private banking and investment banking, rules against money laundering, complex asset structures linked with trusts and foundations, banks' liability when in breach of clients' rights, and clarifies vague concepts like "beneficial owner." The present time is also particularly interesting in Switzerland with real mutations to the infamous bank secrecy.

Catering to the interest of Swiss banks across the world, the book is issued by four publishers (in Zurich, Paris, Brussels and Montreal).



"Relations bancaires en Suisse", (including a 40 page relaxing story of banknotes and a 80 page glossary), can be ordered for CHF 89.- at Schulthess Editions, Zwingliplatz 2, 8022 Zurich, fax +41 (0)44 200 2928; e-mail livres@schulthess.com; www.schulthess.com

President's Corner

A Global Alumni Network

I had the pleasure of attending the wedding of Kristina Greither and Tomas Edvinsson on June 25, in Zurich. Present were Kristina's siblings, brother-in-law (Alexander von Schönau), and also a handful of other BSL's alumni, coming from different countries.



It was a poignant reminder of how global BSL's alumni network is; a direct reflection of BSL's truly international student body which is invaluable in terms of contacts and in exposing students' minds to the challenges of a globalized world.

BSL celebrates its 25th anniversary in 2012 and several of our alumni have reached a stage in life where teaching appears as a way to transmit their valuable experience to the younger generation.

Some alumni who made such a transition locally are Alain Najar at EHL, Véronique Najar-Giroud and Jeff Matray at CEFCO, Jorge Cañete at Athenaeum. Internationally, I can name José Chaves at Fundação Dom Cabral (Brazil), Dr. Tham Kwok Kin at HKU Space College Suzhou (China), Dr. Trevor J. Hutley at Jubail Industrial College (KSA), Dr. John H. Nugent at University of Dallas School of Management (USA), Dr. Antonio Carlos Vidigal at IBMEC Business School (Brazil) and Dr. Monica Wagen at Université de Paris.

I can only encourage you to keep in touch with your school, to participate in the alumni network and share your invaluable experience. I wish you a nice summer and every success in all your endeavors.

Philippe Du Pasquier,
President