



BSL Relocates Rumors Become A Reality

Rumors have echoed the crowded BSL hallways for more than a year now. With the launch of the new modular MBA program last fall, and most recently the announcement of four new Master's programs, the obvious question



- "where to put everyone?" - is whispered among students and staff alike.

Bursting at the Seams

Since 1997 when Lemania Group acquired BSL, the average number of students per year has increased by more than 50%. The school has gradually expanded from the original 3 floors in the current building to the basement and then later to the top attic level. Now with all possible floor space in use, the options to grow at the current Avenue Dapples location are exhausted. Moving locations is not a new thought for BSL management. "We have been exploring different options for awhile, waiting for the best possible opportunity for BSL", explains President Philippe Du Pasquier. "Finding the ideal location that meets all of our criteria is not something

that happens over night. We have been prepared to wait patiently for **THE** location that meets our needs".

A Spacious New Location

And patience has indeed paid off! In mid-June, Dean Katrin Muff announced to the administrative team the exciting news that an agreement had been reached for the new BSL facilities. The new landmark building, in Chavannes-près-Renens, more than doubles the size of the existing facilities offering spacious and modern classrooms, extended facilities for research, faculty, students and the ad-

Presidents Corner



Change as an Integral Part of Growth

If I look back over the past two years, I'm really impressed by the recent developments of our school: restructuring the full-time and Executive MBA programs; increasing number of high-caliber participants in the DBA; more frequent and positive press coverage (see Press Information: www.bsl-lausanne.ch), EFMD (European Foundation for Management Development) membership and significant expansion of Faculty.

A Dynamic Team in Place

This impressive development is largely due to the dynamism of our new Dean, Dr. Katrin Muff, in addition to the good reputation of the school, the commitment and the loyalty of our senior faculty and former Dean, Dr. Trevor J. Johnson, along with the on-going support of the Lemania Group.

Rethinking the MBA

I recently read in Harvard Business School Working Knowledge – an internet business publication - an interesting interview of Srikant Datar and David Garvin, both professors at HBS and co-authors of the recently published book "Rethinking the MBA: Business Education at a Crossroads".

They conducted interviews with CEOs and deans of business schools worldwide and kept hearing the same concern: "Thank goodness you folks are doing this. All of us collectively need to take a hard look at the state of business education." That's exactly the reaction Dr. Muff faced when she interviewed CEOs and HR directors in Switzerland in Spring 2009.

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BBA, MBA, EXECUTIVE MBA, DBA



Snap Shot:
This issue features...

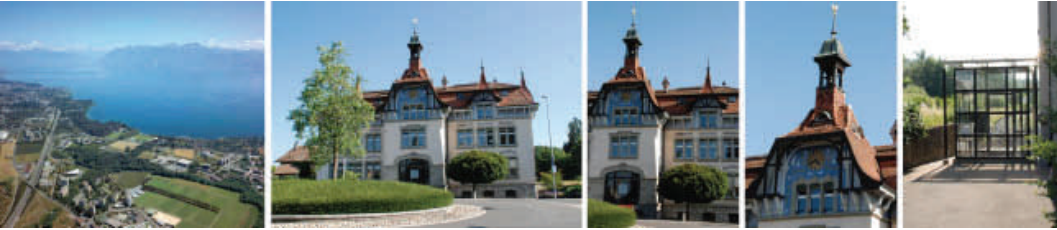
Winning the Customer New Masters Programs

Dr. Trevor Johnson offers 10 tips for improving your sales and building a lasting customer relationship.

BSL launches four new specialized Masters programs.

Alumni News

Updates, career moves, joyous occasions and personal achievements from BSL Alumni.



Rumors Become a Reality

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ministration as well as a large parking area and a bicycle shelter. "The new building accommodates our need for growth and symbolizes an historical milestone in the evolution of BSL as a key player in Swiss business education", exclaims Mr. Du Pasquier.

A Landmark Building

Located in the Greater Lausanne area, known for several higher education institutes such as EPFL (Swiss Institute of Technology), the University of Lausanne, IDHEAP (Swiss Graduate School of Public Administration) and the new Rolex Learning Center, the impressive building has been a landmark site in Chavannes since the turn of the 20th century. Originally built to house the village school in response to the exponential population growth, the building represents the first major edifice in the region. Constructed by Lausanne architect Georges Epitoux, the style follows the classic regional example of the time. Mr. Epitoux is also responsible for other prominent Lausanne landmarks including the "Grands Magasins Innovation" that later became the headquarters of a major Swiss bank, the "Galerie Saint-François" and the Cantonal School of Agriculture in Marcellin. In addition, the World Trade Organization in Geneva also bears the trademark of this prominent Lausanne citizen.

New Classrooms for the Fall

The move will occur in early August between the end of the Summer Term and the beginning of the new term in September 2010. As we go to press, the building interior is undergoing refurbishment with some structural changes and repainting in preparation for the new and returning students this fall. As the sole future occupant of the building, BSL can tailor the infrastructure to its needs. "This is an exciting time for BSL", beams

Dean Muff, clearly pleased by the turn of events. "We have been working towards this goal and to find this classic site in an ideal location with all the amenities we could hope for makes this a momentous achievement!" Students can easily reach the school by car or public transportation and will find themselves in a region of Lausanne that has become an increasingly vibrant student environment teaming with local and international students alike.

Join Us this Fall

The BSL team will roll up their sleeves in August in time to roll out the red carpet for students, alumni and visitors alike this fall. We encourage you to drop by and look forward to welcoming you at our prestigious new location!

New address effective August 10:
Route de la Maladière 21
PO Box 73
1022 Chavannes Switzerland

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Datar insists on the need to rebalance "from the current focus on 'knowing' or analytical knowledge to more of what we call 'doing' (skills) and 'being' (a sense of purpose and identity)." This is precisely what has occurred at BSL with the clear definition of the organization's values and the restructuring of MBA courses with the focus on 'doing' and 'being' presented in modules of What, How & What For. At BSL, our ability to revisit and rethink our programs puts us in tune with the needs of business education in the 21st century.

New Opportunities at BSL with Specialized Masters

Contractors are updating the new building in Chavannes to incorporate a dedicated classroom for new business programs. In September, the new classroom will host master's students specializing at BSL in **Finance or International Business**.

The Master in Finance, which will incorporate level 1 of CFA certification, and the Master of International Business are two of the four new master's programs launching at BSL. In February 2011, two additional degree programs will begin; the Master in Marketing and the Master in Sustainable Entrepreneurship.

BSL's Associate Dean, Georges Knell, leads the academic direction of the new programs.

"We are pleased to offer these specialized programs, as they complement well the full range of business education that BSL is known for," Knell said.

These new degrees bridge the gap between a bachelor's degree and an MBA and allow students to specialize in a business domain.

In brief, a summary of the new programs:

MSc Finance – A springboard to investment banking and corporate finance, the program incorporates CFA preparation.

MSc Marketing – Marketing for the 21st 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 – Do business across cultures with a broad perspective that prepares students with Strategic Management & Leadership qualifications from the Chartered Management Institute and a career with a global corporation.



Winning the Customer

by Dr. Trevor Johnson

One of the most respected management gurus of the 20th century, Peter Drucker, is known for saying, "The purpose of business is to create a customer." Everyone involved in today's business environment knows this is easier said than done; it's a tough, competitive world out there. Globalization means that competition can come from anywhere, so there are more and more companies fighting for each customer order. Current economic situations show that order volumes are at best static, and often shrinking.



So, how can you increase your chances of being victorious in the battle for customers?

There are two, and only two, objectives in business - satisfy the customer and make a profit. They are, of course, inextricably linked; in fact you can't achieve the latter without doing the former. You must find a way to get inside the head of your customers to determine 'what makes them tick.'

With this information, a selling strategy can be designed to win the race to get the order; a strategy for both the individual customer and the decision-making groups invariably involved in purchasing decisions. And, once having spent time and money winning the order, you must develop a strategy to make sure that your customer repeats orders in the future.

In our competitive environment, here are 10 tips to help you get your next customer order.



10 Tips for Sales Success

- 1 Don't trust your gut feeling.** Understand thoroughly the selling process, from lead generation to account maintenance and support.
- 2 Know who you're talking to.** Identify who and how many are involved in the buying decision - the Decision Making Unit (DMU).
- 3 Get to Know Your DMU.** Identify the DMU's technical, semi-technical and psychological needs. Remember that each person is different.
- 4 Be diplomatic and cautious to relationships existing within a DMU.** Develop a sales strategy for each member of the DMU, and the DMU as a whole.
- 5 Make full use of all the selling tools at your disposal.** Be creative and rely on your support network to persuade the customer to buy from you.
- 6 Approach your strategy Step-by-Step.** Methodical and careful preparation for each contact with the customer will move you closer to your sales goal.
- 7 Recognize that customers buy benefits not features.** Highlight only benefits and features relevant to your customer.
- 8 Be prepared to handle customer objections.** Resistance is instinctual.
- 9 Set prices and leave yourself room to negotiate.** Remember, everyone likes a good deal!
- 10 Close the deal, get the order and leave the door open for future contact.** Build on a strong relationship of trust and quality of service to ensure future orders.

New Faces & Changes in the BSL Team

New on Board!

BSL recently welcomed **Natalia Puigdemasa-Biver** as Administrative Coordinator. Natalia was born in Girona (Spain) and spent the last nine years in London working as Communications Coordinator for a large architectural firm.



Terry Akitt-Schwartz joins as Communications Coordinator, replacing Matthew Mortellaro. Terry carries Swiss and Canadian citizenship and has marketing experience with several major corporations like Procter & Gamble, Nike International, Logitech and IMD.



Congratulations to **Magali Valente** who assumes the new position of Admissions Coordinator.



Good Bye and Good Luck!

Matthew Mortellaro moves onto new professional challenges this month. Thank-you Matthew for all your creativity, good humor and hard work promoting BSL!

BSL Extends a Warm Welcome to Recent Members of Faculty

Professor Christopher Cordey (MBA/EMBA program) who specializes in Entrepreneurship and Leadership

Professor Claudia Kranefuss (MBA/EMBA program) introduces students to Teamwork dynamics

Professor Yiftach Sagiv (MBA/EMBA program) teams with Professor Kranefuss for the Teamwork workshops

Professor Jean-Stéphane Szijarto (MBA/EMBA program) concentrates his efforts in Project Management



Alumni News—Your Network Connection

Patrick Arnegger (EMBA 2010), Geneva, Alcoa Inc., Director, Global Financial Services and Europe Finance, in charge of shared services Finance for Alcoa globally and accountable for all Europe Controlling, Finance and Treasury activities.

José Chaves, one of our current doctoral students, is teaching at Fundação Dom Cabral, Belo Horizonte, Minas Gerais, Brazil, which is ranked No 1 in Latin America and No 6 worldwide in the Financial Times Executive Education Ranking. FDC organizes from August 15 to 17, 2010, an international conference on Strategic Moves on Business Education in collaboration with EFMD (European Foundation for Management Development).

Alain Conte (EMBA 1999), Mont-sur-Rolle VD, has been Head of UBS Vaud for one year. UBS Vaud has 250'000 private customers and 11'000 corporate clients, and employs 1354 collaborators. An interview of Alain Conte was published in Le Temps on May 3, 2010.

Florian Dumont (EMBA 2009), Lausanne, Sandoz Family Office SA, Directeur administratif et IT (Administration, Audit, Project Management, Reporting).

Werner Kiesswetter (EMBA 2010), Wasserburg am Inn, Germany, Robert Bosch GmbH, Marketing Manager, in Western Europe.

Daniel Reza (EMBA 2010, ESM) was mentioned in a two page article in PME Magazine (April 2010), dedicated to his family business, Ventilogaine SA. Daniel is running a second factory in Geneva.



BSL News Briefs

Dedication to CSR

In May 2010, BSL partnered with the EHL for the "Y-CSR Forum 2010." Bringing together students, academic and business leaders, the forum discussed best business practices and corporate social responsibility (CSR).

Partnership with the SKMF

BSL became an official partner, along with the EPFL and Itecor, of the Swiss Knowledge Management Forum. The June forum was dedicated to the knowledge needed to define the requirements for designing a website.

New CMI Accreditation

Our new Masters in International Business along with BSL, received official accreditation by the Chartered Management Institute (CMI). The CMI is a leading Management Institute worldwide and provides qualifications for managers.



Have an update?

Send news of your professional achievements and personal accomplishments to: alumni@bsl-lausanne.ch

BSL Events

BSL Open House

On June 3 BSL hosted an Open House for potential students followed by a BBQ for our guests along with current students and faculty. Perfect weather and a great time!

Dean Muff Presents at ACBSP

Dr. Katrin Muff presented the latest research in business education at BSL at the annual conference of ACBSP (Association of Collegiate Business Schools & Programs) in Los Angeles at the end of June. Her paper "Translating Real Business Need into an MBA curriculum" is available upon request.

Battle of the BBA Classes

On July 1st, the local park in Place de Milan echoed cries of encouragement as the two BBA classes challenged one another to an epic baseball tournament organized by the Student Council.

BSL Was on Tour ...

BSL was present on the MBA QS Tour this spring in London (March 4), Frankfurt (March 20) and Geneva (March 27).

... And will Be on Tour

With stops in Mexico City, Munich and Zurich, BSL will take part in the QS World MBA tour this fall. BSL will also be present at the ExpatExpo in Geneva this October.

Poco Loco

Students, faculty and staff will come together at the annual event in July.

Graduation

Mark your calendars for the BIG event! BSL hosts the graduation ceremonies at Hotel Beau Rivage on Saturday September 25 at 18h00.



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publication
BSL Connection publishes
three times a year in Winter,
Spring/Summer, and Fall.

