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Business School Lausanne ranks well in top European listing

by Michele Laird

A total of five Swiss business schools make the 'QS Global 200 Business Schools 2009' ranking and three of them are in Lausanne: IMD ranks 5 and Business School Lausanne ranks a remarkable 40. The ranking is based not on the schools' statistical data but on perceptions by global recruiters.

Known until this year as the 'Global Recruiters Top Business Schools', the employer-choice based ratings system, implemented by QS (Quacquarelli Symonds Limited) establishes QS Global 200 Business Schools 2009: The Employers' Choice to facilitate the hiring of quality MBA graduates. It is compiled from the feedback of managers with recruitment responsibilities from around the world and is therefore considered to better reflect the market, as well as the potential of future recruits. It also allows for smaller schools to be rated along with larger universities.

With only 70 European schools selected as part of the QS Top 200 Business Schools in the world, Switzerland is well placed with five schools ranking. In addition to BSL, the list includes HEC Lausanne, IMD, St. Gallen University and University of Geneva.

This is the first year that the Business School Lausanne makes the ranking and its position is therefore all the more remarkable. Founded in 1987, BSL is a member of the Lemania Group of Swiss Private Schools. It is accredited by the leading Association of Collegiate Business Schools and Programs and offers a higher business education program for entrepreneurs.

'We are very pleased to be in a ranking that reflects quality' says Philippe Du Pasquier, the President of BSL and a member of the family that owns the Lemania Group. 'Most rankings, such as the one established by the FT, are based purely on statistics, which is why schools like ours usually get passed by.' He adds that visits to the web site surged when the announcement was made.

Business School Lausanne offers several degree programs in English, including a fulltime BBA and MBA (which require living locally), a flexible part-time MBA for working professionals across Europe and an Executive MBA (organized for working executives on Saturdays over a 40 week period). In order to appeal to an even larger category of business students, BSL is currently developing a modular program in areas such as marketing, finance or human resources.

Part of BSL's success can be attributed to a 'real-life' approach, where theory is applied to practice, thanks to the experience of an international faculty of business professionals. Furthermore, because students come from about 30 different countries, the environment is highly multicultural, adding to the development of the negotiating skills required in the world of business today.

'With only 100 students, we are a boutique school and would like to remain that way' says Mr. Du Pasquier. 'Although we are planning progressive growth, our Dean, Dr. Katrin Muff, still knows the names of just about every student in the school. We will never become a factory' he concludes. That's precisely what the QS ranking is telling us about the school.