

## Press Release

### **Business School Lausanne Establishes the *Future Leader Scholarship* in Launching its New MBA Program**

#### *Introducing an MBA Created in Collaboration with Leading Executives*

Lausanne, Switzerland – **3 June 2009** – Business School Lausanne establishes the *Future Leader Scholarship* to mark the launch of its redesigned MBA program. Developed in collaboration with CEOs and HR Directors across Europe, BSL's new MBA aims to develop future leaders equipped to address tomorrow's business challenges.

"Leadership is to transform ordinary people into extraordinary people in order to achieve extraordinary things together," said Daniel Vasella, Novartis CEO and Chairman of the Board.

Through the *Future Leader Scholarship*, BSL rewards a future leader's plan for professional growth by granting him/her with a scholarship to the new MBA program. Siegfried Gerlach, President & CEO of Siemens, and Benoit Dumont, Chairman of JP Morgan, were among the executives consulted in designing the BSL MBA and will act as honorary BSL judges in selecting the scholarship recipient.

BSL's new MBA program focuses on personal leadership. It highlights success criteria defined by business leaders: adaptability to change, the ability to grasp the bigger picture, to remain calm under pressure, to communicate effectively, and to work well in a team.

To develop the new MBA program, BSL interviewed business executives from companies such as ABB, Allianz, Alcoa, AstraZeneca, BCV, Bobst, British Petroleum, Bulgari, Cadbury, Coop, Ernst & Young, Ferring Pharmaceuticals, Hewlett-Packard, IBM, Johnson & Johnson, JP Morgan, Kaz, Kudelski Group, Medtronic, Migros, Nespresso, Nestle, Novartis, PriceWaterhouseCoopers, Siemens, Starbucks, UBS, Vibro-Meter.

"Why did no other business school ever think of asking us what we think," said Charles Bill, Learning & Development Leader EMEA & India for PriceWaterhouseCoopers. "We need business acumen; personal effectiveness and interactive skills are essential."

The *Future Leader Scholarship* award may be applied to the BSL Executive MBA, Full-time MBA or Flex-MBA degree program. The Executive MBA takes place on Saturdays and is completed in 1½ years. The full-time and flex programs follow a modular format, with the full-time being completed in 1 year. Participants in the part-time, Flex-MBA determine their own study schedule and may take up to 3 years to complete. Tuition for an MBA at BSL is CHF 44,800. The new MBA programs begin in September, with guaranteed openings for those applying in May and June.

To apply for the scholarship, eligible candidates are asked to submit an essay of 2000-2500 words on how they will use a BSL MBA to achieve their professional vision(s). All applications and essays must be received by July 31, 2009. (Complete application requirements are available on the BSL website.)

#### **About Business School Lausanne**

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. The school's ACBSP accredited degree programs include BBA, pre-MBA, full-time and part-time MBA, Executive MBA and DBA. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.

**For further information, contact: Matthew Mortellaro, BSL Communications, 011 41 21 619 0608**