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Business School Lausanne launches leadership MBA program and scholarship

by Michèle Laird

Redesigned in collaboration with CEOs and HR Directors across Europe, Business School Lausanne's new MBA aims to develop future leaders equipped to address tomorrow's business challenges. BSL is ranked in the top fifth of the QS Global 200 Business Schools 2009 listing.

"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.



BSL students: Lena Koropecy, Florian Kron, Hayley Carmichael, Samantha Zaklama, Daniel Jimenez

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To mark the launch of the program, BSL has established a *Future Leader Scholarship* to reward 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.