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Forbes

PROMOTION

★ **EUROPE'S MASTERS** ★

November 16, 2009

Business School Lausanne participated in Forbes 2009 Europe's Master's Promotion. Our participation with the short written announcement (shown on right) enable us to be mentioned in the written editorial featured in the Europe's Masters Promotion.

This is the first time BSL has appeared in Forbes.

An extract of the editorial is provided.

Building Tomorrow's Leaders

Founded in 1987, Business School Lausanne (BSL) is a leading innovator in higher education for entrepreneurs. Reinforcing its renowned practical approach to business studies, BSL has revised its programs in close collaboration with CEOs and HR directors. BSL's professors are active business practitioners who bring a wealth of current business experience to the classroom. Such an interactive learning environment is an essential element to developing tomorrow's leaders.

Located in Switzerland, BSL is globally recognized for its quality, ranking 40th among Top European Business Schools in a 2009 study by QS Ltd. Business studies at BSL include ACBSP-accredited degree programs in BBA, pre-MBA, full-time and flex MBA, Executive MBA and DBA, as well as MBA-level management training seminars for working professionals.

www.bsl-lausanne.ch

BSL

Business School Lausanne

BBA, MBA, EXECUTIVE MBA, DBA

\$4.99

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Forbes mentions BSL as one of 11 European B-Schools

(November 16, 2009)

Extract

EUROPE'S MASTERS

Studying for a master's degree in Europe offers students a global outlook

Overview of Business Schools Featured

1. University Exeter Business School, UK
2. University of Castilla La Mancha, Spain
3. HSBA, Germany
4. SMC University, Austria / CH
5. University of Basel, Switzerland
6. Business School Lausanne, Switzerland
7. University St. Gallen, Switzerland
8. University of Zurich, Switzerland
9. NIT, Germany
10. HEC Lausanne, Switzerland
11. Manchester Business School, UK

The master's programs of business, industry and science education in Europe are offering increasingly sharp competition to their American rivals. Leaders of industry and commerce can be found teaching academic courses, while business students swap their lecture rooms for on-site experience in offices or factories. Across the continent's educational landscape, an enticing international dimension in the sphere of higher education is being added to the fundamentals of business management, marketing expertise, financial acumen, information communication and human resources.

Contrary to widely held misconceptions, the quality of higher postgraduate education offered in Europe can be as substantial and extensive as in the U.S., if not more so. Most MBA programs are shorter in Europe than those in the U.S., rather than longer as many people suppose. They can usually be completed in a year, saving on both time and expense.

Another misconception is that potential employers value European postgraduate business degrees less than those earned in the U.S. The attractions of a European education for non-Europeans have been enhanced by the effects of the Bologna Accord, signed by 29 European countries ten years ago. Under this agreement, academic degree standards have become more comparable and compatible throughout the continent. This has brought greater convergence of higher education between the U.S. and Europe, especially in the case of German and Swiss schools.

A third widely held misconception is that study programs are not conducted in English. Dr. Uve Samuels, the chief executive of Germany's Hamburg School of Business Administration (HSBA), says that at his school, master's courses are taught completely in English to attract international students, and half the students taking them are non-German.

As well as attaining a level of excellence that is at least similar to that of schools in the U.S., Americans pursuing European MBAs are likely to experience a greater diversity and originality of teaching and learning systems. They may also find themselves studying in smaller, more internationally mixed groups, with more intimate facilities and faculties. **One of the smallest European business schools is Switzerland's Business School Lausanne. Of its approximately 100 students, no fewer than 35 nationalities are represented. "Our class sizes are limited to 20 students," says Dr. Katrin Muff, the dean, "and we don't have more than two of the same nationality in any one class."**

European business schools, without exception, extol their location and benefits for fruitful study. One of the attractions of the University of Basel Biozentrum, says Professor Urs Jenal, head of the Ph.D. program, is the city's location in the tri-national region of Switzerland, Germany and France, and the environmental benefits it offers. "Maybe Americans have some preconceptions about Europe, but once they have decided to come, it is a hard place to leave," he says.

Another major European advance is being made in innovative business experience projects. In the U.K., for example, the Manchester Business School (MBS) is very proud of its innovative antecedents and methods. The school has developed its own hands-on group-learning system, known as the Manchester Method. This consists of a progressively complex series of group projects involving business in the community, mergers and acquisitions, and international business case studies.