

MBA COURSE STRUCTURE

A Guide to the “How,” “What,” “Why” and “What for” at BSL

Methodology

At BSL, soft business skills (“how”) are taken as seriously as subject knowledge (“what”) enabling business students to gain competence in strategic leadership (“why”) of what they seek to achieve in their current and future business ventures. We believe that the characteristics of a leader are what makes and breaks future success. Our MBA program focuses on personal leadership and asks the question “what for” to integrate subject-knowledge strategically.

Course Classifications

Courses in the BSL MBA program are classified based on the above mentioned themes (how, what, why and for what). Each theme plays a crucial role in developing values for future success.

Foundation Courses

“How” courses are designed to build personal leadership skills needed for business success.

“What” courses provide a solid comprehension of business subject knowledge.

“Why” courses emphasize strategy, helping you develop plans for the future.

Integration Courses

“What for” courses are electives, as well as the Real-Life Management Report and career counseling. The focus is on management and leadership topics, requiring you to integrate the “how, what and why” into practice. “What for” courses provide interactions that will help you visualize *what* the skills taught in our MBA are *for* in the real world of business.

Program Composition

The BSL MBA program consists of 4 “how,” 4 “what,” and 2 “why” courses taken during the Foundation Part of the modular program. The Integration Part of the program includes 3 “what for” elective courses, the Real-Life Management Report, and career counseling. The elective courses may be taken at anytime during your studies. Flex-MBA participants will develop a schedule that ensures completion of the Foundation Part prior to beginning the Integration Part.

The Foundation Part

- Personal Leadership Development – 4 “how” courses
- Business Knowledge (Finance, Marketing, Management) – 4 “what” courses
- Strategic Management – 2 “why” courses

The Integration Part

- Entrepreneurial Workshop
- The Real-Life Management Report
- Elective Leadership Seminars – 3 “what for” courses
- Career Counseling



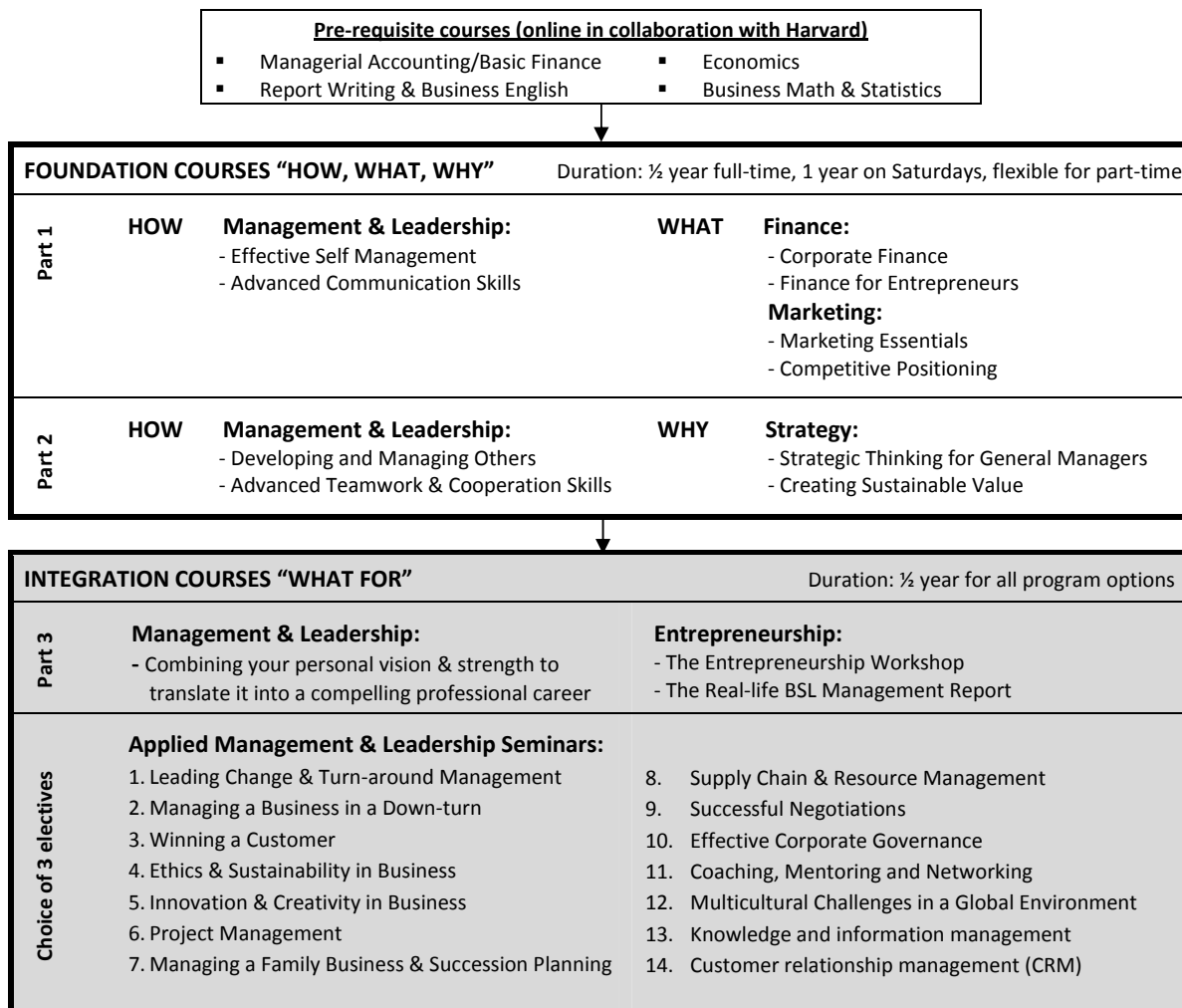
Business School Lausanne

BBA, MBA, EXECUTIVE MBA, DBA

Developing business leaders to successfully navigate through tomorrow’s challenges

Designed to make business education relevant, BSL’s modular MBA program is ideal for students and professionals looking to make a real impact on business. Our program enables entrepreneurs to translate their vision into developing a business or to excel as intra-preneurs within corporate settings.

A visual overview of our MBA program structure is outlined in the following diagram:



A fully ACBSP US-accredited MBA program in accordance with the European MBA standards & Swiss MAS equivalence of 60 ECTS