

“Why”- Foundation Course in Strategy

Creating Sustainable Value

Code: M2402

Maintaining a competitive advantage against all odds

Course objectives:

BSL’s course in Creating Sustainable Value will equip you with a solid understanding of what it takes to run a business in a sustainable way. The course will cover:

- Value chain and networks
- Understanding quality
- Business cycles, economic trends, globalization
- Value growth (qualitative vs. quantitative growth)
- Adapting strategy to changing reality
- S.W.O.T. analysis
- Matching internal strength with external opportunities
- Cooperative agreements
- Horizontal vs. vertical integration

Dr. Daniel F. Fyfer, Senior Professor

Dr. Daniel Fyfer provides two graduate courses at Business School Lausanne, Strategic Thinking for General Managers and Creating Sustainable Value. Fyfer is Managing Associate for Pacosa Sàrl, a business consulting company.

Fyfer previously worked in India as CEO of Bühler Ltd in food industry machines, in Taiwan as Divisional Manager for United Exporters (subsidiary of DKSH, Switzerland) in marketing of packaging machines, and in South Africa as Regional Marketing Manager for Nimrod International in industrial goods.

In 2006 Fyfer earned his Ph.D in Business Administration from California Coast University. Of South African descent, he holds an MBA and an Engineering Degree (Mechanical Design) from the University of Pretoria and a Bachelor’s in Science from Stellenbosch University. Fyfer is a seasoned business instructor, having taught at Business School Lausanne since 2001.

Additional Information:

Course Module: 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork
10 hours of pre-course work due 1 week prior to course start.
20 hours of post-course work due 2 weeks after course completion.
This course includes a 6 hour individual reading requirement.

Dates: See calendar

Creating Sustainable Value is a “Why” course which must be taken during the foundation part the BSL MBA program. In order to complete the foundation part, you need to successfully finish a total of 4 “What,” 4 “How,” and 2 “Why” courses.

Course Benefits

Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.