

Press Release

BSL Students to Participate in Prominent International MBA Competition

Lausanne, Switzerland, March 20, 2015 – Beginning Saturday, March 21, BSL MBA students will participate in a case study competition rewarding innovation at the intersection of corporate profitability and positive social and environmental impact.

Business School Lausanne is one of 25 leading business schools chosen to engage in the Aspen Institute's 2015 Business & Society International MBA Case Competition. Students at these institutions will analyze a brand new case study authored by the Yale School of Management and give deep thought to the potentially positive role that a well-managed business can have in society.

"Today's business students are tomorrow's business leaders," said Claire Preisser, Associate Director of the Aspen Institute Business & Society Program. "Now in its sixth year, this program provides an important – and exciting! – opportunity for MBAs to broaden their aperture with regards to the opportunity that the private sector has in creating both economic and societal returns. We applaud our partnering schools that are on the forefront of preparing a new generation of socially-conscious business executives."

Participating students will tackle a complex, real-life business analysis being undertaken by a multinational company. Separate competitions at each of the 25 partnering schools will determine first place campus winners, whose work will be reviewed by a panel of academic judges to determine five honorable mentions and five finalist teams. Finalists will be flown to New York City, where they will present to a panel of corporate judges and other social impact thought leaders. All finalist teams will receive prize money, with the first place team receiving \$15,000.

More information about the competition may be found at www.AspenCaseCompetition.org.

BSL's MBA program is open to students of any undergraduate major. For more information on BSL's MBA program, visit <http://www.bsl-lausanne.ch/programs/mba/mba/home> or call +41 21 619 06 06.

About the Aspen Institute

Established in 1998 and building on over 60 years of Aspen Institute programming, **The Aspen Institute Business & Society Program** helps established and emerging business leaders put values at the heart of practice. Through dialogue, research, and outreach, Aspen BSP creates opportunities for executives and educators to explore new routes to business sustainability and values-based leadership. For more information, visit www.aspenbsp.org.

The Aspen Institute is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute is based in Washington, DC; Aspen, Colorado; and on the Wye River on Maryland's Eastern Shore. It also has offices in New York City and an international network of partners. For more information, visit www.aspeninstitute.org.

About Business School Lausanne

Business School Lausanne (BSL) is a leading innovator in business education and ranks #3 in Switzerland and among the Top 30 business schools in Europe ([QS 2014-15 Top 200 Global Business Schools](#)). The school's ACBSP accredited degree programs include BBA, Masters, full-time modular MBA, Executive MBA and DBA programs. BSL also provides Executive Training in General Management, Corporate Finance (with preparation for the CFA Level I examination), and Sustainable Business (in collaboration with the University of St Gallen). BSL takes a pragmatic approach to learning by applying theory to practice and is backed by a multidisciplinary faculty of business professionals. BSL attracts students from around the world, creating a multicultural environment of more than 60 nationalities. Established in 1987, BSL is the co-founder of the 50+20 initiative on Management Education for the World (www.50plus20.org) in partnership with the Global Responsible Leadership Initiative (www.grli.org) and the Principles of Responsible Management Education (U.N. backed PRME).