



**BUSINESS SCHOOL LAUSANNE**

# COMMUNICATION ON ENGAGEMENT

## **UN Global Compact**

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*March 2024*

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# AT A GLANCE

*Business School Lausanne*



Established in 1987, Business School Lausanne (BSL) is a private business school located in western Switzerland and is part of the Lemania Group of Swiss Private Schools. BSL was the first European business school to receive ACBSP accreditation in 1996. Today, BSL's ACBSP-accredited degree programs include BBA, Master, MBA, Executive MBA, and DBA programs. At BSL, students of sixty nationalities and diverse backgrounds join our experienced and practice-oriented faculty.

BSL is a member of EFMD, Principles of Responsible Management Education (U.N. backed PRME) and is a member of the esteemed AACSB Business Education Alliance.

BSL has ISO 9000 certification since 2004.

*"BSL is a great school that helped me in my educational journey and opened me to new possibilities"*

**Irmina  
HARASIM-HAMEL**  
*DAS Sustainable  
Business 2023*



# HISTORY

*of Business School Lausanne*



1987: Founded by Dr. John Hobbs

1996: Accreditation by ACBSP (Accreditation Council for Business Schools and Programs) for the BBA and MBA programs

1997: BSL becomes a member of the Lemania Swiss Group of Schools

2004: ISO 9001 certification

2006: Reaffirmation of ACBSP accreditation for BBA and MBA programs and accreditation of DBA program

2006: Commitment to the ten principles of the UN Global Compact

2010: BSL becomes a member of EFMD (European Foundation for Management Development)

2010: Launch of new Masters' programs

2010: BSL joins PRME

2012: Restructuring of the BBA program to include sustainability in each module

2012: Award of accreditation by ACBSP for Masters' programs

2017: Reaffirmation of ACBSP accreditation for all programs

2019: Development of BSL Doctoral School

2021: Launch of Academic Citizen Assembly in collaboration with EPFL

2023: Institutional Accreditation by ATHEA (Association for Transnational Higher Education accreditation)

Business School Lausanne became the first business school in Europe to have its programs accredited by the Accreditation Council for Business Schools and Programs (ACBSP) in 1996.

A more extensive version of our History is available under this link:

<https://www.bsl-lausanne.ch/bsl-lausanne-our-history/>



# COMMITMENT

*to the ten principles of  
the UN Global Compact*



**Philippe Du Pasquier**  
**President of the Board**

Business School Lausanne is a member of the United Nations Global Compact since 2006 and joined PRME in November 2010. We chose these two affiliations, amongst others, because BSL has always been aware of the important role education can and should play in developing future responsible leaders, in helping businesses to become more sustainable and in engaging in the public social debate.

I have always been very impressed by the fact that Kofi Annan had understood the crucial role companies of all sizes, from SMEs to big multinational corporations could and should play in the development of a better world. He felt that the corporate world was more agile and able to act quicker than the political world. When Kofi Annan passed away, I wrote a blog, which is still available in our website:

<https://www.bsl-lausanne.ch/blog/long-term-engagement-of-bsl-for-sustainability/>

A sustainable and responsible approach to business has been our central focus for many years. Nevertheless, in 2020, the new Acting Dean, Dr David Claivaz, and I felt that it was necessary to redefine our Vision and Mission by focusing on the current mega-trends (big data, AI, etc.) too. So, students were given the concrete tools and skills, necessary to be able to have a positive impact on their companies, on society and on the environment. In that way, we enhanced our commitment to sustainability by moving from a clear definition of the targets to reach to a focus on how to reach them.

# COMMITMENT

*to the ten principles of  
the UN Global Compact*



As an example, our doctoral school has now a clear focus on business transformation and entrepreneurship and helps doctoral candidates to identify the means to obtain measurable results in favour of a more sustainable world.

BSL has always been aware of the important role education can and should play in developing future responsible leaders, in helping businesses to become more sustainable and in engaging in the public social debate.

Our strong commitment to sustainability is illustrated by the selection of Doctor Honoris Causa degrees awarded during our Graduation Ceremonies. Degrees were awarded by BSL, among others, to Dr Luc Hoffmann (for his exceptional contribution to the global conservation of nature and biodiversity), Paul Polman (for his exceptional contribution to putting sustainability at the core of the corporate world) and Mary Robinson (for her continuous support in favour of the human rights and a better world for everybody).

We are determined to continue promoting business as a contributing factor for a better world, and I am pleased to thank everybody at BSL, Acting Dean, faculty, staff members and students for their active involvement in that challenging task.

Philippe Du Pasquier  
President of the Board

# MISSION AND BUSINESS EDUCATION PHILOSOPHY



Since 2022, we have been working to redefine our Mission, whereas our Education Philosophy is still the same.

## MISSION

As a Swiss private institution of higher education, we develop a genuine Business Education Philosophy for the personal and professional development of our students who are future and proven professionals living and working in Switzerland or abroad.

We nurture our Business Education Philosophy with the research of our Doctoral School, the educational skills, academic qualifications and professional experience of our Faculty, our international and multicultural community, and the constant interaction with all our stakeholders.

## BUSINESS EDUCATION PHILOSOPHY

Our Philosophy of Business Education is centered on our Graduates. Our four-dimensional project for them is crafted on Unique Talent Advantage, Expertise, Learnings, and Impact.

### **Unique Talent Advantage.**

BSL Graduates are principled doers, with a unique ability in Business Transformation.

### **Expertise.**

BSL Graduates excel in:

- Business Transformation
- Sustainable Business
- Entrepreneurship

In the current process of rebranding of BSL, this mission is formulated in a more concise way, but not changed in terms of content. We have also created a Brand Purpose: *“Embracing the constant need for change, we strive to unlock our students’ potential. Our commitment lies in delivering a highly personalized and future looking education, for our students to become successful doers, as well as responsible and influential leaders with an entrepreneurial mindset, who drive responsible and transformative change in business and beyond”.*

# MISSION AND BUSINESS EDUCATION PHILOSOPHY



## **Learnings.**

BSL Graduates display:

- Proven and Innovative Business Hard Skills
- A thorough knowledge of the Megatrends in Business that shape the world today
- A strong and developed Entrepreneurial Mindset

## **Impact.**

BSL Graduates are on a four-level learning journey to impact:

### **Bachelor of Business Administration (BBA) level**

Students acquire the Skills, Mindset and Understanding of the Megatrends to contribute an impact in business.

### **Master's in International Business (MIB) level**

Students deepen Skills, Mindset and Understanding of the Megatrends to initiate an impact in business.

### **Master of Business Administration (E/MBA) level**

As experienced professionals, students improve and use their Skills, Mindset and Understanding of the Megatrends to transform a specific business.

### **Doctor of Business Administration (DBA) level**

As senior professionals, students create new Business Knowledge as well as Frameworks, Methods or Tools to transform an industry.

*“Make the most out of the freedom of a small business school where you can take the initiative to implement your own ideas and clubs. BSL continues to encourage students to create their own journey. So take full advantage of every experience.”*

**Armen DANIELYAN**

*BBA Alumnus*



# RECENT EVOLUTION OF OUR BUSINESS PROGRAMS



The content of our programs did not change a lot recently, as the introduction of a sustainable approach of business and the development of an entrepreneurial mindset had been an integral part of each module of each program at BSL for a long time. We have nevertheless introduced modules on Diversity and Inclusion two years ago.

We concentrated our efforts mainly on the way of delivering our programs with the aim of making them more accessible.

We are now fortunately not affected by the COVID-19 pandemics anymore, even if the virus has not disappeared yet completely. That doesn't mean that we are just "back to normal". We have learned and found solutions while delivering our teaching during the pandemics in the best possible way.

After a period in which we used a synchronous distance learning system, and a period in which we had people on campus and students online interacting thanks to platforms such as Zoom or Google Meet, students are now back to school, which is of course very positive and largely appreciated by everyone.

Nevertheless, we have maintained the flexibility we developed during the pandemics by offering all classes in dual mode. We wrote new policies regarding the number of courses to be taken on campus. For instance, out of a few exceptions duly awarded by our academic direction for good reasons, the BBA and MIB students are allowed to follow a maximum of three lessons maximum on nine in a term, and they must be present on campus for the Business Innovation Week.

*"At BSL I get to put theory into practice immediately through Business Innovation Week, Guest speakers, Student Initiatives and through constant collaborations within the BSL network."*

**Khulan BERGER**  
*Bachelor of Business  
Administration*

# RECENT EVOLUTION OF OUR BUSINESS PROGRAMS



Business Innovation Weeks (BIW) occur four times a year at BSL. These weeks are organized by BBA and MIB students with the support of faculty. A topic is chosen, guest speakers are invited and activities, such as workshops or company visits, are organized. You will find an example of a BIW here:

<https://www.bsl-lausanne.ch/blog/business-innovation-week-fall-2023-live-updates/>

**We have redesigned our EMBA/MBA program, to fit the needs of working people, which are major part of our postgraduate students.**

Here is the description of EMBA/MBA on our website:

The program is modular, meaning that you progress one step at a time. You can choose between full-time or part-time, thus deciding on the intensity of your learning. The module calendar is available early enough to allow you to make sure the modules will fit into your schedule.

**All modules are available in Dual-Mode if a last-minute event prevents you from coming to BSL.**

*“For my master studies I was looking for an international and multicultural school that favors one to one interactions and where classes are given by highly recognized professionals. After visiting the school and having a direct and honest discussion with the head of enrollment, I was convinced that BSL was the right choice for me to continue building my professional path.”*

**Hiba  
ELKETROUSSI**  
*Master of International  
Business*

# PRINCIPLES 1 & 2:

## HUMAN RIGHTS



Business should support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.

Our students come from the four corners of the world, from countries where human rights are largely respected as well as from countries where there are often violated. In today's globalized world, everybody can face human rights issues, particularly in relation to complex global supply chains.

That is the reason why we have integrated the topic of human rights in our curricula at every level.

Courses such as SDG Explorer, Supply Chain and Operations Management, or Business Ethics at the BBA level, SDG Accelerator at the MIB level, and Business Ethics and Compliance Management at the MBA level have a strong focus on human rights.

In our DAS in Sustainable Business program, we have a module Creating Sustainable Value/Supply Chain Focus.

We are now teaching in addition full courses on Diversity and Inclusion in our BBA and MIB programs.

A blog on Diversity and Inclusion can be found on our website: <https://www.bsl-lausanne.ch/blog/diversity-inclusion/>

*"The environment at BSL is very inspiring and encouraging. Students know all the Faculty and Staff because they all work together on a daily basis."*

*People at BSL come from different parts of the World and this is a unique experience of sharing your culture."*

**Anastasia ROMANOVA**  
*Master of International Business*

# PRINCIPLES 1 & 2: HUMAN RIGHTS



Human Rights can also be discussed during Business Innovation Weeks at BSL: For instance, Mary Mayenfisch-Tobin, was invited by our students in July 2023 to talk about human rights. Here is the way she summarizes her speech at BSL: *"My presentation gave the students information regarding the work of Professor John Ruggie and the UN Guiding Principles on Business and Human Rights (BHR) present in many countries, National Action Plans on Business and Human Rights, the new European Union legislation on Human Rights Due Diligence, governances, sustainable development, and some examples of cases which are or have been heard in different countries. The Responsible Business Initiative in Switzerland, its results and importance and the future of BHR in Switzerland were all discussed."*

Her complete article can be found Here:

<https://reconnectingwithcommonsense.wordpress.com/2023/07/18/business-innovation-week-at-business-school-lausanne-beyond-the-game-business-and-sport/>



Another important aspect of human rights is present at BSL: Gender Equality (SDG 5).

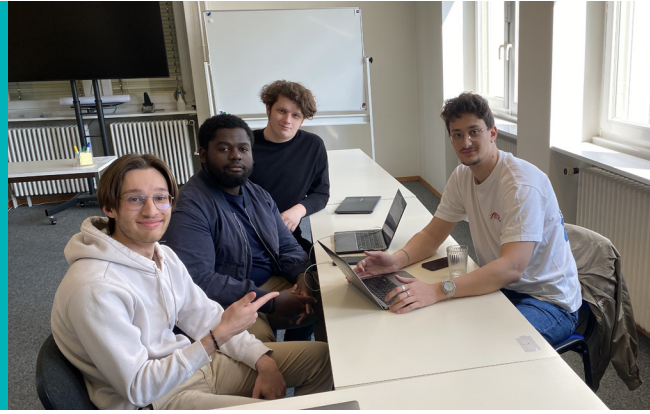
BSL hosts regularly seminars organized by the "Cercle Suisse Des Administratrices", whose aim is to enhance the role of women in Boards of Directors.

Discover more about CSDA following this link:

<https://www.bsl-lausanne.ch/blog/the-action-of-women-in-todays-boards-of-directors/>



## PRINCIPLES 3, 4, 5 & 6: LABOUR STANDARDS



Business should uphold the freedom of association and the effective recognition of the right to collective bargaining; the elimination of all forms of forced and compulsory labour; the effective abolition of child labour; and the elimination of discrimination in respect of employment and occupation.

As a member of AVDEP (Association Vaudoise des Ecoles Privées), BSL complies with a collective contract (Convention Collective de Travail) valid for all BSL professors. In this way, it is compliant with Principle 3. All BSL employees enjoy good working conditions and salaries, according to the standards of an SME in Canton de Vaud. They have the possibility to work from home one day a week if they want, or even more when the circumstances require it.

Principles 4 and 5 are not real issues in the Swiss labour market. As most of our suppliers are Swiss or European companies, it is not a major issue for us as an employer, even indirectly.

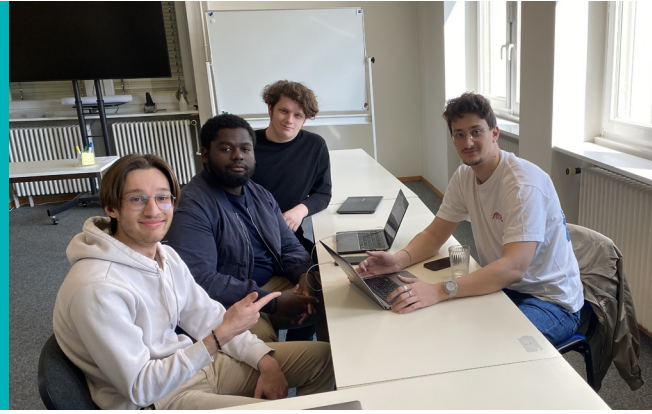
Regarding principle 6, BSL refrains from any discrimination with respect to employment and occupation and pays equal salaries to male and female employees and faculty members. Even if not certified by an external organization, due to the small size of the school, BSL strictly respect gender equality in terms of salary, promotion opportunities, etc.

More than 30 % of our faculty members are women, as well as the Academic Director and the two Deputy Academic Directors.

*"I started the three year Bachelor program with one year of experimental learning, which is the Millenial Program. What I enjoyed the most about the program was the internship. It is really important to have experience, especially for international students because more experience means more opportunities. This was the best decision I ever made."*

**Mersa  
MASAELI**  
*Bachelor of Business  
Administration*

# PRINCIPLES 3, 4, 5 & 6: LABOUR STANDARDS



A crucial responsibility for a business school is the employability of its graduates. We have worked in four different ways to enhance our support to our students in this matter:

## 1. CREATION OF A CAREER CENTER

Launched in 2016, the Career Center is now managed by Maya Ramati, whose profile fits perfectly well for such a position: <https://www.bsl-lausanne.ch/people/maya-ramati/>.

The Career Center provides individual counselling sessions to many students, publishes regularly tips in our website, invites guest speakers, and organizes internships for students of different programs in SMEs, multinational corporations, or NGOs.

Here is the description of the career support offered by BSL:

<https://www.bsl-lausanne.ch/program/the-millennial-bba/career-support-employability/>

The following document summarizes the companies and NGOs in which BSL students did internships:

<https://www.bsl-lausanne.ch/wp-content/uploads/2021/12/BSL-Poster-Internships-scaled.jpg>

*“The BSL student currently pursuing an internship within O-I is highly appreciated by her Manager and colleagues as she is highly motivated, a great Team Player, very engaged and a fast learner.”*

**Alexandra  
DALIGAULT**

*P&C Specialist at O-I  
Europe Sàrl*

# PRINCIPLES 3, 4, 5 & 6: LABOUR STANDARDS



## 2. CREATION OF THE BSL ALUMNI MENTORING PROGRAM

This program was launched in 2017 by Daniele Ticli to allow current students to benefit from experience sharing with alumni of BSL on an individual basis. Here is one example of such a relation, which was very positive for the student:

<https://www.bsl-lausanne.ch/blog/success-stories-adriaan-trampe-knut-einar-wold/>

## 3. COLLABORATION WITH INCUB&CO

In 2020, BSL started a collaboration with Incub&Co, an incubator founded by Dana Dementyeva, a former BSL student, and other BSL alumni. Incub&Co is hosted in the top floor of the BSL building and helps start-ups in their development.

Among the companies developed under the umbrella of incub&co, we can mention Hercules Watches, created by Adriaan Trampe, a Dutch watchmaker and former student of BSL, and KOMA, co-founded by Petr Kolesnikov, another alumnus of BSL.

These two companies are very successful.

For more details visit: [www.incub.co](http://www.incub.co).

For more detail on the two companies: <https://herculeswatches.com> and <https://www.koma.swiss/>.

## 4. COLLABORATION WITH "MY BLUE PLANET"

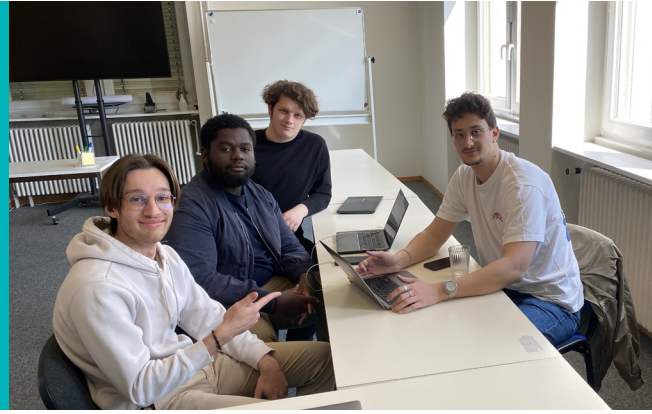
"My Blue Planet", a non-profit organization founded by Daniel Lüscher, currently an EMBA student of BSL, has now an antenna in Western (French-speaking) Switzerland, which is hosted in the top floor of BSL too. The Head of "My Blue Planet" office for Western Switzerland is a former student of BSL, Khulan Berger. Several students of BSL are given the opportunity to do an internship in this NPO and gain an enhanced awareness of sustainability.

*"Education to me is about freely exploring, stretching boundaries, going beyond what is comfortable, and making change possible. At BSL, I'm strengthening my business knowledge and constantly challenging myself on my academic journey while developing to become a future leader."*

**Giang  
DO**

*Bachelor of Business  
Administration*

# PRINCIPLES 3, 4, 5 & 6: LABOUR STANDARDS



## 5. COLLABORATION WITH “BEVEL WORLD

We have started supporting in 2023 BEVEL World, a Swiss based company, which has developed a program to favour the integration of Ukrainian refugees in the Swiss job market, through educational programs. BSL has provided courses on the development of entrepreneurial skills and of an entrepreneurial mindset to two cohort of students in 2023.

## 6. PROGRAMS

We have been guided in the redesign of our programs by a strong will to increase the employability of our graduates in the whole school. A strong focus on entrepreneurship, data management and digital skills (with integration of AI) has been added to our soft skills and sustainability-based teaching, That allows our graduates to be immediately efficient in the work place, more than ever.

That transformation was explained more in detail in our previous report and is reflected in our Mission and Business Education Philosophy (see above).

*“The BSL students MSC Cruises had the chance to work with, are highly motivated and well prepared young professionals who we see as future top talents to grow and invest in.”*

**Giulia Giorgioni**  
HR Manager  
MSC Cruises



## PRINCIPLES 7, 8 & 9: ENVIRONMENT



Business should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.

As an educational institution, BSL has to be a role model for all its stakeholders by reducing as much as possible its impact on the environment. Our responsible environmental behaviour has always been a concern for us and we have embedded this in different ways during the last decade:

- Preference is given to local suppliers (and thus decreasing the “grey” energy consumption);
- Separation and recycling of different materials: paper, glass, aluminium, toners, etc.;
- CFF half-price ticket is offered for management and employees for travelling, encouraging them to use public transportation;
- Use of FSC labelled paper for stationary and photocopies;
- Shift to electronic treatment of enquiries, reducing the number of brochures printed and suppressing their postage;
- Installation of water fountains, eliminating the usage of bottled mineral water;
- Distribution of individual bottles to students and other stakeholders, eliminating the usage of plastic cups.

Sustainable development and responsible environmental behaviour has always been a concern for BSL and we have embedded this in different ways.

## PRINCIPLES 7, 8 & 9: ENVIRONMENT



Last year, we have invested in the replacement of all our lamps by LED bulbs with the aim of diminishing drastically our electricity consumption. We have also diminished our waste: we have replaced our coffee machines using capsules by machines using coffee beans.

All these measures represent a positive diminution of our environmental impact. Nevertheless, as a small-sized business school, most of our positive impact results from the awareness we create among our students. For that reason, environmental concerns are at the heart of many courses throughout all our programs.

Many student projects for the MBA or DAS in Sustainable Business programs are dealing with environmental issues, such as climate change.

We have recently organized two conferences to sensitize our students and other stakeholders to Circular Economy. Professor Sascha Nick, who has recently obtained his PhD from the EPFL (Ecole Polytechnique Fédérale de Lausanne) for his research on the topic: "Action Levers towards Sustainable Wellbeing: Re-Thinking Negative Emissions, Sufficiency, Deliberative Democracy" was the speaker and wrote a blog on each conference.

<https://www.bsl-lausanne.ch/blog/bsl-circular-economy-conference-and-action/>

<https://www.bsl-lausanne.ch/blog/2023-bsl-circular-economy-conference/>

*"What I experienced during the program has been much more than initially expected. It was not only an educational experience but excellent leadership training, personal growth and great professional development experience as well. BSL created an environment where professors, as business professionals, and specially selected fellow students with different backgrounds, contributed to my development of not only business knowledge per se but also of social and ethical awareness."*

**Ramona  
RUNCAN**  
EMBA in Sustainable  
Business

## PRINCIPLE 10: ANTI-CORRUPTION



Business should work against corruption in all its forms, including extortion and bribery.

Principle 10 is not a major issue in Switzerland; nevertheless, BSL upholds a strict set of values and measures in management of its students to ensure just treatment and avoidance of any corruptive behavior.

To bring more clarity in the relationships between faculty and students, we have recently issued a Code of Conduct.

The topic is treated in different courses throughout our programs.



# INCREASING OUR IMPACT



As we explained it in this report, our main purpose is to educate the future responsible leaders who will be able to contribute to the common good.

We want nevertheless to increase our impact in a shorter timeframe, and to reach this goal, we have launched a new initiative in collaboration with EPFL: the Academic Citizens' Assembly.

Here is the vision of the **Academic Citizens' Assembly**:

"The Academic Citizens' Assembly is a governance process, improving direct democracy and complementary to representative democracy (parliament), focusing on the most pressing issues, building awareness, knowledge, and empathy.

It is suitable for all levels of government: communal, cantonal, and national".

Two events took place in 2022 (Climate Action, building a societal consensus for 1.5° C / Climate Policy) and two in 2023 (Energy / Sustainable Health System).

Outcomes from these events can be found here: <https://www.academiccitizensassembly.ch/>.

Another way to increase our impact is the publications of BSL Faculty members.

Here are the most recent books they published: <https://www.bsl-lausanne.ch/bsl-authors/>.

*"In BSL I did the Millenial Program because I had the opportunity to do the one year internship. My second internship was in an International Humanitarian Organization based in Geneva. I started applying in mid-February and it took me three weeks to find it thanks to the Career Advisor at BSL. He helped me a lot with my CV and he gave me a good structure for my Cover Letter. He was the one that presented to me this internship opportunity."*

**Karina Grigoryeva**  
Bachelor of Business Administration



# INCREASING OUR IMPACT



11 articles were published in 2023 in peer-reviewed scientific journals by BSL Students or Faculty. Topics range from finance to supply-chain, and include the fight against greenhouse gas emissions, machine learning, social entrepreneurship, the future of the offshore energy sector or electronics. The details and the link can be found in the research update on the BSL website.

<https://www.bsl-lausanne.ch/bsl-academic-research-updates/>

These are two aspects of BSL's manifold impact at international, national, regional, or local level, ranging from empowering women in less developed countries to helping a local farming cooperation to develop its business through consulting.

To make that activity more visible, we have recently created a special page on our website: <https://www.bsl-lausanne.ch/impact/>.

BSL has recently elaborated an MBA program allowing students living in countries where the cost of studying is significantly lower than in Switzerland to benefit from BSL's expertise and follow a part of their studies in Switzerland thanks to partnerships with selected universities abroad. We have just launched this project and look forward to report on it in our next COE.

As mentioned above in "The main milestones in the history of Business School Lausanne", we have just obtained the accreditation of ATHEA (Association of Transnational Higher Education Accreditation), which is a very important step in our development. It is the first institutional accreditation of BSL.

*"As the Director of a company and with considerable experience in the telecom market, I felt it was time to extend my education, to help me and my career to meet today's challenges in finance, investment, risk-sharing, and technical parts in my day-to-day work."*

**Beat  
FAHRNI**  
*EMBA in Sustainable  
Business*

# INCREASING OUR IMPACT



We are currently working on a second institutional accreditation: BGA (Business Graduates Association). We have chosen this organization because of its strong focus on impact. BGA's Continuous Impact Model with its six dimensions (Intent, Graduate achievement, Value creation, Scholarship, Ecosystem, and Society) has become an important guideline in the development of our teaching and other activities and helps us being more systematic in that process.

Eventually, BSL's impact is multiplied by its students and alumni all over the world. Some examples of their initiatives can be found here: <https://www.bsl-lausanne.ch/our-community-of-entrepreneurs-and-changemakers/>.

## Closing Remark

We hope to have demonstrated our commitment to the ten principles of the UN Global Compact through our teaching approach and the way we act as a company.

The nature of our activity makes it difficult and possibly not very relevant to give metrics and figures. A report based on examples and stories reflect much better in our opinion who we are and what we do.







**BSL** Business  
School  
Lausanne

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## STAY CONNECTED

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