

Geneva Business School and Business School Lausanne Announce Full-Scale Collaboration to Redefine Business Education

GENEVA & LAUSANNE, SWITZERLAND – July 7, 2025 – Geneva Business School (founded in 1995) and Business School Lausanne (founded in 1987), two historic and entrepreneurial players in Western Switzerland's business education landscape, today announced a comprehensive collaboration set to begin with the academic year in September 2025. This strategic alliance will coordinate all teaching and research operations, combining human and academic resources to enhance the value proposition for their students.

Both institutions, founded by entrepreneurs, have flourished in the dynamic innovation and development hubs of Geneva and Lausanne. As of June 2025, they collectively serve over 700 students of 100 nationalities across four campuses in Geneva, Lausanne, Barcelona, and Madrid. Their teaching staff comprises over one hundred professors and lecturers, distinguished by their diverse industry backgrounds and expertise in areas such as finance, marketing, logistics, human resources, sustainable development, Big Data, and artificial intelligence. These educators also possess direct international business experience and emphasize personalized teaching, employability, and an entrepreneurial mindset.

The collaboration aims to define an original approach to business management, transformation, and development. Students at both Geneva Business School and Business School Lausanne will immediately benefit from a wider variety of teaching options, access to an expanded business ecosystem, more partnerships with international tertiary-level institutions and increased research activities.

Employers consistently commend graduates from both institutions for their rapid integration into the workforce and their ability to deliver concrete results from day one. Annually, numerous graduates successfully launch their own businesses, becoming entrepreneurs. For decades, both schools have offered a practical, English-language business education delivered by active professionals who combine academic rigor with extensive teaching and business experience. This unique faculty profile enables them to effectively guide and coach students in their personal and professional development. Currently, both institutions are committed to transforming business models by integrating contemporary issues such as sustainability, artificial intelligence, and entrepreneurial methodologies.

To achieve their ambitious goals, the institutions will leverage a community of over one hundred researchers. These researchers are accomplished professionals in senior management, founders, or board members who are applying scientific methods to generate results that will evolve practices within their respective industries.

Dr. David Claivaz has been appointed Director responsible for Switzerland and will oversee the development of this partnership.

About Geneva Business School: Founded in 1995, Geneva Business School offers high-quality business training in Geneva, Barcelona, and Madrid. The school provides Bachelor, Master, MBA, and DBA programs, along with various continuing education options, all delivered 100% in English. Geneva Business School is committed to innovative learning methods and new technologies. Students, representing over 100 nationalities, receive personalized mentoring, participate in unique networking events, and benefit from support and guidance for internships and company placements. The school's practical classroom education combined with real-world business exposure ensures graduates are workplace-ready. Faculty members are actively involved in their sectors, offering insights into current business trends and access to their global networks. They organize business challenges, from company setup to business plan writing and market research. This commitment to quality teaching and interactive campuses provides a 360° learning experience that fully prepares students for the modern world of work. Geneva Business School has established strong partnerships with academic institutions that share its standards of quality and innovation, facilitating summer programs, exchanges, study abroad programs, continuation agreements, double degrees, research projects, and pedagogical innovations. The school maintains the quality of its teaching through program accreditation and membership in respected global organizations. Geneva Business School is ranked 48th among the world's top 100 business schools and 2nd best business school in Switzerland by CEOWORLD magazine's 2024 ranking. It has received 3 Palmes of Excellence from Eduniversal's International Scientific Committee, was named one of the best and most affordable business schools in Switzerland by "Studying in Switzerland" in 2021, and was awarded the prize for the best school in the EMEA region for career development at the Global Student Satisfaction Awards in 2021 by Study Portals. More information can be found at <https://www.gbsge.com/>.

About Business School Lausanne (BSL): Founded in 1987, Business School Lausanne (BSL) is a global learning laboratory based in Lausanne, Switzerland. It brings together students from sixty nationalities and diverse backgrounds with experienced faculty for a collaborative exploration of business. In small, personalized classes, professors provide the latest business knowledge and help students achieve their full potential to contribute positively to society and the world. BSL is inspired by enabling students and partner organizations to "be the change." The school ranks 3rd in Switzerland and among the top 20 business schools in Western Europe in the QS Global 250 Business Schools Report 2017. Its programs have been accredited by the Accreditation



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Council for Business Schools and Programs (ACBSP) since 1996. BSL's program portfolio includes degrees in Business & Sustainability at Bachelor, Master, E/MBA, DAS, and continuing education levels. More information can be found at <http://www.bsl-lausanne.ch/>.

Contact: Dr. David Claivaz

Director for Switzerland

dclaivaz@gbsge.com