

**Executive  
Certificate of  
Advanced Studies  
& Diploma of  
Advanced Studies**

**Part-time executive  
program - 6-12mo.**

*Empower the  
leader in you with  
focused professional  
development*



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I benefited from the education received from professors who have extensive professional and academic experience, as well as from the practical case studies carried out in groups. All this knowledge will be of enormous use for the decisions and actions to be taken in my company.

**Rhafael De Souza Moretti**  
*E-CAS in Strategic Finance  
Participant*

# Deputy Academic Director's Message

Founded in 1987, Business School Lausanne is a leading innovator in higher business education. Through our mission we educate a new generation of leaders who are able to embrace the challenges of today's world.

At BSL, we honor continuous learning and encourage lifelong personal and professional development which enables you to face change, to adapt to rapidly evolving markets, and at the same time, to attain personal fulfillment.

To help you discover state-of-the-art business concepts and tools, we offer a rich portfolio of Executive Certificate Programs to enable you to advance in an area of your interest; whether it be finance, marketing, leadership, strategy, sustainability, or general management. These short but well-tailored programs will upgrade your knowledge and skills, raising your readiness to make a profitable contribution to business success.

We look forward to welcoming you on campus or interacting with you online for one of our events where you can participate in a class and talk to our faculty and current participants. Once you have decided to apply, we look forward to an interview with you, where, together we will find out how we can best align your desire to acquire new skills, to advance your career and ensure personal growth.



**Dr. Agnieszka Kapalka**  
Deputy Academic Director

# Program Overview

E-CAS & DAS programs offer highly specialized knowledge, enabling students to acquire eminently practical skills and competencies in a given business pillar. E-CAS & DAS courses are offered through 2 and a half day modules that run Thursday to Saturday morning and can be completed while working.



## E-CAS Program Structure

5 E/MBA Seminars

Pre-course assignment



3 day seminar



Post-course project

## E-CAS IN TRANSFORMATIVE LEADERSHIP

*For professionals who need to develop skills and competencies to lead teams and organizations to the next level of their development.*

### Course list:

- Advanced Communication & Team Dynamics
- Leading Through Crisis
- Leadership
- Leadership Through Coaching
- Strategic Negotiations



## E-CAS IN STRATEGIC FINANCE

*The program provides the one stop shop for knowledge development and application that will enable you to take effective financial decisions in the rapidly evolving business context.*

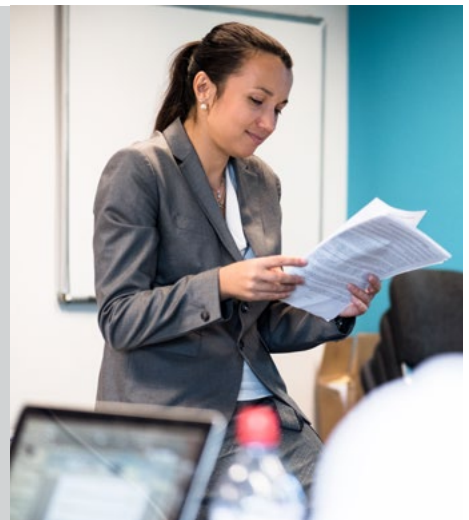
### Course list:

- Strategic Corporate Finance
- Financial Markets, Crisis and Analysis
- Finance for Entrepreneurs
- Business Ethics and Compliance Management

### Elective courses: (must choose 1 elective)

- Digital Marketing and Social Media
- Leading Through Crisis
- Empower Your Future

*The pre-requisite course "Managerial Accounting / Basic Finance" must be completed prior to starting this E-CAS.*



## E-CAS IN GENERAL MANAGEMENT

*For professionals seeking the latest frameworks and competencies in management and leadership for business administration.*

### Course list:

- Advanced Communication & Team Dynamics
- Marketing Essentials
- Strategic Corporate Finance
- Strategic Thinking for General Managers

### Elective courses: (must choose 1 elective)

- Digital Marketing and Social Media
- Leading Through Crisis
- Empower Your Future



# Program Overview



## E-CAS IN IMPACTFUL MARKETING

For professions seeking to gain data driven decision making skills that optimize Marketing investments and maximize the brand impact. You will learn how to extract meaning from raw data through the application of analytical tools and programing.

### Course list:

- Marketing Essentials
- Brand Management
- Marketing Strategy and Competitive Positioning
- Digital Marketing and Social Media
- Change Management

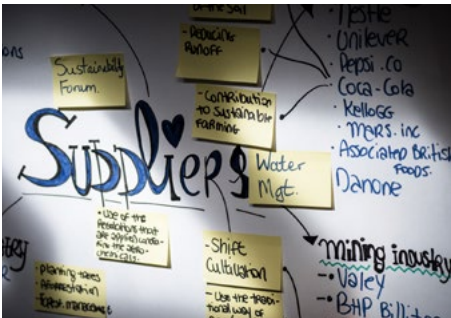


## E-CAS IN INNOVATIVE STRATEGY

Upon completion, you will develop the capacity to evaluate a range of alternative perspectives on business challenges and create opportunities for lasting and purposeful impact.

### Course list:

- Strategic Thinking for General Managers
- Digital Business Transformation
- Innovation and Organizational Design
- Business Transformation Towards Sustainability
- Trends Analysis and Scenario Planning



## E-CAS IN SUSTAINABLE BUSINESS

For professionals who want to explore sustainable business transformation and build capabilities as a change agent.

### Course list:

- Building Sustainability Strategies
- Implementing Sustainability Strategies
- Social Entrepreneurship
- Creating Sustainable Value / Supply Chain Focus
- Sustainability Leadership

## EARN YOUR DIPLOMA OF ADVANCED STUDIES

Complete all 5 core E-CAS modules and complete the Business Project in order to obtain your Diploma of Advanced Studies (DAS).

5 Completed  
E-CAS Modules

DAS Business  
Project

Diploma of  
Advanced Studies

## DAS BUSINESS PROJECT

Learning different topics in a classroom environment is one thing, applying them to the real world quite another. We believe that only applied learning has the power to develop you into a person that can take on the world and make a significant difference. The Business Project, available within the DAS gives you the chance to do just that. The Project is your chance to connect what you have learned to how you wish to engage professionally. This stepping stone experience is cited by our participants as one of the most enriching elements of our program – this is where they are able to put everything learned into a broader context, understanding the interconnections of the many individual subject topics they have been studying.

# Program Details

## WHO IS IT FOR?

Our E-CAS and DAS programs are designed for experienced professionals holding a bachelors' or masters' degree (with a minimum of 3 years' professional experience) and desire to advancing and developing leadership in strategic areas of business.

## HOW LONG DOES IT TAKE?

The BSL E-CAS programs include 5 courses (worth 15 ECTS) and the BSL DAS programs include 6 courses and a final project (worth 30 ECTS) that are taken within a 6 to 12-month period as part-time studies next to work.

Each course requires 25 hours of classroom time (over two and half days between Thursday and Saturday) and in addition, requires 50 hours of independent study.

## HOW MUCH DOES IT COST?

An E-CAS costs 12,500 CHF

The E-CAS in Sustainable Business costs 9,000 CHF

A DAS costs 22,500 CHF

Administrative Fee: 800 CHF

(single fee to be paid after acceptance to the program)

Application Fee: 120 CHF

## WHAT YOU NEED TO APPLY

- Bachelor's degree plus min. 5 years of work experience OR Master's degree plus min. 3 years work experience. Alternatively, exceptions could be considered for candidates with a strong professional profile with more than 10 years of work experience.
- Proof of English proficiency (min. required score: IELTS 6.5; TOEFL 90; TOEIC 800) or equivalent. (only one test necessary)
- CV, Completed Application Form, Letter of Motivation & Two recommendation letters.

## WHEN TO APPLY

The E-CAS and DAS programs start every September and February.

The application process is ongoing throughout the year. Applicants must complete their application at least 4 weeks prior to the start of the course and ensure payment of the course fee at least 2 weeks before the program start.



I signed up for an E-CAS in Transformative Leadership out of pure interest in the subject, and it came out that the course has profoundly transformed me both personally and professionally. Today I decided to continue my educational path with Business School Lausanne, combining it with other courses. For me, BSL is a centre of academic and human excellence, where you can breathe culture, respect, integration and multidisciplinary.

**Prisca Girardi**

E-CAS in Transformative Leadership Participant

# Careers Office

## CAREERS, PROFESSIONAL BRANDING AND NETWORKING

At our Careers Office, you will have the opportunity to start your parallel employability journey, complementary to the one in class. BSL offers you the opportunity to benefit of tailor made career-counseling sessions related to self-branding, career switch and job market.

You will be supported by the Career office with customized one-to-one sessions about your career: specifically you will be looking at revamping your CV and LinkedIn profile, finding the best way to position your studies and professional profile on the job market.

The BSL Careers Center is a centralized online platform that connects you to opportunities and events in Switzerland and worldwide, with the overall aim to increase their overview of opportunities.

Professors regularly invite Guest Speakers in class to give you the opportunity to connect with successful experts as well as startups, NGOs and entrepreneurs.

Here are some of the Guest Speakers who intervned across our programs:



**Nicola  
Villa**

Executive Partner  
and European Lead  
Internet of Things

**IBM**



**Austin  
Slater**

Director  
**Deloitte**



**Stephane  
Bonnet**

Managing General  
Manager, Global  
Travel Retail

**Revlon Elizabeth  
Arden**



**Salima  
de Maurissens**

Head of Digital  
Marketing

**Banque PSA Finance**

## BSL IN THE INDUSTRY

BSL is represented by Students and Alumni working in the corporate sector, employed by companies like Tesla, The Earthworm Foundation, United Nations, Microsoft, BCV, AirBnB, WWF, Credit Suisse, Deloitte, Nestlé, Infiniti, World Economic Forum, IBM, Philips, Medtronic and World Health Organization, to mention some of them. The latest DAS career statistics are available on our website ([www.bsl-lausanne.ch](http://www.bsl-lausanne.ch)) and provided by the Admissions Office.

A fair proportion of our graduates put their knowledge and skills into practice also by starting their own companies, by becoming consultants and or getting promoted into a higher corporate management position.

## ALUMNI NETWORK

BSL counts on a solid Alumni network composed of more than 1,800 graduates; a large part of them are currently active and engaged with the school. Alumni and students are connected on and off campus in different ways: they participate as Guest speakers in class, and some of the most experienced ones voluntarily participate in our Alumni Mentoring Program, managed by the Careers Office, which connects them with students in the last phase of their studies.

Our Alumni also post employment opportunities on our Career Center and organize events to gather old classmates and professors from all around the world.



*Paul Polman, (Former Unilever CEO), addresses students as a Dr. Honoris Causa recipient, during BSL's 2014 Graduation Ceremony.*

## BSL PROFESSORS ARE SEASONED BUSINESS PRACTITIONERS WHO BRING REAL-LIFE LEARNING INTO THE CLASSROOM EVERY DAY.



**Dr. Jean-Philippe Challandes**

### **Leadership through Coaching**

Professor Dr. Jean-Philippe Challandes, Swiss, is a former professional Ice Hockey goaltender, and an experienced professor and facilitator. He has taught for the last 20 years to a vast variety of audiences – from children to adults – in a diversity of cultural and institutional contexts, including doctoral seminars.

Originally a specialist of the Nation and State building process, he holds a PhD in Political History from the University of Brasilia.

His 6 years of high-level international research led him to an international post-doctoral project that was completed at prestigious University Paris1-Sorbonne.



**Dr. Carlos Da Silva**

### **Finance for Entrepreneurs**

Associate Professor Dr. Carlos M. DaSilva was the Managing Director of the Silicon Valley based Technology Start-up Accelerator “Founder Institute” for five years, and has mentored on a one-on-one basis over 100 entrepreneurs in Lisbon. Entrepreneurs particularly appreciate his practical approach to strategy, business model design and international business development.

By the age of 30, Carlos co-founded a NGO, experienced from the inside a start-up scaling as a C-level executive responsible for international expansion, published his first book and lectured strategy at top tier U.S. Universities.



**Lazar Džamić**

### **Digital Marketing & Social Media**

Associate Professor Lazar Džamić is a former Head of Brand Planning in Google’s creative think tank ZOO in London, where he created the strategy team and introduced to the industry two of the world’s first Creative Data Scientists. His mission at Google was to ‘turn light into heat’: a vast amount of Google data into surprising and deep insights for creating great brand stories. Prior to Google, he also served as a Strategy Director in several London creative agencies and was one of the first digital strategists in the United Kingdom.

Lazar is a much sought-after trainer for digital marketing transformation, working with some of the biggest local and regional clients such as Telenor, Mercator, Adidas, Erste Bank and others.



**André Delafontaine**

### **Executive Project Kick-off**

Associate Professor André Delafontaine founded his first startup at age 19 and selling it 3 years later, André worked 17 years in multinational corporate environments in Switzerland, the US and Asia in people, project and product management.

In 2010, André co-founded Go Beyond Investing AG, a network of 800 early stage investors having funded over 200 rounds in startups.

In 2017, André founded excelerate partners to empower corporates and individuals to innovate through intrapreneurship and entrepreneurship.



# Faculty



**Kelly  
Kretz**

## **Brand Management**

Professor Kelly Kretz, a Swiss-Canadian, is an acclaimed international marketer with a solid track record in portfolio brand strategy, communication development, insight led innovation, commercial execution and multifunctional team leadership.

Her experience spans regulated (OTC, Beverage), non-regulated (FMCG) and not-for-profit (Community building) industries where she has held both global and regional roles. Profiled as 'One to Watch' by Marketing Magazine, she is a progressive "hands-on" business builder with fresh outlooks on marketing, new media and the innovation process.

Prof. Kretz' teaching engagement at BSL includes courses in Marketing Strategy, Brand Planning and Communications across all business programs.



**Dr. Joerg  
Hoffstetter**

## **Creating Sustainable Value / Supply Chain Focus**

Faculty member of BSL and Professor in Operations and Supply Chain Management at KEDGE Business School (France), Dr. Hofstetter serves as President of the International Forum on Sustainable Value Chains (ISVC) and was involved in founding two start-up companies.

He received his M.Sc. in engineering management from University of Stuttgart (Germany) and his Ph.D. in management from University of St. Gallen (Switzerland).

He was assistant professor in supply chain management at University of St. Gallen and vice director of its chair of logistics management. Before joining academia, he worked in engineering at ITT Automotive in North America and in management at Lufthansa Cargo in Asia.



**Dr. Jan-Erik  
Meidell**

## **Financial Markets, Crisis and Analysis**

Professor Dr. Jan-Erik Meidell is both a Professor at Business School Lausanne and visiting lecturer at IFM Université, aSSIST (Seoul) and IMD with courses in finance, statistics, Python/HTML/ Javascript/Java and artificial intelligence. Former CFO and CEO (approved director with FINMA) from the investment and industry sectors. Experience in developing algorithms, statistical trading strategies, and software for financial markets and corporate finance.

Certified Derivative market maker (high frequency, proprietary trading) on several exchanges including EUREX.

Entrepreneur and active (in various roles) in three early and mid-stage start-ups; professional trading software, fund investment, and industry.



**Anja Langer  
Jacquin**

## **Digital Business Transformation**

Professor Langer Jacquin works as an independent corporate advisor through her company ValueChange, focused on business model evolution and culture change, mainly in the high tech and communications industries.

Most recently, Prof. Langer Jacquin was Managing Director of the EMEA and Russia region for Cisco's Consulting Services business. During her 15 years at Cisco, she held various international management positions in sales, services, internal consulting, operations, and business development. Prior to this, she worked with Mercer Management Consulting based in Munich and London.

Prof. Langer Jacquin holds a triple Master's degree in Management from ESCP Europe (Paris-Oxford-Berlin) as well as a Bachelor in Communication and Marketing (Brussels).

# Program Extension

Business School Lausanne recognizes fully the degree of the Executive CAS and Diploma of Advanced Studies earned at BSL. These programs can be transformed into an MBA or Executive MBA.

In order to extend your BSL Executive CAS or Diploma of Advanced Studies into the E/MBA, you will top up your credits through modules in the other business pillars outlined below, which represents a total of 60 ECTS credits, taking between 1 to 2 years.

PRE-REQUISITE COURSES	
E-LEARNING COURSES AVAILABLE ONLINE	
<ul style="list-style-type: none"> <li>• Managerial Accounting / Basic Finance</li> <li>• Report Writing &amp; Business English</li> </ul>	<ul style="list-style-type: none"> <li>• Economics</li> <li>• Business Math &amp; Statistics</li> </ul>



MBA / EMBA CORE			
LEADERSHIP	FINANCE	MARKETING	STRATEGY
<ul style="list-style-type: none"> <li>• Advanced Communication &amp; Team Dynamics</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Corporate Finance</li> <li>• Finance for Entrepreneurs</li> <li>• Financial Markets, Crisis and Analysis (MBA only)</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Essentials (MBA only)</li> <li>• Marketing Strategy Competitive Positioning</li> <li>• Brand Management (EMBA only)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Thinking for General Managers (MBA only)</li> <li>• Business Ethics and Compliance Management</li> <li>• Digital Business Transformation</li> <li>• Data Science, Machine Learning and AI in Business (EMBA only)</li> <li>• Change Management (EMBA only)</li> </ul>

BUSINESS TRANSFORMATION & ENTREPRENEURSHIP COURSES				
<ul style="list-style-type: none"> <li>• Innovation and Organizational Design</li> </ul>	<ul style="list-style-type: none"> <li>• Business Transformation towards Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Negotiations</li> </ul>	<ul style="list-style-type: none"> <li>• Trends Analysis and Scenario Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership (MBA only)</li> <li>• Leadership through Coaching (EMBA only)</li> </ul>

SUSTAINABILITY COURSES				
<ul style="list-style-type: none"> <li>• Building Sustainability Strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Implementing Sustainability Strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Creating Sustainable Value / Supply Chain Focus</li> </ul>	<ul style="list-style-type: none"> <li>• Social Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainability Leadership</li> </ul>

MBA / EMBA ELECTIVES		
<ul style="list-style-type: none"> <li>• Empower your Future</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Marketing and Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Leading through Crisis</li> </ul>

# Admissions Process

## How to apply

### Review the Admissions criteria

Before starting your application, review carefully the admissions criteria to check your eligibility. The admissions department is available to connect with you and help you build a strong application. Connect with us easily at [admissions@bsl-lausanne.ch](mailto:admissions@bsl-lausanne.ch) or with your personal admissions advisor.

### Submit Application & Supporting documents

As soon as you have decided that BSL is the right business school for you, you should submit your application online or by email to [admissions@bsl-lausanne.ch](mailto:admissions@bsl-lausanne.ch) or directly by email to your admissions advisor.

Your application file should include:

- Completed application form  
*(available on the BSL website)*
- Motivation letter
- CV
- One recommendation letter  
*(signed and printed on official letterhead paper or emailed directly from the recommending person to the admissions advisor)*
- Copy of university degree & academic transcripts
- Proof of English proficiency: TOEFL/IELTS official score report (if applicable) or equivalent
- Copy of ID (passport or identity card)
- A digital portrait photograph
- Application fee of 120 CHF paid

### Notification on your application status

Our Admissions team will update you on the eligibility of your profile and the status of your application within one week.

### Interview

If you are selected for the short list of candidates, you will be invited for an interview with the Program Director on campus (when possible) or via Skype/phone. Your motivation, professional experience, interpersonal skills, will be assessed during the interview.

### Admissions decision

The Admissions Committee makes a decision based on the information provided in the application and interview performance. Admissions results are available within one week following the interview.

### Reserve a seat in the program

Successful candidates are required to pay a nonrefundable administration fee of CHF 800 and the program is payable upfront, however a payment plan can be requested in writing to your admissions advisor. The tuition fees include course hand-out material but no books which may need to be purchased separately (approx. CHF 100 per course). In order to secure a place in a given course or program, payment needs to be made, at your earliest convenience but at least two weeks prior to course start.

### Full Acceptance

Upon receiving your payment confirmation, we will send you a Full Acceptance letter which confirms your seat in the class.

### Intakes

September & February

### Application Deadlines

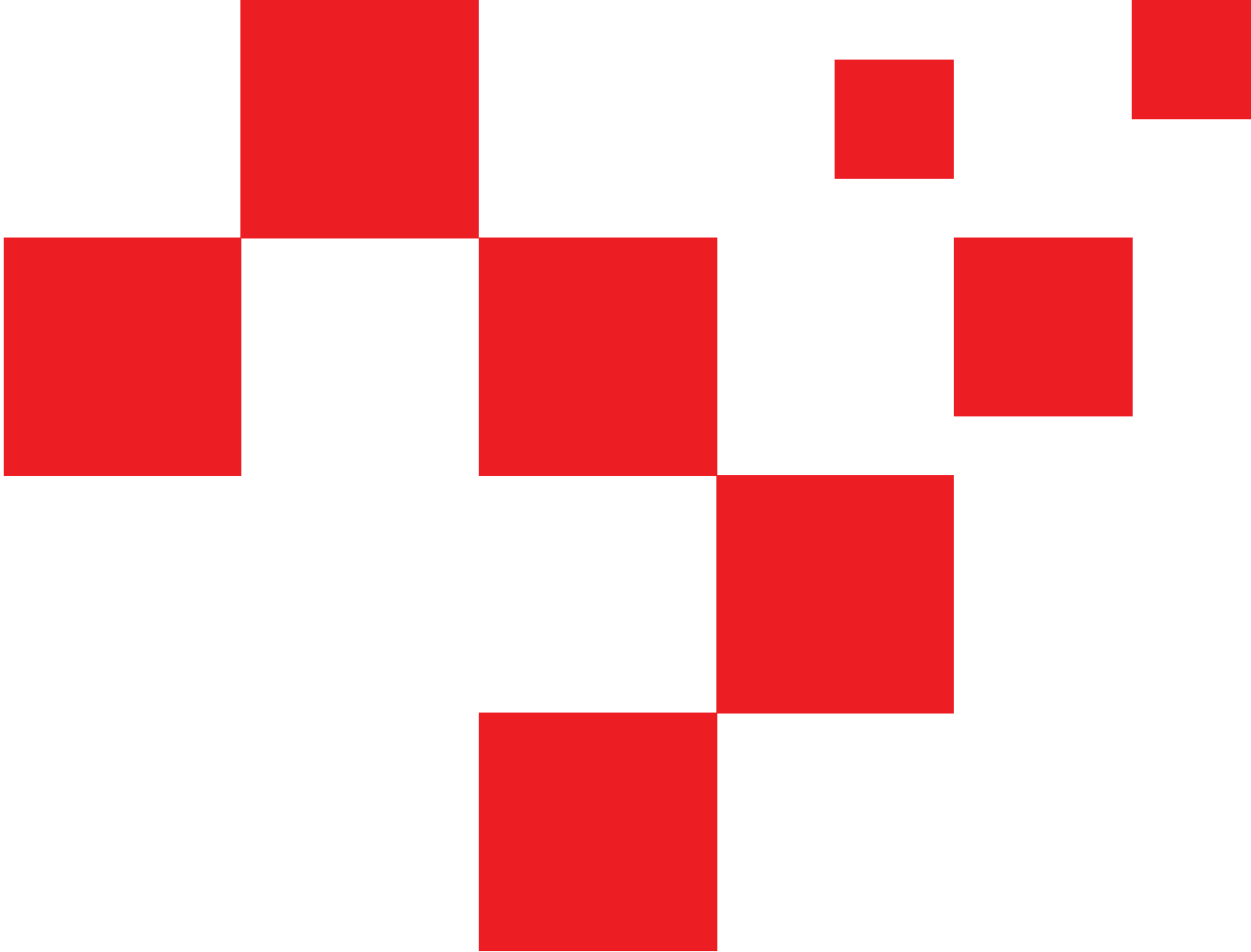
We have an ongoing enrollment process and advise you to send your application file as early as possible. Admission closes two weeks prior to the intake. Please discuss your interest in applying, the admissions requirements and application process with our Admissions department and your personal advisor by phone and email at [admissions@bsl-lausanne.ch](mailto:admissions@bsl-lausanne.ch).

### Class observation

We encourage you to visit us on campus and do a class observation to learn more about the program experience. To schedule a visit, please contact our Admissions team or request it directly to your admissions advisor.

## ADMISSION REQUIREMENTS

- Bachelor's degree plus min. 5 years of work experience OR Master's degree plus min. 3 years work experience. Alternatively, exceptions could be considered for candidates with a strong professional profile with more than 10 years of work experience.
- English proficiency, minimum required: IELTS 6.5; TOEFL 90; TOEIC 800 or equivalent (only one test necessary).
- Admissions Interview



## Contact us

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