

MBA & E-MBA

Full-time &
part-time
programs to
empower the
leader in you



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Deputy Academic Director's Message



Dr. Agnieszka Kapalka
Deputy Academic Director

What makes this program different?

Real business learning

Our faculty consists exclusively of seasoned and currently active business practitioners who bring the latest business knowledge into the classroom every day.

Diverse and mature classes

Our E/MBA classes offer an invaluable opportunity to meet participants from 15+ countries with an average of 8.5 years (MBA) or 12.5 years (EMBA) of work experience. The small class size of max 20 participants enhances real and interactive learning.

Focus on Industry Megatrends, Entrepreneurial Mindset

Our innovative learning methodology combines experiential learning with highly interactive teaching focused on personalized attention.

Why the BSL E/MBA?

When you choose to attend Business School Lausanne, you will embark on a personal transformation journey that will enable you to know yourself better, to (re) discover your personal purpose, and to nurture your leadership capacity for making meaningful change in the world.

When joining the MBA or EMBA Program at BSL, you will be immersed in a learning space that fosters your personal growth through soft and hard skills courses, one-on-one mentoring, and vibrant discussions with business practitioners in a collaborative and multi-cultural space.

The expectations for managers these days are higher, innovation is relentless, disruption is accelerating, the world's sustainability challenges need to be urgently addressed. The E/MBA at BSL helps build skills for responsible managers who are able to rethink worldviews and justify actions. The leaders who understand the implications of megatrends and who are able to identify the forces of change to make better strategic decisions and preserve business success.

Our E/MBA Program will equip you with the skills to help you navigate across emerging trends in global markets as well as in our everyday lives. We ensure that you graduate not only with the best possible skillset but have also established a deep connection to your true potential. The entire program, is designed to co-create your journey in defining your own best way of making a difference in this world.

Welcome!

**WE HAVE BUILT THE
PROGRAM IN SUCH A WAY
THAT YOU ARE CHALLENGED
TO BECOME THE BEST YOU
CAN BE.**

Program Options

There are two tracks offered based on your professional experience and profile and you can choose between two concentrations. These options ensure that your curriculum closely matches your professional journey. Both options can be taken in a full-time or part-time format.

Experience

MBA

You have minimum 3 years of work experience.

Executive MBA

You have minimum 5 years of managerial experience.



Modes of Study

Full-time (1 year)

You seek a career transition and are ready to commit to a 1-year full-time learning experience.

Part-time (2 years)

You want to keep your employment and attend classes part-time.



Program Options

Concentration in Business Transformation and Entrepreneurship

Gain the most advanced management competencies and leadership skills to enable business transformation and entrepreneurship within or outside of the organization.

Concentration in Sustainable Business

Combine general management and leadership skills with specialized knowledge and competencies in sustainability to transform business.



Program	Experience required	Mode of study	Duration	Schedule
MBA in Business Transformation and Entrepreneurship	min. 3 years of work experience	Full-time Part-time	1 year 2 years	Classes are scheduled in three-day modules (Thursday-Saturday)
MBA in Sustainable Business	min. 3 years of work experience	Full-time Part-time	1 year 2 years	Classes are scheduled in three-day modules (Thursday-Saturday)
E-MBA in Business Transformation and Entrepreneurship	min. 5 years of managerial experience	Full-time Part-time	1 year 2 years	Classes are scheduled in three-day modules (Thursday-Saturday)
E-MBA in Sustainable Business	min. 5 years of managerial experience	Full-time Part-time	1 year 2 years	Classes are scheduled in three-day modules (Thursday-Saturday)



Program Overview

MBA or Executive MBA in Business Transformation and Entrepreneurship

Our E/MBA program provides you with solid business knowledge and leadership training, allowing you to perform effectively in all areas of any organization. It combines essential soft and hard skills that shape you into a self-aware management professional and gives you the framework to grow as a leader.

If you don't have a degree in business, you may be required to take some pre-requisite courses.

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

Each course involves 25 hours of classroom time over 3 days, and 50 hours of pre- and post-course work.

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

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

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

* You must select at least 1 elective. Elective courses require a minimum of 5 participants.

The integration part of the program includes the completion of the MBA Project.

E/MBA 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 E/MBA Project gives you the chance to do just that. You choose a company, idea or project of your choice and develop a comprehensive consulting report on it covering industry and market research, business strategy, marketing, human resources, operations, finance and risk management. Many of these projects end up being the launch-pad for start-up companies – in industries such as fashion & cosmetics, hospitality, FMCGs, technology, data protection and more.

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.

MBA or Executive MBA in Sustainable Business

The MBA and Executive MBA program in Sustainable Business includes 5 dedicated modules to learn the latest frameworks in management and leadership skills required to enable transformation to a sustainable business. Re-define yourself with the practical competencies by becoming a leader our future needs.

PRE-REQUISITE COURSES

E-LEARNING COURSES AVAILABLE ONLINE

- | | |
|--|---|
| <ul style="list-style-type: none"> • Managerial Accounting / Basic Finance • Report Writing & Business English | <ul style="list-style-type: none"> • Economics • Business Math & Statistics |
|--|---|

If you don't have a degree in business, you may be required to take some pre-requisite courses.

MBA / EMBA CORE

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

Each course involves 25 hours of classroom time over 3 days, and 50 hours of pre- and post-course work.

SUSTAINABILITY COURSES

<ul style="list-style-type: none"> • Building Sustainability Strategies 	<ul style="list-style-type: none"> • Implementing Sustainability Strategies 	<ul style="list-style-type: none"> • Creating Sustainable Value / Supply Chain Focus 	<ul style="list-style-type: none"> • Social Entrepreneurship 	<ul style="list-style-type: none"> • Sustainability Leadership
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MBA / EMBA ELECTIVES*

<ul style="list-style-type: none"> • Empower your Future 	<ul style="list-style-type: none"> • Digital Marketing and Social Media 	<ul style="list-style-type: none"> • Leading through Crisis
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* You must select at least 1 elective. Elective courses require a minimum of 5 participants.

E/MBA PROJECT

The Project significantly complements the 5 specialization modules in Sustainable Business, ensuring that you have not only acquired a broad expertise in sustainability, but have also completed a complex real-life project during your studies.

The Sustainable Business Project enables you to choose a concept, idea or company of your choice and develop a comprehensive report on it covering industry and market research, business strategy, marketing, human resources, operations, finance and risk management. Many of these projects end up being the launch-pad for start-up companies – in recent years, often as social enterprises.

Transforming business to become sustainable is a huge challenge that requires a complex range of skills and competencies, not least change agent qualities. This is why you are accompanied by experienced coaches for your professional and personal development during the entire project journey. A growth opportunity unlike any other in the future field of business.

The program includes a Sustainability Business Project.

Course Content

Core Course Highlights

Digital Business Transformation

Discover what “digital” truly encompasses and how it is evolving, with the impact it is having on the world and the implications for organizations and their stakeholders. Learn practical strategies and frameworks used to structure and implement business transformation, including insider tips on starting the conversation within an organization not yet prepared for this change. Identify which key metrics need to be focused on and take a deeper look into key industry sectors.

Change Management

Learn to create a winning organization and sustain a dynamic culture by understanding types of change, process methods and models, together with intervention and evaluation tools used when implementing change. Gain insights on change management performance through leadership/management and how internal and external influences need evaluation and analysis to ensure correct competitive positioning and strategic fit.

Marketing Strategy & Competitive Positioning

Deep dive into the importance of marketing orientation and customer segmentation and expand your knowledge on how to successfully target and engage your customer with correct messaging. Develop the competencies to determine relevant insights in brand attitudes as well as lifestyle and usage patterns of customers to be able to leverage the brand and build a favourable position in the marketplace. Determine and learn about all available offline and online communication channels to effectively reach and interact with your target audience.

Strategic Corporate Finance

Assess and analyze all areas of finance and understand various investment vehicles and capital markets. Grasp concepts such as cash management, short-term investment, credit policy, accounts receivables and financial statements. Learn to operate critical financial concepts including cash flow, projections, time value of money and a balanced scorecard. Gain a better understanding of capital structures and the leveraging of short- vs. long-term financing.

**START YOUR PERSONAL
TRANSFORMATION JOURNEY THROUGH
ENTREPRENEURIAL THINKING BEYOND
“BUSINESS-AS-USUAL”.**



I chose BSL primarily for its' Sustainable Business EMBA program, as I am looking to move from non-profit to for-profit business models that hold true to my values in environmental conservation and greater global balance.

Nicole Watson
EMBA Sustainable Business

Course Content

Elective Course Highlights

Leading Through Crisis

Uncover ways to significantly improve your personal performance and learn to take individual responsibility in crises, moving beyond one's own boundaries. Build an in-depth understanding of all elements that contribute to effective leadership in challenging business situations. Learn the art of self-expression and communication, transform attitudes and influence of feelings of teams to become a capable and effective leader in times of need.

Digital Marketing & Social Media

Understand how the digital space has changed the nature of marketing and begin to understand the KPIs and metrics involved in the creation of a digital evaluation framework when defining a digital strategy for marketing content. Discern the difference between collected data and insights in order to plan marketing activities around the concept of the ever-important customer journey.

Empower your Future

Take ownership of your professional development and career aspirations with practical tools by determining your strengths, motivation, values and professional goals whilst appropriating the entrepreneurial approach to owning your professional future. Create sustainable, personal change along with a digital presence, focused on personal branding, that match employment trends in E/MBA candidate recruitment. Learn the do's and don'ts for career progression with best practices and video interview techniques and figure out how to plan your first 100 days in a newly acquired position.





The MBA at Business School
Lausanne is the perfect bridge
to step into the business
world, combining academic
learning with real-life scenarios
narrated by its experienced
faculty.

Yannick Bouyidou
MBA in Business Transformation
& Entrepreneurship

The Faculty



Yiftach Sagiv

Leading through
Crisis



Dr. Michael Hathorn

Leadership



Jacques Billy

Strategic Corporate
Finance



Dr. Joerg Hofstetter

Creating Sustainable
Value / Supply Chain
Focus



Dr. Marko Majer

Marketing Essentials



**Dr. Jean-Philippe
Challandes**

Leadership through
Coaching



André Delafontaine

Executive Project
Kick-off



Dr. Jan Erik Meidell

Financial Markets, Crisis
and Analysis



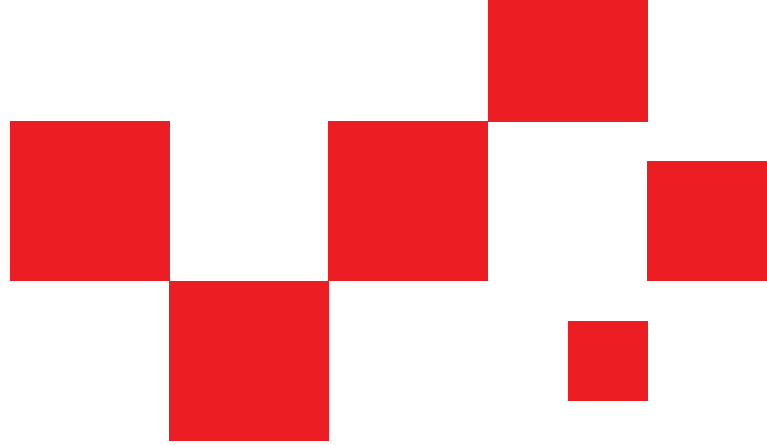
Anja Langer-Jacquin

Digital Business
Transformation



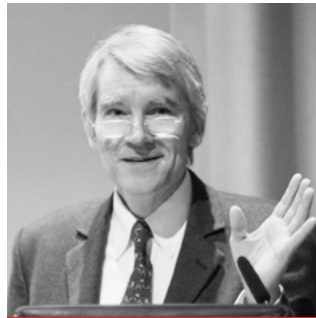
Christophe Touton

Empower your Future



Lazar Dzamic

Digital Marketing & Social Media



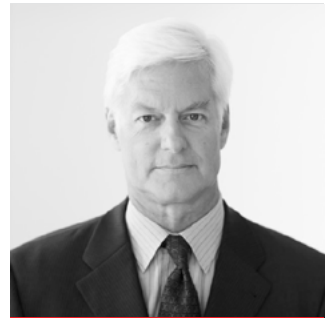
Ulrich Goluke

Trends Analysis & Scenario Planning



Dr. Guy Ngayo

Marketing Strategy and Competitive Positioning



Benjamin Wall

Strategic Thinking for General Managers



Margaret Flaherty

Business Transformation towards Sustainability



Dr. Carrol Terleth

Advanced Communication s and Team Dynamcis



Dr. Carlos Marques DaSilva

Finance for Entrepreneurs



Kelly Kretz

Brand Management



Dr. Sandro Saitta

Data Science, Machine Learning and AI in Business

The Employability Journey

Careers and Networking

At our Careers Office, E/MBA participants start their parallel employability journey, complementary to the one in class. BSL offers them the opportunity to benefit from tailor-made career counselling sessions, related to self-branding, preparation for job applications and networking.

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

Both professors and the Careers Office regularly invite Guest speakers in class to give students the opportunity to connect with successful industry experts from senior and middle management, as well as startups and entrepreneurs. Here are some of the Guest speakers who have appeared in previous editions of the program:



**Michael
Bride**

Deputy Organizing
Director for Global
Strategies
UFCW



**Paul
Binsfeld**

President
Company Nurse LLC



**Sara
Dolton-Zborowski**

Director of Human
Rights
PVH



**Valerie
Guertler-Doyle**

Head of Diversity
and Inclusion
**Novartis,
Switzerland**



**Karin
Hagemann**

Managing Director
**Sustainable
Outreach**



**Michael
Hopkins**

CEO and Chairman
**MHC International
Ltd.**



**Stephan
Frei**

CEO
**Cocooning
Collection S.A.**



**Guillaume
Le Cunff**

International
Marketing and
Strategy Director
**Nestlé Nespresso
S.A.**



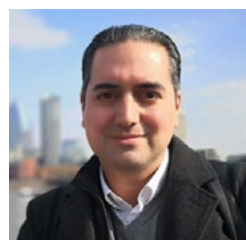
**Peter
Natanski**

Head of
Environment
**Syngenta
International AG**



**Ron
Popper**

Group Vice
President and
Head of Corporate
Responsibility
ABB, Switzerland



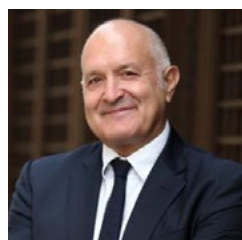
**Tim
Radjy**

CEO
Alpha Mundi



**Pascal
Ravessoud**

Director Business
Development
**Fondation de la
Haute Horlogerie**



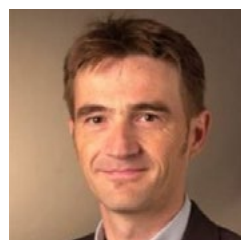
**Michele
Sofisti**

CEO
Sowind Group



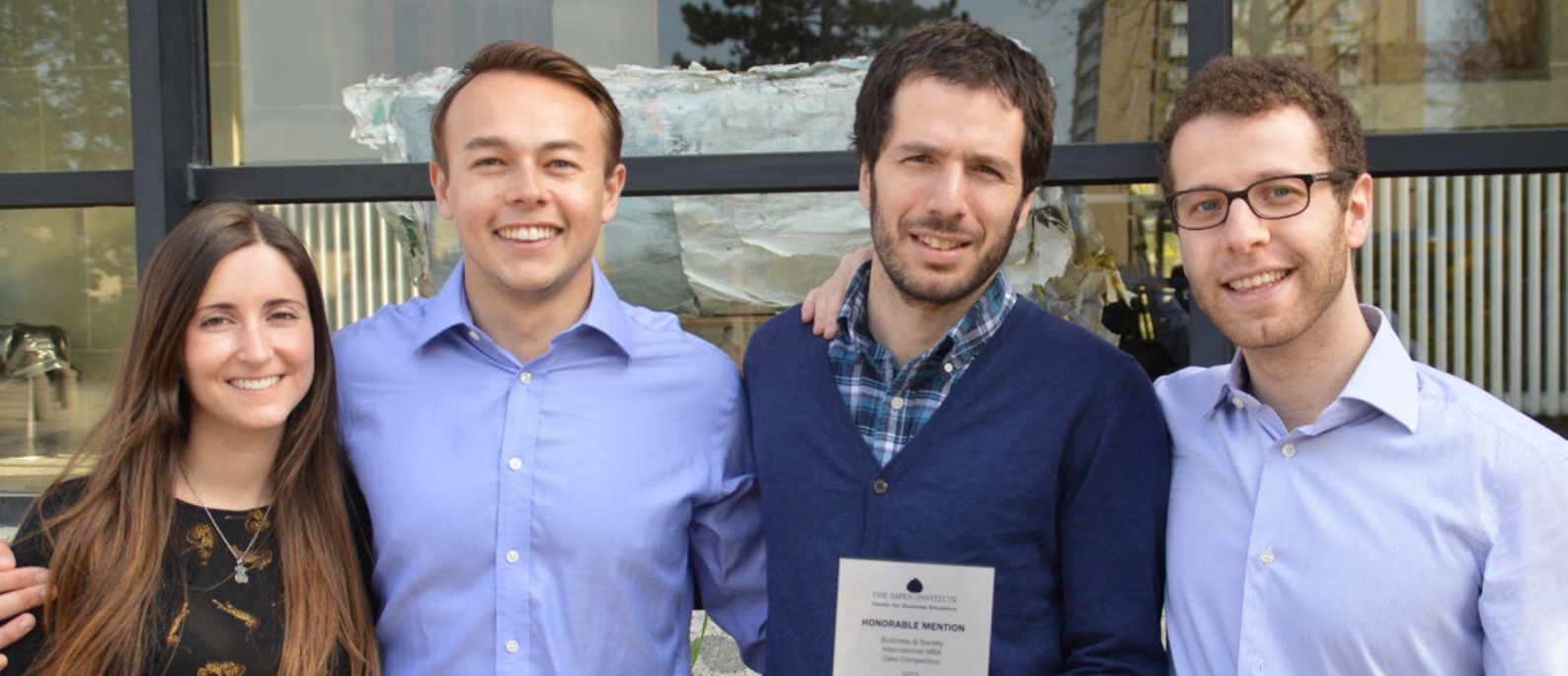
**Paul
Stoudmann**

Head of Group
Strategy & Planning
**Bobst Group,
Switzerland**



**Claude
Voillat**

Economic Advisor
ICRC



BSL MBA participants in Aspen Institute's Business & Society International MBA Case Competition

BSL in the industry

Our practical approach and dedication to applied learning are demonstrated by the professional accomplishments of our E/MBA graduates.

Along with the career counselling at BSL, our E/MBA participants benefit from the school's close proximity to many international organizations and large corporations.

BSL is represented by students and Alumni working in the corporate sector, employed by multinationals like BCV, Novartis, UEFA, KPMG, United Nations, Microsoft, AirBnB, Warner Bros, Merck Group, WWF, Credit Suisse, Deloitte, Nestlé, Infiniti, World Economic Forum, BCV, IBM, Philips, Medtronic, World Health Organization, Ferrero and European Investment Bank (EIB), to mention some of them. The latest E/MBA career statistics are available on our website (www.bsl-lausanne.ch) and provided by the Admissions Office.

A fair proportion of our graduates put their entrepreneurial skills into practice also by starting their own companies or managing their family business.

Alumni Network

BSL counts on a solid Alumni network composed of more than 1,500 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.



Thanks to the EMBA program, I feel every day more prepared to take on challenges in the business world.

Isabelle Lusti
EMBA Alumna

Admission Process

How to apply

Decide which program is the best for you:

- MBA in Business Transformation and Entrepreneurship
- MBA in Sustainable Business
- Executive MBA in Business Transformation and Entrepreneurship
- Executive MBA in Sustainable Business

Your application file should include:

- Completed application form
- Motivation letter
- CV
- Two recommendation letters
- Academic transcripts, including a copy of university degree
- Proof of English proficiency: TOEFL/IELTS official score report (if applicable) or equivalent
- Copy of ID (passport or identity card)
- Photographs: 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

We conduct interviews with shortlisted applicants on campus (when possible) and via Skype / phone. Your motivation, professional experience, interpersonal skills and maturity will be assessed during the interview.

Admissions decision


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

Reserve a seat in the program

Successful candidates are required to pay a non-refundable administration fee of 1,900 CHF and cover the first semester fee in order to reserve a seat in the program.

Full Acceptance

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



The BSL MBA Program provided me with an entrepreneurial mindset and gave me the necessary tools to help me launch my business once I graduated

Lorenzo Wiskerke
MBA Alumnus

Degree

The MBA / Executive MBA degree is fully accredited and recognized by the Accreditation Council for Business Schools and Programs (ACBSP), a specialized accrediting organization in the United States. The ACBSP accreditation, which covers approximately 2,400 higher education institutions internationally, ensures that BSL degrees are globally recognized and valued.

Admission requirements

MBA

- 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.

EMBA

- Bachelor's degree plus min. 5 years of managerial experience OR Master's degree plus min. 3 years managerial experience. Note that managerial experience is understood as having managed people or a project. Alternatively, exceptions could be considered for candidates with a strong professional profile with more than 10 years of managerial experience.

Additional requirements

- English proficiency, min. required score: IELTS 6.5 or TOEFL 90 or TOEIC 800 or Duolingo 110 or Language Cert - Low C1 (Expert Level)
- CV & 2 reference letters.

Intakes*

September and February

Application deadlines

We have an ongoing enrollment process and advise you to consult our Admissions team for the next application rounds.

Class observation

We encourage you to visit us on campus and do a class observation to learn more about the BSL E/MBA experience. To schedule a visit, please contact our Admissions office.

For any questions regarding the admissions requirements and application process, please contact our Admissions office by email admissions@bsl-lausanne.ch or phone **+41 21 619 06 06**.

**E/MBA in Sustainable Business*

Please note that starting the program in September: you will start the program with the E/MBA modules followed by the Sustainable Business concentration modules. February: you will start the program with the Sustainable Business concentration modules followed by the E/MBA modules.

Scholarships

BSL offers partial merit and/or need-based scholarships to worthy candidates for its programs through a Scholarship Fund.

Scholarship requests must be submitted with a complete application file at the initial application stage.

To apply for a scholarship, you should provide together with your complete application file an essay outlining:

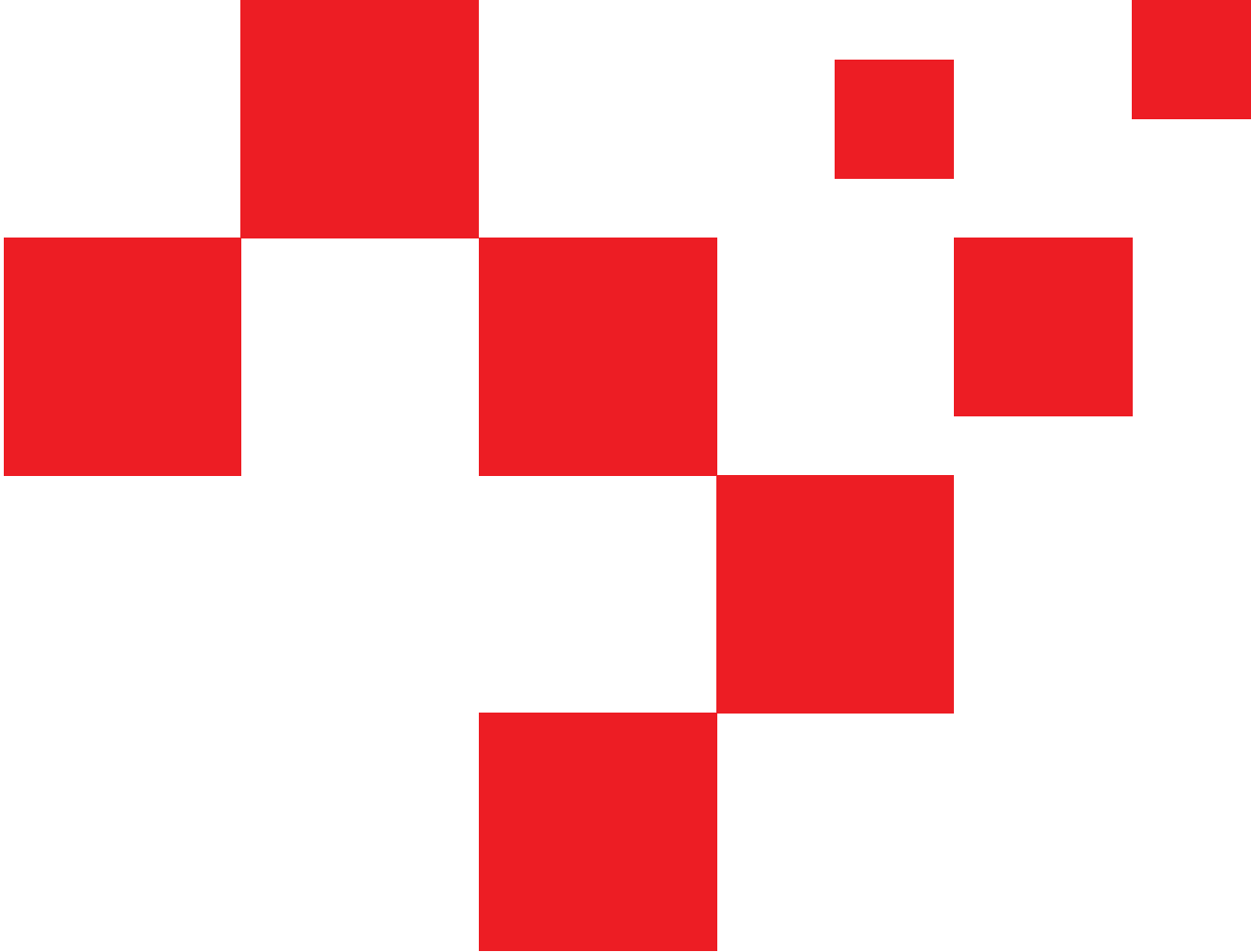
- Why you believe you deserve a merit or need-based scholarship
- Describe your talent(s) or contribution to BSL and its student community
- Describe why your talent(s) would be important and add value to BSL and its student community

Applicants are reviewed on an individual and holistic basis according to their academic achievements, personal motivation and the general positivity that they can add to the school.

Program fees

All our MBA Programs are priced at 44'800 CHF.

This price does not include the application or administrative fees required when applying.



Contact us

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1022 Chavannes
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