



## Communication on Progress

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### About Business School Lausanne

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. The school's ACBSP accredited degree programs include BBA, pre-MBA, full-time and part-time MBA, Executive MBA and DBA. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.

### History of Business School Lausanne

1987: Foundation by Dr John Hobbs  
1994: Appointment of Dr Trevor Johnson as Dean  
1996: Award of accreditation by ACBSP (Association of Collegiate Business Schools and Programs) for BBA and MBA programs  
1996: Launch of the Executive MBA program  
1997: BSL becomes member of the Lemania Group of Schools  
2001: ACBSP accreditation for the Executive MBA in French at ESM  
2003: Appointment of Dr Charles Dufault as Associate Dean  
2004: ISO 9001 Certification  
2006: Reaffirmation of ACBSP accreditation for BBA, MBA **and** DBA  
2006: Start of collaboration with Ambition Academy in the Netherlands  
2006: Commitment to UN Global Compact ten principles  
2007: BSL celebrates 20 years in quality business education  
2007: Entry into the Swiss Private School Register  
2007: Launch of a BSL Alumni website  
2008: Appointment of Dr. Katrin Muff as Dean  
2008: Membership of Delta Mu Delta  
2009: BSL restructures the MBA programs, begins online collaboration with Harvard, offers seminars for business professionals  
2009: BSL's MBA program is ranked 40 among top European Business Schools  
2009: Start of collaboration with International Institute of Planning and management in New Delhi

### **Total Number of Graduates from Foundation (December 2008)**

BBA:	287
MBA:	249
Executive MBA	198
MBA from the French-speaking program:	124
DBA:	36
Total:	894

### **Business School Lausanne and UN Global Compact**

Business School Lausanne became a member of UN Global Compact in 2006.

Since our membership began, we have taken the following actions to show our support:

- In the BSL Newsletter sent to all alumni, current students and members of our Faculty in December 2006, our President, Mr Philippe Du Pasquier wrote: "I take the opportunity to inform you that BSL has recently committed to the UN Global Compact, a program launched by the Secretary General of United Nations, Mr Kofi Annan, and aiming to promote the respect of human rights, the preservation of the environment, and to fight against bribery worldwide. I really think that such a program deserves to be supported by all the people aware of today's world challenges."
- The logo of UN Global Compact and a link to the UN Global Compact website are featured on our website.
- Since February 2009, BSL participates regularly in the meetings of UN Global Compact Local Network in Zurich.
- In April 2009, BSL reemphasized UNGC membership in the QS e-guide for students.

April 2009

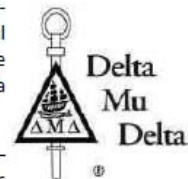
#### BSL Continues Partnership with QS TopMBA

At BSL, our priority rests in educating our students for future success. With this in mind we are pleased to continue our partnership with QS TopMBA Careers, a service providing quality information on career development topics. Two times per year, TopMBA presents us with an editorial E-Guide; the first for 2009 we gladly present in the following pages.

Additionally, as previous communicated, our partnership with TopMBA allows our students access to their substantial database of career opportunities. To search through current listings, logon to [BSL's linked page](#). For students who have not already done so, please note that the site requires initial setup of a user name and password.

#### Opportunity to Achieve Delta Mu Delta at BSL

BSL's accreditation, quality professors and successful students have merited the creation of a BSL Chapter of Delta Mu Delta. Our recent induction into this International Honor Society in Business makes us the first business school in Switzerland to provide students with an opportunity to attain membership. We are the 275<sup>th</sup> chapter of Delta Mu Delta and award the top 20% of BSL graduates.



The name Delta Mu Delta stands for the Greek phrase – *Dia Matheseos Dunamis* – which literally translated, means – *through knowledge, power*. The honor society was founded in 1913 in order to recognize exceptional students in the field of business. Today, membership to Delta Mu Delta represents the highest international recognition a business student can earn and provides a significant differentiation factor on CVs. We encourage all BSL students to aim to achieve this honor, which is earned through persistent and serious application to scholastic work.

#### BSL's Commitment to Ethical Business Practices

As financial crisis and corporate scandal continue make to headlines, BSL remains strongly committed to developing and preparing responsible business leaders. Not only do we instill principles of corporate responsibility and risk evaluation into our teaching practices, we are part of the United Nations Global Compact, a platform aligned in favor of human rights, labor standards, environment, and anti-corruption.

*“For us at BSL, we have to rethink how to better prepare future business leaders for the challenges they face.  
– Dr. Katrin Muff”*

*“We need business to give practical meaning and reach to the values and principles that connect cultures and people everywhere.  
– Ban Ki-moon, Secretary-General of the United Nations”*

In providing our students with the highest value of education, BSL has worked hard to be widely recognized by many organizations. Our involvement with the UN Global Compact further places emphasis on our commitment to ethical business practices, both in and out of the classroom. Please visit our website for a complete list of our [affiliations](#).

#### BSL Proudly Welcomes Our New Students

##### MBA Students

Sevcan KARAN SAHIN  
Lena KOROPEY  
Marion LINDSAY (EMBA)  
Natalia MILIBAEVA  
Ankit MADAN  
Dipak NIRMALKUMAR  
Samantha ZAKLAMA

##### BBA Students

Fabrice AMANY  
Essam GHAZAWEL  
Petar IVANCHEV  
Andrea VON SURY  
Fares ZOUARI

The decision to support the UN Global Compact was taken because we believe it is important to make companies more aware of their social responsibility to improve the situation for billions of human beings on our planet. Further, as an innovator in business education, we wish to do our part and have always been compliant to the ten principles of UN Global Compact, but without a formal commitment.

We hereby reaffirm our full commitment to the UN Global Compact and its ten principles listed below:

## The Ten Principles

The UN Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption enjoy universal consensus and are derived from:

- [The Universal Declaration of Human Rights](#)
- [The International Labour Organization's Declaration on Fundamental Principles and Rights at Work](#)
- [The Rio Declaration on Environment and Development](#)
- [The United Nations Convention Against Corruption](#)

The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment, and anti-corruption:

### Human Rights

- [Principle 1](#): Businesses should support and respect the protection of internationally proclaimed human rights; and
- [Principle 2](#): make sure that they are not complicit in human rights abuses.

### Labour Standards

- [Principle 3](#): Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- [Principle 4](#): the elimination of all forms of forced and compulsory labour;
- [Principle 5](#): the effective abolition of child labour; and
- [Principle 6](#): the elimination of discrimination in respect of employment and occupation.

### Environment

- [Principle 7](#): Businesses should support a precautionary approach to environmental challenges;
- [Principle 8](#): undertake initiatives to promote greater environmental responsibility; and
- [Principle 9](#): encourage the development and diffusion of environmentally friendly technologies.

### Anti-Corruption

- [Principle 10](#): Businesses should work against corruption in all its forms, including extortion and bribery.

(source: [www.unglobalcompact.org](http://www.unglobalcompact.org))

Another example of our position towards social responsibility and environment can be seen in the following press release issued by BSL on October 27, 2008:

## Press Release

### BSL Responds to the Financial Crisis

*"We must all assume our responsibility!"*

Lausanne, 27 October 2008 – Katrin Muff, the new Dean of Business School Lausanne (BSL), relates her vision of BSL to the current financial crisis.

***"There are two root causes behind the current crisis", she says, "the unsustainable hunger for growth which seduced us all by and a lack of concrete, pragmatic corporate governance as well as appropriate risk evaluation".***

BSL, together with IMD and EHL, is one of the cornerstones which make Lausanne a leading location in management education. Founded in 1987, BSL was the first business school in Europe to be accredited by ACBSP and was recently named the only Swiss university to be part of Delta Mu Delta, the world's top honor society in business education.

***"We must all assume our responsibility, whatever our position or role", claims Dr. Muff. "For us at BSL, this means that we have to rethink how to better prepare future business leaders for the challenges they face."*** Historically, BSL has focused on providing higher education to young entrepreneurs and family business owners. The new Dean now challenges the school to reinforce that strategy. She has announced a revision of all courses from the bachelor, master to the doctoral programs to ensure that BSL remains a leading innovator in providing a practical, relevant education to future business leaders.

The demographic shift in the top three world economies has long been predicted to cause a slow-down in consumption and spending power. U.S. consumers in particular have been enticed to live beyond their means for too long. The sub-prime crisis is a direct result of zero-down low-interest loans of the past decade. ***"It is high time to develop a business model that isn't growth dependent",*** demands Katrin Muff. ***"Businesses and individuals need to come to terms with the new realities we are facing after 50 years of high growth. We need to learn to value improvement differently than by increasing financial wealth."*** Qualitative growth needs to replace quantitative growth.

Sustainability is a critical element of new solutions for business to continue their evolution.

Regarding corporate governance, she expects board members to assume their responsibility to ensure that the company operates ethically and bases its future on sustainable strategies rather than wild opportunism. ***"Visions and strategies need to be translated into measurable plans for which leaders are held responsible",*** she claims. ***"This requires transparency and the courage to ask questions nobody has been asking."***

## **How Business School Lausanne defines its position in front of the ten principles?**

### **Human Rights (Principles 1 and 2)**

BSL is active in Switzerland exclusively, a country where human rights are largely respected. Consequently, BSL doesn't directly face any issue in this respect.

Nevertheless, BSL students come from the four corners of the world, some of them from countries where human rights may be violated. Knowing this BSL has responded by

- teaching Ethics at the BBA level for many years.
- It is more and more recommended by academics worldwide that ethical concerns are integrated into a wide range of business courses. This has been done by BSL for many years. In many courses, ethical issues are addressed.
- At the MBA level, e.g., Dr. Charles Dufault teaches a course called Business, Society and the Environment since 1993.
- Dr. Galdenzi, UNICEF, was invited several times in the MBA program to talk about NGO concerns.
- This year, a second guest lecturer, Mrs. Batruch, Corporate Responsibility Manager of Lundin Petroleum, was invited in the MBA program: she explained how her company addressed problems related to human rights in a civil war situation in Sudan.

### **Labour Standards (Principles 3,4,5 and 6)**

As a member of AVDEP (Association Vaudoise des Ecoles Privées), BSL complies to a collective contract (Convention Collective de Travail) valid for all BSL professors. So, it is complying to Principle 3.

All BSL employees enjoy good working conditions and salaries, according to the standards of an SME in Canton de Vaud. Empowerment is in force and development of employees is a permanent concern of the management.

Principles 4 and 5 are not real issues in the Swiss labour market. As most of our suppliers are Swiss companies, it is not an issue even indirectly.

Regarding principle 6, BSL avoids any discrimination in respect of employment and occupation and pays equal salaries to male and female employees.

### **Environment (Principles 7,8 and 9)**

As an educational institution, BSL does not have a big impact on the environment like an industrial company.

Nevertheless, sustainable development has always been a concern for BSL, and we implemented the following:

- Preference given to local suppliers (diminishing the "grey" energy consumption)
- Separation of recyclable materials
- CFF half-tax subscriptions offered for management, encouraging them to use public transportation
- In 2009, BSL decided to use FSC paper for its stationary, as well as for photocopies.

### **Anti-Corruption (Principle 10)**

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

### **Conclusion**

Business School Lausanne fully supports the UN Global Compact ten principles and complies to them in its activities.

The small size of BSL ( 7 Directors and staff members, + 15 to 20 part-time professors) makes it impossible for us to publish metrics about the way the ten principles are enforced in the company.

Lausanne, May 2009

Philippe H. Du Pasquier  
President & Managing Director