Sharing Information on Progress (SIP) Report
November 2010 to October 2012

BSL’s building in Chavannes

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A message from the President

Renewal of Commitment to the Principles for Responsible Management Education

Business School Lausanne is pleased to publicly renew its commitment to the PRME six principles.

Since BSL joined PRME in November 2010, we have worked conscientiously to address today’s needs, in particular the need for globally responsible leadership. We launched a DAS program in Sustainable Business in collaboration with the University of St. Gallen and most recently we integrated sustainability into all of our program syllabi. BSL’s Dean, Dr. Katrin Muff, has played a key role in elaborating the vision developed in the 50 + 20 Agenda: Management Education for the World, which was presented in Rio in June 2012.

I am aware that our institution still has a long way to go in fulfilling all the requirements to be a leading business school for a better world, however, I am convinced that we are on the right track. We will continue our current effort to implement the PRME principles in the forthcoming years.

Philippe Du Pasquier
President
Business School Lausanne at a Glance

Business School Lausanne is a leading innovator in business education and ranks 3rd in Switzerland (QS 2010-11 Top 200 Global Business Schools). The school’s ACBSP accredited degree programs include BBA and Specialized Masters, full-time modular MBA, Executive MBA and DBA programs. BSL also provides Executive Training in Sustainable Business, General Management and Corporate Finance (with CFA) for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice and is backed by a multidisciplinary faculty of business professionals. BSL attracts students from around the world, creating a multicultural environment of more than 40 nationalities. Established in 1987, BSL is the co-founder of the World Business School Council for Sustainable Business (www.wbcsb.com).

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 (Accreditation Council for 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 Swiss Private Schools
2004: ISO 9001 Certification
2006: Reaffirmation of ACBSP accreditation for BBA, MBA and DBA
2006: Commitment to UN Global Compact ten principles
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 explicitly defines its vision and values
2009: BSL’s MBA program is ranked 40 among top European Business Schools
2010: BSL becomes member of EFMD (European Foundation for Management Development)
2010: BSL is a founding member of WBSCSB (World Business School Council for Sustainable Business)
2010: BSL launches new Masters programs
2011: In collaboration with the University of St. Gallen, BSL launches a post-graduate Diploma program in Sustainable Business
2012: Restructuring of BBA program to include sustainability in each module
2012: BSL is elected to the Swiss business school in the exclusive business school network of the Kofi Annan Business School Foundation.
Business School Lausanne is pleased to share information to all stakeholders on the progress made in implementing and supporting the six PRME Principles. Below we report on BSL’s effort to integrate the Principles into its daily operations.

**PRME Principles 1, 2 and 3**

**Principle 1 / Purpose**: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 / Values**: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 / Method**: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

A. **Purpose: reinforcing our vision**

In July 2009, BSL’s President, Dean, Faculty and Staff convened to develop a vision and explicitly define values, based on BSL’s history and complemented with new elements, which could be used as guidelines for the future development of the school.

This vision can be summarized in the following way:

**BSL Vision**

As a leading innovator in business education, we are committed to:

- Contributing to a sustainable world through responsible leadership
- Embracing our responsibility as management and business educators
- Educating and developing leaders able to deal with global challenges in the coming decades
- Providing a think tank of applied and future-oriented research to resolve burning issues in society that can be resolved by business
- Participating in the public debate to transform the economic system

B. **Values: living our values as a basis of shared learning**

In the recent two years, we have expanded the way we live our values at BSL and when interacting with our partners in learning.

Case in point: in each program, professors investigate with students how they can together live our values. Most commonly, students and professors each pick a personal development goal (as defined by the observable behaviors we have established for each of the values) and commit together to helping each other improve in their respective areas. This creates an important foundation of co-learning between students and faculty, i.e. we are all on a continued learning journey.
BSL VALUES

Learning
We welcome change and discovery. We appreciate what is new and different. We are willing to change our thinking and behavior. We transform every difference of opinion into a source for growth.

Professionalism
We keep our agreements. We deliver consistent high quality results based on a systematic and relevant approach. We demand the best of ourselves and others. We are prepared and on time.

Partnership
Together, we work towards common values and goals. We respect and build on diversity of thought, culture and approach. We acknowledge the contribution of each other and help each other grow.

Courageous Leadership
We create an environment of trust and respect. We do what we say. To improve, we encourage each other to dare to think differently and to find new ways of doing things, including making mistakes.

Entrepreneurship
Each of us takes ownership of our part in BSL. We explore new horizons by asking why, what for and why not. We are flexible. We overcome difficulties and challenges. We make new things happen.

Responsibility
We listen and respond with solution-oriented ideas and action. We care for the world we live in. No matter what happens, we ask ourselves: what is my role in this and what can I do now?

C. Methods: continued program innovation and development

A globally responsible leadership is crucial to address the economic, social and environmental challenges our planet is currently facing. As a leading innovator in business education, BSL continues to restructure its programs to produce the responsible leaders we need.

Diploma in Sustainable Business: applying our best effort to create a Sustainable Business program for future leaders

As a special contribution to the Rio+20 conference and BSL’s best attempt to create a program that is truly the best we can do in developing the kinds of leaders we need, BSL has launched a DAS (Diploma of Advanced Studies) in Sustainable Business in collaboration with the University of St. Gallen. The first cohort started in September 2011 and the second one in September 2012.

The Diploma in Sustainable Business focuses on how companies can adapt their strategy and operations to embrace sustainability challenges and to manage the risks and opportunities in a responsible way. This innovative program provides participants a unique opportunity to reflect on the major challenges that our planet, society and businesses will be facing in the coming decades.
The Diploma in Sustainable Business is a 10-month program including a project focused on sustainability. It represents 13 two-day modules involving 30 hours of pre- and post-course work each and a 10-month real-life project of approximately 250 hours, replacing the traditional thesis.


**Full restructuring of the Bachelor in Business program to embed sustainability and responsibility**

Between 2010 and 2012, BSL embraced the significant challenge and task of a full in-depth restructuring of its BBA program. Among other innovations, each module now dedicates at least 10% of its time and content on sustainability and responsibility. As an example, here is one course description for this program:

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**Macro-Economics in the 21st Century**
Understanding and applying economic theories

**Course Description**
This course provides an introduction to macro-economic principles and policies and their application in a global context. Students study the Classical Theory and current economic theories and contrast them with emerging, new theories. We examine the tools available to economic policy makers along with their effectiveness under different, macro-economic constellations. **Students compare and contrast the views of various schools in Economics, including their effectiveness, or lack thereof, to address the burning issues the planet faces in the imminent future.** Reasons behind the current, global financial crisis are analyzed. The focus in this course is on real-world examples of the macro-economic environment of business.

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BSL BBA Students
PRME Principle 4

Principle 4 / Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable, social environmental and economic value.

D. Research: aligning our research with our desire to contribute to society and the world

As a leading innovator in business education, Business School Lausanne takes a serious role in providing new avenues for leaders in corporations and family businesses. We aim to foster the entrepreneurial spirit in our students by better understanding the factors that contribute to sustainable success.

With our applied research, we seek to establish a solid foundation for successful entrepreneurship. We achieve this by exploring the relationship between values such as sustainability, ethics, personal responsibility and integrity, and the continued success of an enterprise.

Our responsibility

At a time when dominant world economies are entering into an era of insignificant economic growth, we believe it is our responsibility to develop new, concrete models for business prosperity. Switzerland offers a unique and dynamic environment to develop new growth models. It is ranked number 1 by the World Economic Forum (WEF). For more information, please refer to the WEF website: http://www.weforum.org/

At BSL, we approach research the same way we approach teaching business – as entrepreneurs.

What does that mean?

- Our research is applied – focused practical, pragmatic solutions that can be used in business tomorrow.
- Our research is conducted by our doctoral students and professors, both putting pragmatic methods to the test in order to share practices on how to best develop and cultivate entrepreneurial success.

We pursue research in the following domains:

Business sustainability and ethics

- Embedding sustainability into the core strategies
- Clarifying requirements and examples of truly sustainable products and services
- Developing tools, solutions and measurements to make business sustainable
Entrepreneurship and strategic thinking

- Developing entrepreneurial approaches to strategic development (e.g. blue ocean strategies)
- Organizing objectives, resources and decision-making effectively and sustainably
- Improving approaches to ensure effective implementation of ideas and goals

Leadership and management effectiveness

- New approaches to develop reflective and courageous leaders (e.g. coaching)
- Developing new solutions for managerial, personal and operational effectiveness
- Exploring effective ways for team and communication effectiveness

Alternative business models and new ideas

- Integrating business profitability with sustainability
- New models to ensure effective corporate governance
- Applying emerging ideas (e.g. brand aesthetics, understanding customer satisfaction)

Higher business education

- Explore new ways to create powerful and safe learning environments
- Clarify requirements for business schools to prepare future leaders
- Explore and integrate new ideas and concepts to address and deal with future challenges

Concrete examples

Establishing our DBA program more than 20 years ago, BSL is the leading business school in Europe in terms of applied research at the Doctorate level.

Some of our faculty members, as well as alumni, have published books or articles related to the burning issues of today’s world. Here are some examples:

- Dr. Ganesh Nathan: Re-theorizing the Firm: In Pursuit of Well-being and Social Justice
- Dr. Ganesh Nathan: Social Freedom in a Multicultural State: Towards a Theory of Intercultural Justice

All of these articles are available on request and can be downloaded here: [http://www.bsl-lausanne.ch/faculty-and-research/research-and-publications](http://www.bsl-lausanne.ch/faculty-and-research/research-and-publications)
PRME Principle 5

Principle 5 / Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

E. Partnership: with business and beyond

BSL is a member of several organizations where managers of business corporations can be met at an international level, like EFMD (European Foundation for Management Development), nationally, like the Swiss network of UN Global Compact or locally, like CVCI (Chambre Vaudoise du Commerce et de l’Industrie). The President and the Dean regularly attend meetings in Switzerland and abroad.

Developing a radically new vision of management education: 50+20

Our Dean was a key player in the elaboration of the 50 + 20 vision: Management Education for the World, co-authored by GRLI, WBSCSB and PRME, which she presented in Rio on June 18, 2012 with Mark Drewell, CEO of GRLI. Our President, Mr. Philippe Du Pasquier and Prof. Dr. Thomas Dyllick from University of St. Gallen attended this important event.

More information is available on: www.50plus20.org.
  - The film: www.50plus20.org/film
  - The summary vision: www.50plus20.org/5020-agenda

Dr. Katrin Muff and Philippe Du Pasquier

Angel Cabrera, Jonas Haertle and Georg Kell

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The Poster bench from the 50+20 film currently exhibited at BSL.

Dr. Katrin Muff and Milenko Gudic (Poverty Working Team)

Mark Drewell (GRLI, 50+20 steering committee)
PRME Principle 6

**Principle 6 / Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

**F. Dialogue: an increasing engagement in society**

BSL has been active in this field through several events organized in 2011 and 2012. Here are some of them:

**Public debate on “Who runs the world?” with the President of the U.N. General Assembly**

On March 2, 2011 BSL was honored to host Dr. Joseph Deiss, President of the UN General Assembly. In presence of multiple stakeholders, Dr. Deiss presented his perspective on global governance “Who Runs the World? - Challenges and Opportunities of World Governance in the Coming Decade.” Deiss identified three central challenges for global governance: the globalized world of the 21st century, a shift in the world demographic, and the existing landscape of global governance becoming more complex. He believes that the UN has a central role in shaping a global governance structure that is efficient, open and representative.

Philippe Du Pasquier and Dr. Joseph Deiss
Public debate on “The future of management education and BSL’s role”

On September 22, 2012, BSL celebrated its 25th anniversary. A leadership forum dedicated to “The Future of Management Education” and moderated by our Dean, Dr. Katrin Muff, took place during the celebration. Dr. Aileen Ionescu-Somers (IMD), Jean-Paul Paddack (WWF), Mark Drewell (GRLI) and Prof. Dr. Thomas Dyllick (University of St. Gallen) were the panelists.

Recognizing and honoring our alumni with contributions to society

During our 25th anniversary event, awards were distributed to successful alumni.

- **The Contribution to a Sustainable Future Award** went to Mr. Oliver Ernst in recognition of his contribution towards eliminating cancer as a life-threatening disease for future generations.
- **The Significant Contribution to Community Award** had two winners: Dr. Cosmas Zavazava in recognition of his contribution to global humanitarian aid through the use of information and communication technologies and Mr. Philippe Hirsiger in recognition of his contribution to the development of a diabetes screening and prevention program.

Giving back: supporting young scholars from emerging countries (KABS)

True to its dedication to responsible leadership, BSL announced its new appointment as part of the Kofi Annan Business School Foundation (KABS) – a network of leading European business schools that provide practice-oriented study programs to talented and motivated students from developing countries.

The business school as a meeting place for society’s burning issues

On October 7, 2012 an interactive debate in French on the topic “Le revenu de base inconditionnel” (unconditional basic income) was moderated by Dr. Muff using the “collaboratory” methodology developed as part of the 50+20 project and introduced at the RIO+20 conference.

BSL’s commitment to be an active player in the local societal issues
Objectives

BSL’s objectives for the next two years are multifold:

1. BSL wants to continue its efforts in embedding sustainability through all its curricula. This could be achieved only with an increased awareness of all faculty members.

2. BSL as a business also wants to become a model for its students and participants, by enhancing all processes in place.

3. BSL has received the approval of its board to implement the recommendations of the 50+20 vision at its own school.

4. BSL will dedicate efforts to increase the awareness about 50+20 vision.

The BSL clock tower

October 2012