

Certificate of Advanced Studies

BSL Business
School
Lausanne

IMCI+
GROUP

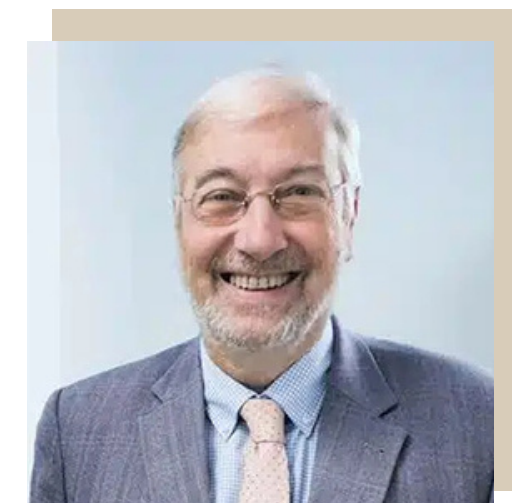
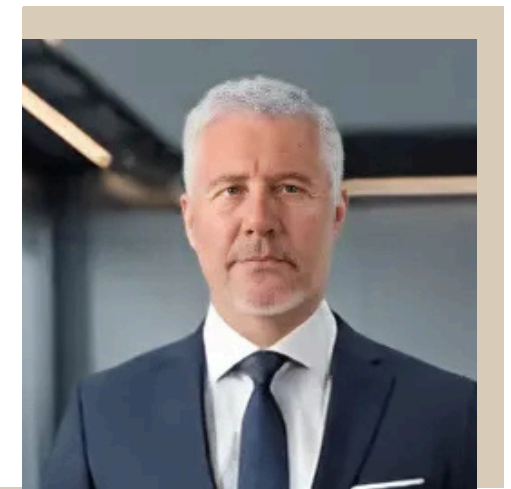
- Online CAS in Business Administration

Empowering Leaders through education

BSL and IMCI+ have established this partnership with a shared vision: education is not merely a privilege but a fundamental responsibility.

In response to key requests raised during the IMCI+ Global Summit and shared by IMCI+ members through an internal survey, we are thrilled to announce an initiative focused on developing educational programs designed to enhance Management Skills and Competencies. These programs will ensure that all participants—regardless of when they completed their MBA—remain aligned with evolving knowledge and best practices in the field.

The benefits of these programs include valuable connections with industry leaders and opportunities for collaboration, allowing IMCI+ members to deepen their management understanding.





CAS in Business Administration

In today's rapidly evolving business landscape, staying ahead requires more than just reacting to change—it demands the ability to anticipate challenges, innovate, and lead with purpose. This program is designed to equip you with the knowledge and tools to analyze diverse business problems and develop strategic solutions that create both immediate and long-term impact.



Applications by
Nov. 2024



Language:
100 % English

Business Transformation - The Way Forward >>>



Modules

- Advanced Communication and Team Dynamics
- Strategic Corporate Finance
- Marketing Management
- Strategy for Business Transformation
- Innovation and Organizational Design

Application Process

- Submit the application form via IMCI+ Group platform
- Receive a confirmation from the BSL Admissions Team
- Submit your payment and necessary documents.
- Receive the calendar and all the log in details to connect

Benefits for CAS Participants

- Participants will receive an exclusive 30% in the CAS and a 10% discount on the regular MBA tuition at BSL, making the transition from the CAS to the MBA even more affordable. Plus, all CAS credits earned count for 25% of the total MBA credits needed to earn your MBA degree.
- Industry Expertise & Networking You will have direct contact with industry experts and recognized professionals, gaining valuable insights and expanding your network.
- Personalized Learning Experience Collaboration and personalization are at the heart of our program. Our faculty, team, and alumni are dedicated to connecting you with opportunities for career growth.
- Access the BSL consulting machine: With a strong network of business leaders and internationally recognized professionals, you will get insights and knowledge to transform your business
- Continuous Learning & Feedback Benefit from continuous assessments and feedback instead of one-time exams, enhancing your learning experience and progress.

Conditions (Online CAS)

- Flexible Duration
The CAS program runs for 5 months, with one module delivered per month.
- Schedule
Modules will be held from Thursday to Saturday, ensuring a smooth balance with work commitments. Each module includes 25 hours of online teaching, spread over 3 days (3 x 8 hours)
- Completion
The successful completion of a module leads to a Certificate of Module Completion accounting for 3 ECTS. The modules are graded. The Certificate is awarded and signed by BSL.
- Individual modules are also available to IMCI+ Group members at a preferential rate.
- Program Cost & ECTS Credits
CAS of 15 ECTS credits: CHF 8'750
Individual Executive Education Module with 3 ECTS credits will be delivered at a price of CHF 1'750

BSL Executive Education Our Participants and Faculty Profiles



19 different nationalities
among participants in the last
academic year



EDUCATIONAL BACKGROUND

37,5 % Business/Commerce
12,5 % International Relations
12,5 % Business and Law
12,5 % Political Science
25 % IT/Engineering

50 %

Of our executive participants
experience **career**
advancements during the
program

Prof. Dr. Guy Ngayo Professor Dr. Guy Ngayo is the Managing Director of a consulting and development coaching company, Vertica coaching, in Switzerland. He has worked and lived in 6 different countries, working on implementing strategic, change management, marketing and business growth initiatives on a global scale for tier one global companies.



Prof. Joana Santos is an award-winning professor, advisor and consultant in the fields of innovation, strategy, management, health technology, digital marketing and transformation. She serves on the advisory board and faculty of ISEG at the University of Lisbon. Her original insights and frameworks help managers navigate key topics on any leader's agenda and prepare for the business innovations of tomorrow.





Join a Community of Change-Makers

the BSL-IMCI+ educational program will help you elevate your company's potential. This collaboration ensures that business transformation is not just a goal, but the place where you and the companies that you help become more successful will thrive for the long term.

By staying ahead of industry trends and connecting with a network of thought leaders, you will solidify your leadership in a rapidly evolving marketplace.

Moreover, this partnership goes beyond traditional learning, placing a strong emphasis on staying ahead of industry trends. By connecting with a global network of thought leaders, entrepreneurs, and business innovators, you will continuously expand your understanding of emerging market dynamics and technologies. This enables you not only to respond to current challenges but also to anticipate future opportunities, giving you a strategic edge in an increasingly competitive environment.

Contacts

PEDRO GARD BRITO

Managing Partner / Head IMCI Alliance Division

E: administration@imci-waa.com

LinkedIn: <https://www.linkedin.com/in/pedrogardbrito/>



LUCIA DABOUB

Head of Admissions at Business School Lausanne

T: +41 21 619 06 06 | E: lucia.daboub@bsl.lausanne.ch

LinkedIn profile: <https://www.linkedin.com/in/luciadaboub>



IMCI+ Group



BSL





Learn more about BSL

ABOUT BSL: Founded in 1987, Business School Lausanne (BSL) is a prestigious Swiss institution recognized for its academic excellence and global perspective. We were the first in Europe to receive ACBSP accreditation and hold ISO 9001 certification, with our most recent accolade being the ATHEA institutional accreditation in 2023. BSL brings together a diverse student body from over sixty nationalities and is a member of leading educational organizations like EFMD, AACSB, PRME, and AMBA & BGA.

BSL Business School Lausanne

IMCI+ GROUP
INTERNATIONAL
making the difference