

Vortragsreihe Schloss Neubeuern

Business School Lausanne

Zum Thema des Vortrags:

Business School Lausanne is ACBSP accredited and a member of EFMD. They propose Bachelor, Masters, MBA and Doctoral Programs in English, among them an intense, two-year accelerated BBA Program, designed for motivated and determined students wishing to join the business world as soon as possible. The BSL BBA degree is equivalent to a three-year European bachelor's degree.

The university is ideally located in the centre of Lausanne in Switzerland, only 40 minutes from Geneva airport.

Philippe Du Pasquier, President

George Knell, Associate Dean

Zu den Referenten:

Georges Knell is the Associate Dean at Business School Lausanne. He began instructing Marketing Essentials and Competitive Positioning for the MBA program at BSL in 2009 and he joined the academic world in 2004. He has taught in London and France at BBA and MBA levels and held the position of Associate Dean at the London School of Business and Finance before joining Grenoble Ecole de Management as Programme Director. Prior, Knell held the position of Marketing Director for Bongrain SA, where he managed a team of 15 and a multi-million dollar marketing budget. Headhunted to join Match Supermarkets, Knell launched a new concept of supermarket rolled out across 250 supermarkets worldwide. He began his career with L'Oreal for VICHY cosmetics as Brand Manager.

**Dienstag, 27. April 2010,
19.45 Uhr im Festsaal**



Schloss Neubeuern
Internatsschule
für Mädchen und Jungen

Teilnahme verpflichtend für alle
Schüler der Klassen 9 - 13