Bachelor Business Management



Duration

- 3 years
- 1 year

Places

- Lyon

Contacts

- Program Director Year 1 & 2: David LAHILLE
- Program Director Year 3: Hervé GOY

Program Administration

Marie PERRUCHOT DE LA BUSSIERE
Tél. : +33 (0)4 78 78 76 07
bm-iaelyon@univ-lyon3.fr

iaelyon School of Management
Université Jean Moulin Lyon 3
Campus Manufacture des Tabacs
1C, avenue des Frères Lumière - CS 78242 -
69372 LYON CEDEX 08
(FRANCE)

Introduction

Objectives

A post high school program with an intensive practice of English

Created in 2022, the Bachelor Business Management is a program with:

- **A firmly international dimension:**
During the 1st and the 2nd year, in addition to English courses and a second language, half of the courses will be taught in English. In 3rd year, students will be able to chose between a year abroad amongst one of iaelyon 120 international partners or a year in France fully taught in English. Also, 20% of international students will be integrated in the group in order to reinforce the intercultural dimension of the program.

- **A challenging general curriculum,** based on detailed learning of the basics which allows students to apply for Masters in Management or International Trade.

- **An application of theoretical knowledge through regular meetings with professionals**, business games and mandatory internships in 2nd & 3rd year.

- **A class spirit, strengthened by small groups of students** (around 60 students including international students), group projects cohesion activities and community engagement.

The highlights of the Bachelor

- A program ranked 1st by **Thotis in the 2025 ranking of Bachelor's in Management**.
- A program ranked nationally among the best Bac+3 degrees in the "International Management" category by Eduniversal 2025, and 4th in the

Auvergne-Rhône-Alpes region for the best Bac+3 in "Management and Entrepreneurship."

- A renowned school of management, accessible to all through public tuition fees.
- A strong network of 120 partner universities for international exchanges at the Bachelor's level.
- A nationally accredited diploma
- The support of our Career Center for your professional project & internships through career events

Specificities

Enrollment 2027-28

Selective

Yes
Admission requirements

Admission

Application

Conditions of admission / Conditions of successful application

High school students/Degree seeking applicants:

The Bachelor Business Management is intended for students who took the following classes:
Mathematics - Social & Economy Sciences
Applicants must have a good knowledge of English and a second foreign language, a solid work ability, rigor and strong motivation.

ACCESS TO THE 3rd YEAR OF BACHELOR'S DEGREE (100% English)
Students who have obtained at least 120 ECTS credits in an appropriate program.

Applications for 3rd year entry (100% English)

Visit our international students' application page

What's next ?

Level of education obtained after completion

Year of highschool graduation

- Unknown label

Target activities / attested skills

The Bachelor in Business Management aims to develop the following skills:

- Being able to identify and understand a company's primary functions and its relations with its stakeholders
- Being able to apply management major concepts
- Being able to implement a theoretical analysis and obtain a new perspective in practical cases
- Knowing how to grasp international experiences, being open to the world diversity and capable of intercultural adjustment
- Being able to integrate corporate social responsibility in international management trade

Further studies

The Bachelor in Business Management prepares students for masters' degree at iaelyon in management or international trade.

Business sector or job

The Bachelor in Business Management allows students to directly integrate the professional world, thanks to its general curriculum and its professional & international experiences.

Program

25 hours / week (+ 25 hours of personal work)

1st year (549 hours)
19 lessons, including 11 lessons in English and 2 second language lessons (German, Spanish, Italian: these lessons are not open to beginners).

2nd year (543 hours)
21 lessons, including 9 lessons in English and 2 second language lessons (2 German, Spanish, Italian)
Compulsory internship of 2 to 4 months

3rd year (457 hours):
- **100% in English in Lyon OR on exchange with a partner university** (exchange in 3rd year is only possible for students who have joined the Bachelor from post-baccalaureate).
- Compulsory internship of 3 to 6 months abroad subject to a report

Program of the Bachelor Business Management

Semester 1

S1 - MAJEURE Semestre 1 (Obligatoire - 20 ects)
UE1
- 06201068 - Principles of management (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06230407 - Comptabilité générale 1 (Lecture : 24h - Tutorial : 15h - 5 ects)

UE2
- 05220046 - Macroéconomie (Lecture : 24h - Tutorial : 15h - 4 ects)
- 26200002 - Probabilités et statistiques pour la gestion (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06350080 - Culture numérique et outils bureautiques (Tutorial : 15h - 2 ects)

S1 - MINEURE Semestre 1 (10 ects)
UE1
- 01210485 - Introduction générale au droit (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06201070 - Business English I: introduction to main business functions (Lecture : 12h - Tutorial : 15h - 3 ects)
- 11181131 - English Communication Skills 1 (Tutorial : 15h - 1 ects)

1 choix LV2
- 12180411 - Allemand (Tutorial : 15h - 1 ects)
- 14280376 - Italien (Tutorial : 15h - 1 ects)
- 14180455 - Espagnol (Tutorial : 15h - 1 ects)

Semester 2

S2 - MAJEURE Semestre 2 (20 ects)

UE1

- 06201072 - Introduction to Project Management (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06230408 - Comptabilité générale 2 (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06201073 - Responsible Management Practices (Lecture : 12h - Tutorial : 8h - 3 ects)

UE2

- 06201069 - Analyse pour l'optimisation (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06350081 - L'entreprise et son système d'information (Lecture : 12h - Tutorial : 15h - 4 ects)
- 06210991 - Projet Professionnel & Entreprise (Tutorial : 15h - 1 ects)

S2 - MINEURE Semestre 2 (10 ects)

UE1

- 01220651 - Business Law (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06201071 - Business English 2: Doing Business in the Global Economy (Lecture : 12h - Tutorial : 15h - 3 ects)
- 11181132 - English Communication Skills 2 (Tutorial : 15h - 1 ects)

1 choix LV2

- 12180412 - Allemand (Tutorial : 15h - 1 ects)
- 14280377 - Italien (Tutorial : 15h - 1 ects)
- 14180456 - Espagnol (Tutorial : 15h - 1 ects)

Semester 3

S3 - MAJEURE Semestre 3 (20 ects)

UE1

- 06240662 - Principles of Marketing (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06300701 - Analyse financière (Lecture : 24h - Tutorial : 15h - 5 ects)

UE2

- 06350093 - Management des Systèmes d'information 1 (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06350094 - Analyse de données (Lecture : 24h - Tutorial : 15h - 5 ects)

S3 - MINEURE Semestre 3 (10 ects)

UE1

- 01240329 - Droit social (Lecture : 24h - Tutorial : 15h - 4 ects)
- 05210036 - Micro-économie et théorie des jeux (Lecture : 20h - Tutorial : 15h - 3 ects)
- 11181187 - English communication skills 3 (Tutorial : 15h - 1 ects)
- 06290679 - Group projects (Tutorial : 15h - 1 ects)

1 choix LV2

- 12180413 - Allemand (Tutorial : 15h - 1 ects)
- 14280378 - Italien (Tutorial : 15h - 1 ects)
- 14180457 - Espagnol (Tutorial : 15h - 1 ects)

Semester 4

S4 - MAJEURE Semestre 4 (20 ects)

UE1

- 06211236 - Introduction to Human Resource Management (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06240663 - Marketing strategy implementation (Lecture : 12h - Tutorial : 15h - 5 ects)
- 06260265 - International business (Lecture : 24h - Tutorial : 15h - 5 ects)

UE2

- 06300703 - Finance (Lecture : 12h - Tutorial : 8h - 3 ects)
- 06300702 - Analyse des coûts (Lecture : 12h - Tutorial : 8h - 3 ects)
- 06350095 - Techniques et outils de mise en oeuvre (Lecture : 12h - Tutorial : 15h - 4 ects)

S4 - MINEURE Semestre 4 (10 ects)

UE1

- 05200136 - Economie industrielle (Lecture : 16h - 2 ects)
- 06250270 - Introduction to Supply Chain Management (Lecture : 12h - Tutorial : 8h - 2 ects)
- 06350096 - Management des Systèmes d'information 2 (Tutorial : 15h - 1 ects)
- 11181188 - English communication skills 4 (Tutorial : 15h - 1 ects)
- 06290680 - Group projects (Tutorial : 15h - 1 ects)
- 99001453 - Transition écologique et développement soutenable - TEDS (e-Learning) (1 ects)
- 99011071 - Stage de 2 à 4 mois, en France ou à l'étranger (1 ects)

1 choix LV2

- 12180414 - Allemand (Tutorial : 15h - 1 ects)
- 14280379 - Italien (Tutorial : 15h - 1 ects)
- 14180458 - Espagnol (Tutorial : 15h - 1 ects)

Semester 5

S5 - MAJEURE Semestre 5 (20 ects)

UE1

- 06211153 - Organizational Behaviour (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06220671 - Strategic Diagnosis (Lecture : 18h - Tutorial : 12h - 3 ects)
- 06240676 - Sales Management (Lecture : 24h - Tutorial : 15h - 4 ects)
- 06290695 - Data Collection for Marketing and Management (Lecture : 18h - Tutorial : 18h - 3 ects)

UE2

- 06300728 - Stock Valuation (Lecture : 12h - Tutorial : 8h - 3 ects)
- 06300729 - Management and Accounting Control (Lecture : 12h - Tutorial : 8h - 3 ects)

S5 - MINEURE Semestre 5 (10 ects)

UE1

- 06211154 - Social Responsibility and Business Ethics (Lecture : 12h - Tutorial : 8h - 3 ects)
- 06250280 - Principles of Continuous Improvement (Lecture : 12h - Tutorial : 8h - 4 ects)
- 06290696 - Guest lectures (Lecture : 15h - 2 ects)

1 choix LV2

- 12180433 - Allemand (Tutorial : 15h - 1 ects)
- 14280398 - Italien (Tutorial : 15h - 1 ects)
- 14180477 - Espagnol (Tutorial : 15h - 1 ects)

S5 - MINEURE Semestre 6 (10 ects)

UE1

- 71330053 - Digitalisation of Business Processes (Lecture : 24h - Tutorial : 15h - 3 ects)
- 06290697 - Guest Lectures (Lecture : 12h - 2 ects)
- 99011070 - Stage obligatoire de 3 mois minimum à l'étranger faisant l'objet d'un rapport (4 ects)

1 choix LV2

- 12180434 - Allemand (Tutorial : 15h - 1 ects)
- 14280399 - Italien (Tutorial : 15h - 1 ects)
- 14180478 - Espagnol (Tutorial : 15h - 1 ects)

Semester 6

S6 - MAJEURE Semestre 6 (20 ects)

UE1

- 06211155 - International HRM and Cross-cultural Management (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06240677 - Digital Marketing (Lecture : 24h - Tutorial : 15h - 5 ects)

UE2

- 06220672 - Entrepreneurship and innovation (Lecture : 24h - Tutorial : 15h - 5 ects)
- 06300730 - Audit (Lecture : 12h - Tutorial : 8h - 5 ects)