

# Bachelor Business Management



## 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 choose 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.

## iaelyon strengths:

- A renowned school of management, accessible to all through public tuition fees
- A strong partners universities network for international exchanges
- A nationally accredited diploma

## Duration

3 years

## Places

- Lyon

## Audience

### Prerequisites for enrolment

- Unknown label
- Unknown label

## Contacts

- Program Director Year 1 & 2 : [Sophie Cauchy](#)
- Program Director Year 3 : [Hervé Goy](#)

### Program Administration

Marie PERRUCHOT DE LA BUSSIERE

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### 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)

- The support of our career center for your professional project & internships through career events ...
- Spotlight on student community commitment

## Specificities

## 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.

## 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.



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## **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.



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# 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

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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 - Macroeconomics](#) (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

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S2 - MAJEURE Semestre 2 (20 ects)

UE1

- [06201072 - Introduction to Project Management](#) (Lecture : 24h - Tutorial : 15h - 4 ects)



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- [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 - Insight into the corporate world: Company visit](#) (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

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#### S3 - MAJEURE Semestre 3 (20 ects)

##### UE1

- [06211113 - Introduction to Human Resource Management](#) (Lecture : 24h - Tutorial : 15h - 4 ects)
- [06240662 - Principles of Marketing](#) (Lecture : 24h - Tutorial : 15h - 4 ects)
- [06300701 - Analyse financière](#) (Lecture : 24h - Tutorial : 15h - 4 ects)

##### UE2

- [06350093 - Management des Systèmes d'information 1](#) (Lecture : 24h - Tutorial : 15h - 4 ects)
- [06350094 - Analyse de données](#) (Lecture : 24h - Tutorial : 15h - 4 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

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#### S4 - MAJEURE Semestre 4 (20 ects)

##### UE1

- [06240663 - Marketing strategy implementation](#) (Lecture : 12h - Tutorial : 15h - 5 ects)
- [06260265 - International business](#) (Lecture : 24h - Tutorial : 15h - 5 ects)
- [06300703 - Finance](#) (Lecture : 12h - Tutorial : 8h - 3 ects)

##### UE2

- [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 - 3 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)
- [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

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### 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

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### 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)



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