MA/MBA - General Management Program - GMP



Introduction

High-level Program organized by **iaelyon** School of Management.

Objectives

Think ahead... Think International

The General Management Program (Master MAE), flagship degree of iaelyon School of Management, offers an overall vision of Business Administration and a set of skills in General Management to participants of various academic and professional backgrounds: engineers, doctors, lawyers etc.Designed for both French and international students the GMP is a full-time program entirely taught in English by iaelyon faculty members as well as international Visiting Professors and practitioners.

The program focuses on the development of double-skills and its strength lies in its general approach of business and management concepts targeting multidisciplinary and multicultural participants.

Long-lasting program, academically renowned, the GMP benefits nowadays from a strong recognition in the job market.

The highlights of the program:

- Ranked in the Top Master's Degrees in management in France by the 2026 **Eduniversal national ranking** and the Auvergne-Rhône-Alps ranking
- Full English track
- Multicultural classroom and high level of interactivity due to small size of the group
- Internship and Career Center providing GMP students with personalized guidance and employability support

Duration

1 year

Places

- Lyon

Audience

Prerequisites for enrolment

- Bac + 4

Contacts

Director of the Program:
Mr. Paul-Marc COLLIN

CONTACTS:

Pre-Experience Master's Students:
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Specificities

The GMP is designed for pre-experience students and executive practitioners in Continuing Education

The degree earned after completion of the program and presentation of the Master's Thesis, based on the mandatory internship, is a National Degree accredited by the French Ministry of Education and Research

News

Admission

Prerequisite

Prerequisites training

The GMP is designed for a diverse audience, i.e. participants with a non-business background: engineers, doctors, lawyers etc. The program targets :

- Students holding 240 ECTS earned outside **iaelyon** School of Management
- Executive practitioners in Continuing Education

Application

Conditions of admission / Conditions of successful application

Selection is made on the basis of an application file :
Academic results + results to SIM Score IAE Message (TAGE MAGE or GMAT accepted only for international students) + results to TOEIC **or** TOEFL or IECTS English Test (if English is not the native language of the applicant) + professional project (CV and cover letter).

What's next ?

Level of education obtained after completion

Level of education obtained after completion

- Level 7

Lumière - CS 78242 - 69372 LYON CEDEX 08 (FRANCE)

Business sector or job

GMP graduates are hired in a wide variety of positions and diverse business sectors in accordance with their previous education and past experience. Overall they tend to be highly represented in general management and marketing positions.

Program

Master 2 GMP - General Management Program

Semestre 3

UE1 - Corporate Strategy and Marketing (6 ects)

Content

- 06220112 - Corporate Strategy (Lecture : 20h - 3 ects)
- 06240169 - Marketing (Lecture : 20h - 3 ects)

UE2 - Accounting and Controlling (6 ects)

Content

- 06230107 - Accounting & Financial Analysis (Lecture : 21h - 3 ects)
- 06310053 - Control & Auditing (Lecture : 20h - 3 ects)

UE3 - HRM and OB / CSR (6 ects)

Content

- 06210227 - Organizational Behavior and Corporate Social Responsibility (CSR) (Lecture : 20h - 3 ects)
- 06210228 - Human Resource Management (HRM) (Lecture : 20h - 3 ects)

UE4 - Business Economics and Business Law (6 ects)

Content

- 01220176 - Business law & Taxation (Lecture : 20h - 3 ects)
- 05260040 - Business Economics (Lecture : 20h - 3 ects)

UE5 - Cours Elearning (1 cours) + cours spécialité (1 cours) (6 ects)

Content

- 06290819 - Corporate Social Responsibility - Elearning (CforCSR© Training and Certification) (Lecture : 20h - Tutorial : 1h - 3 ects)
- 11180671 - Business English (for french student) / Business French (for international students) (Lecture : 20h - 3 ects)

Semestre 4

UE1 - Innovation management Project (6 ects)

Content

- 06220729 - Innovation Management and new product development (Lecture : 20h - 3 ects)
- 06211218 - Team Management & Leadership (Lecture : 20h - 3 ects)

UE2 - Management stratégique (6 ects)

Content

- 06211219 - Management industriel et logistique (Lecture : 20h - 3 ects)
- 06340172 - Mesure et pilotage de la performance (Lecture : 20h - 3 ects)

UE3 - Plan d'action (3 ects)

Content

- 06220111 - Plan d'ction (Lecture : 20h - 3 ects)

UE4 - Séminaire international et projet de fin d'études (5 ects)

Content

- 06201106 - Projet de fin d'études (Lecture : 22h - 3 ects)
- 06260274 - International Seminar (Lecture : 18h - 2 ects)

UE5 - Stage et mémoire (10 ects)

Content

- 06290727 - Méthodologie du mémoire (2h mention) (Lecture : 2h)
- 06290730 - Méthodologie du mémoire (2h spécifiques parcours) (Lecture : 2h)
- 99011089 - Mission de professionnalisation (note de l'entreprise) (2 ects)
- 06290729 - Mémoire (75%) et soutenance (25%) du mémoire de fin d'études (8 ects)