

# 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:

- Program ranked in the 2025 [Eduniversal national Ranking Best Masters](#)
- 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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#### Continuing Education /Executive Applicants:

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**iaelyon School of Management**  
**Université Jean Moulin**  
**Campus Manufacture des Tabacs**  
**6 Cours Albert Thomas - 69008 LYON**  
**Postal Address:**

## 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 IELTS 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

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- Level 7

1C, avenue des Frères  
Lumière - CS 78242 -  
69372 LYON CEDEX 08  
(FRANCE)



<https://iae.univ-lyon3.fr/>

**iaelyon School of Management**

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Université Jean Moulin 1C avenue  
des Frères Lumière CS 78242  
69372 Lyon cedex 08

## **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.



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# Program

## Master 2 GMP - General Management Program

### Semestre 3

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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

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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)