

# Master MAE General Management Program - GMP

## Parcours

- Management Général



## Chiffres clés

## Présentation

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

## Objectifs

### 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

## Durée de la formation

- 1 an

## Lieu(x) de la formation

- Lyon

## Public

## Niveau(x) de recrutement

- Bac + 4

## Contacts

### Responsables pédagogiques

- [COLLIN Paul Marc](#)  
(Responsable)

### Contacts

#### Pre-Experience Master's Students:

[iae-master.gmp@univ-lyon3.fr](mailto:iae-master.gmp@univ-lyon3.fr)

#### Continuing Education / Executive Applicants:

Email: [contact.iaefc@univ-lyon3.fr](mailto:contact.iaefc@univ-lyon3.fr)

### iaelyon School of Management

Université Jean Moulin  
Lyon 3  
Campus Manufacture des Tabacs  
1C, avenue des Frères

## Spécificités

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

### Pré-requis

#### Formation(s) requise(s)

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

### Candidature

#### Conditions d'admission / Modalités de sélection

**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).

## Et après ?

### Niveau de sortie

#### Année post-bac de sortie

- Bac + 5

#### Niveau de sortie

- Niveau 7

## Inscriptions

### Modalités d'inscription

The Application Calendar

## Handicap

[Pôle Handicap Étudiant](#)



## Activités visées / compétences attestées

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**.



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

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

# Programme

## ORGANISATION DE LA FORMATION

**Le Master 2 GMP est un parcours du Master Management et Administration des Entreprises**

- Début des cours fin septembre
- Les enseignements sont assurés par des enseignants-chercheurs de l'iaelyon et par des intervenants professionnels, experts reconnus dans leur métier.
- L'insertion professionnelle est favorisée par le stage obligatoire.
- La rigueur académique est confirmée par la réalisation d'un mémoire de fin d'étude, avec une soutenance en septembre)

VOLUME HORAIRE :

**344 heures**, cours de fin septembre à fin février

## Master 2 GMP - General Management Program

### Semestre 3

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UE1 - Corporate Strategy and Marketing (6 ects)

Content

- [06220112 - Corporate Strategy](#) (CM : 20h - 3 ects)
- [06240169 - Marketing](#) (CM : 20h - 3 ects)

UE2 - Accounting and Controlling (6 ects)

Content

- [06230107 - Accounting & Financial Analysis](#) (CM : 21h - 3 ects)
- [06310053 - Control & Auditing](#) (CM : 20h - 3 ects)

UE3 - HRM and OB / CSR (6 ects)

Content

- [06210227 - Organizational Behavior and Corporate Social Responsibility \(CSR\)](#) (CM : 20h - 3 ects)
- [06210228 - Human Resource Management \(HRM\)](#) (CM : 20h - 3 ects)

UE4 - Business Economics and Business Law (6 ects)

Content

- [01220176 - Business law & Taxation](#) (CM : 20h - 3 ects)
- [05260040 - Business Economics](#) (CM : 20h - 3 ects)

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

Content

- [06290819 - Corporate Social Responsibility - Elearning \(CforCSR® Training and Certification\)](#) (CM : 20h - TD : 1h - 3 ects)
- [11180671 - Business English \(for french student\) / Business French \(for international students\)](#) (CM : 20h - 3 ects)



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## Semestre 4

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UE1 - Innovation management Project (6 ects)

Content

- [06220729 - Innovation Management and new product development](#) (CM : 20h - 3 ects)
- [06211218 - Team Management & Leadership](#) (CM : 20h - 3 ects)

UE2 - Management stratégique (6 ects)

Content

- [06211219 - Management industriel et logistique](#) (CM : 20h - 3 ects)
- [06340172 - Mesure et pilotage de la performance](#) (CM : 20h - 3 ects)

UE3 - Plan d'action (3 ects)

Content

- [06220111 - Plan d'action](#) (CM : 20h - 3 ects)

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

Content

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

UE5 - Stage et mémoire (10 ects)

Content

- [06290727 - Méthodologie du mémoire \(2h mention\)](#) (CM : 2h)
- [06290730 - Méthodologie du mémoire \(2h spécifiques parcours\)](#) (CM : 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)