

EXECUTIVE MBA

INTERNATIONAL  
MBA

EXECUTIVE EDUCATION

“ Thinking beyond one’s own cultural limitations, opening up new perspectives ”

Laurielle - International MBA  
Executive Education

think  
large



# ALL YOU HAVE TO KNOW ABOUT THE DEGREE

“ Think Large  
Think International ”



**Silvia DIDIER**  
Academic  
Director

## EXECUTIVE PROGRAM

### INTERNATIONAL MBA

The **iaelyon** IMBA is a unique executive program, entirely taught in English over 11 months. International guest speakers, professors and practitioners come to share their knowledge and expertise with a culturally diverse classroom. Developed around a flexible part-time format, with classes taught on Fridays and Saturdays, the IMBA offers the opportunity to follow courses all the while keeping a full-time job, thereby minimizing any potential disruption for candidates and employers.

Recruited on an international scale, participants come from varied cultural backgrounds and benefit from different academic and professional experiences; the diversity of a multicultural and multidisciplinary group helps to provide a comparative approach. Seminars are interactive with modern teaching methodologies including in-class case studies, references to concrete professional situations, in class role-playing and interactions between peers and lecturers. Participants are not only exposed to best management practices, they are also complementary and learn from one another.

This IMBA program is not only a year where participants learn about management tools and practices; it is a career-changing move, a real life-changing experience, during which candidates grow both from a personal and professional standpoint.

## PROGRAM CONTENT

### THE HIGHLIGHTS OF THE PROGRAM

- + A program entirely taught in English by **iaelyon** and international professors and practitioners
- + A part-time program compatible with a professional activity: courses taught on Fridays and Saturdays
- + A study abroad trip (Cambridge)
- + A real business case in collaboration with a company
- + An individual coaching offered to all participants
- + A specific IMBA Alumni Network

#### 15 COURSES (407 H):

- Organizational Behavior
- Business Economics and Legal Environment
- Information Technology and Project Management
- Corporate Finance and Accounting
- Marketing Management
- Management Communication
- CSR, diversity management and business ethics
- Change and Innovation Management
- Cross-Cultural Management
- Effective Leadership and Negotiation
- Human Resources Management
- Competitive Strategy
- New perspectives in management practices
- International Seminar (elective)
- Business Case

At the end of the program participants are required to submit a dissertation based on a professional activity in an international context or on a specific project requiring the implementation of management tools and practices.



## OBJECTIVES

The objective of the IMBA is to better prepare participants to be effective global managers who understand the overall environment, organization, employees and customers. Participants will inherently learn to be more effective cross-culturally because of the international diversity of their classroom.

The IMBA curriculum does not only put the emphasis on the theoretical and practical aspects of management. It encompasses how these techniques should be adapted and applied in various parts of the world.

### Strong focus on:

- Apply strategic and analytical thinking
- Make decisions and solve problems
- Understand international socio-economic issues
- Work in teams and implement a communication strategy
- Adapt personally to culturally diverse situations
- Carry out personal and career developments
- Develop organizational awareness
- Understand overall organizational complexity
- Enforce leadership

## SPECIFICITY

The IMBA is part of the Best MBA recommended by Eduuniversal.



## 4 good reasons to choose iaelyon

- A 60 year old University-based School of Management located downtown Lyon in the Part-Dieu Business District
- 7,700 students with a network of over 50,000 Alumni across the world
- Sound corporate connections embedded in the DNA and activities of the School: **iaelyon** originally created to meet the needs of the Business Community
- A strong international focus with over 150 international partners in 54 countries and 15% international students on site



## WHAT THEY THINK



**Bruno FLEISCH**

Product Manager BT (ex British Telecom) and President of IMBA Alumni Network

It has been a quite intensive year but a truly exciting one. This MBA program covers all domains required to develop a worldwide executive manager and grows his or her career. Highly dedicated consultants and the multi-cultural diversity of the program, lecturers and peers enable all participants to get the right tools to become a world class manager. The students also benefit from a strong Alumni association to connect with peers all around the globe. I found in this program a very well balanced mix of management theories, analyses of case-studies and confrontations with personal or professional experiences of international lecturers and students. I highly recommend this IMBA.



**Sophie PERRILLAT**

HealthCare Sales & Marketing Manager - Boccard Process Solutions

Aged 45, I wanted to reorient my career. I made a bet to return to school. I was right. The Executive MBA of **iaelyon** was one of my most valuable experiences. I enjoyed benefiting from multicultural and experienced trainers during the year. This gave me the opportunity to firstly develop a wide array of functional business skills and secondly to develop at a personal level. The IMBA included a lot of work but it was definitely worth it. The return on investment was real. It helped me move to a strategic position in an up-and-coming company developing worldwide.

# International MBA

## PROGRAM PREREQUISITES

Applicants must possess:

- A Bachelor's Degree (equivalent to 180 ECTS of Higher Education in European Standards)
- A minimum of 5 years work experience
- A very good command of Business English

## APPLICATION INFORMATION AND FEES

- Applicants must provide:
  - > A complete application form
  - > A detailed motivation letter
- Selected applicants will then undergo individual interviews in English either face to face or by videoconference before final admittance in the program.
- Program fees: 13,500 Euros

## CALENDAR

- Application Deadline: Mid-May
- Beginning of seminars: first week of September
- Possibility to do the IMBA over a two year period (please ask the Academic Director)



## Lyon Metropolitan Area, a leading, attractive and vibrant economic force, at the crossroads of Europe.

**A genuinely global University city:** Lyon is highly attractive to foreign students: of the 170,000 students, 12% come from other countries.

**An appealing labor market:** the 1,500 decision centers based in Lyon and its region offer many internship opportunities and stand out as potential employers for graduates: Sanofi Aventis, bioMérieux, Groupe SEB, Renault Trucks Volvo Group, Bayer CropScience, JTEKT, Scotts International...

**An excellent quality of life** with all the advantages of an important European metropolitan area and the charms of a French human-sized city. Its central location in Europe and the ease of access to other major European cities - via Lyon St-Exupéry international airport and TGV high-speed train - are two key advantages.

**An exciting cultural life:** listed as World Heritage by the UNESCO, Lyon is also home to many trendy cultural events: the Festival of Lights, the electronic music festival "Nuits Sonores", the Contemporary Art Biennial, the "Nuits de Fourvière" Theatre, Dance, Music and Cinema Festival, the Lumière Film Festival, the Dance Biennial...

### CONTACT

#### Executive Education Office:

Ph.: + 33 (0)4 78 78 71 88  
contact.iaefc@univ-lyon3.fr

#### IMBA Program Coordinator:

M. Ko YANIBADA  
Ph.: + 33 (0)4 78 78 71 53  
ko-yanoubatan.yanibada@univ-lyon3.fr

#### IMBA Academic Director:

Ms. Silvia DIDIER  
silvia.didier@univ-lyon3.fr

**iaelyon** School of Management

Université Jean Moulin

Postal Address: 1C avenue des Frères Lumière - CS 78242 - 69372 Lyon Cedex 08

Ph.+33 (0)4 78 78 70 66 - [iae.univ-lyon3.fr](http://iae.univ-lyon3.fr) - **Thinklarge.fr**

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