

# BACHELOR Business Management





# BACHELOR BUSINESS MANAGEMENT

Pre-experienced education



A post high school program with an intensive practice of English



**Sophie CAUCHY**

Program Director

Created in 2022, the Bachelor Business Management is a program with:

- A firmly international dimension: During the 1<sup>st</sup> and the 2<sup>nd</sup> year, in addition to English courses and a second language, half of the courses will be taught in English. In 3<sup>rd</sup> year, students will be able to choose between a year abroad amongst one of 120 international partners at the undergraduate level 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 2<sup>nd</sup> & 3<sup>rd</sup> year.
- A class spirit, strengthened by small groups of students (around 60 students including international students), group projects cohesion activities and community engagement.

## Targeted 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

## Program's 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
- + The support of our career center for your professional project & internships through career events
- + Spotlight on student community commitment



# Program:

25 hours/week  
(+ 25 hours of  
personal work)

## 1<sup>ST</sup> YEAR (604 HOURS)

22 courses, 12 in English & 2 language courses

### Semester 1

**Majors:** Principles of Management, General accounting 1 (in French), Applied mathematics & optimization (in French), Macroeconomics, Consumer Behavior, Digital culture & Office Software (in French)

**Minors:** Introduction to law (in French), Business English 1: introduction to main business functions, English communication skills 1, Second Language (German, Spanish or Italian), Group projects

### Semester 2

**Majors:** Introduction to project management, General accounting 2 (in French), Management Probabilities & Statistics (in French), Businesses & Information systems (in French), Responsible management practices, Personal development

**Minors:** Business Law (in French), Business English 2: doing business in the global economy, English communication skills 2, Second Language (German, Spanish or Italian), Group projects

## 2<sup>ND</sup> YEAR (590 HOURS)

20 courses, 8 in English & 2 language courses

### Semester 3

**Majors:** Principles of marketing, Financial analysis (in French), Introduction to Human Resource Management, Data analysis (in French), Information systems management 1

**Minors:** Labor Law (in French), Microeconomy & Game Theory (in French), Second Language (German, Spanish or Italian), English communication skills 3

### Semester 4

**Majors:** Marketing strategy implementation, Costs analysis (in French), Finance (in French), Strategic diagnosis, introduction to supply chain management, Data analysis using Excel (in French) Information systems management 2 (in French), Business plan/business pitch

**Minors:** Taxation Law (in French), Industrial economy (in French), Second Language (German, Spanish or Italian), English communication skills 4

+ Mandatory internship 2-4 months

## 3<sup>RD</sup> YEAR (489 HOURS)

Fully English-taught in France or 1 year abroad

### Semester 5

**Majors:** International Business Organizational behavior - Data collection for marketers - Business negotiation - Investment criteria - Management and accounting control

**Minors:** Social Responsibility and Business ethics Digitalization of business processes - International seminar - Language (German, Spanish or Italian)

### Semester 6

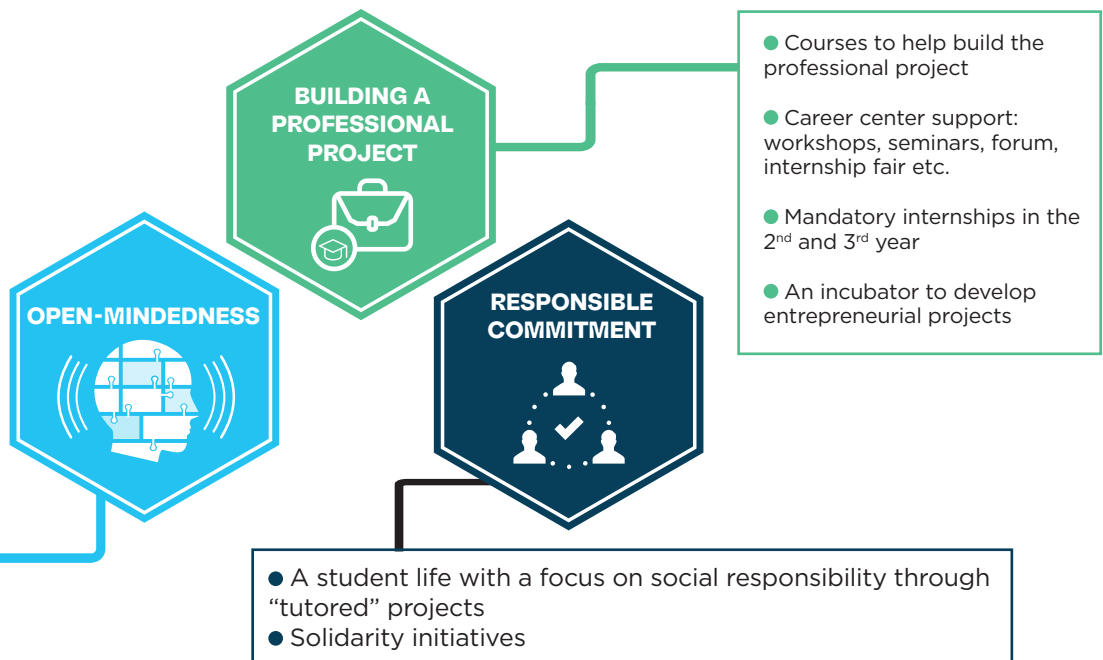
**Majors:** International HRM and Cross-cultural Management - Digital marketing - Entrepreneurship and innovation - Banking & financial markets - Audit

**Minors:** Principles of Continuous improvement Guest lectures - Language (German, Spanish or Italian)

+ Mandatory internship abroad 3-6 months

# 3 years to work on your personal and professional development

- An intercultural environment: both French and international students and courses taught by international speakers
- An international experience: a year abroad in one of iaelyon partner universities or an internship abroad during the 3<sup>rd</sup> year
- In depth-study in two languages



# BACHELOR IN BUSINESS MANAGEMENT

## PREREQUISITES FOR ENROLMENT

### 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.

Please refer to national pre-requisites for Bachelor in Management on iaelyon's website.

## CAREER OPPORTUNITIES

The Bachelor in Business Management prepares students for masters' degrees at iaelyon in management or international trade.

It also allows students to directly integrate the professional world, thanks to its general curriculum and its professional & international experiences

## Study abroad: a prestigious network

To study abroad during their 3rd year, students can choose between 120 iaelyon partner universities welcoming Bachelor students, 50% of those universities and schools are internationally accredited:

- 6 of the best universities in Australia & New-Zealand: Monash University, University of Sydney, University of Auckland
- First-class partners in Canada and in the United-States: McGill University, University of British Columbia, Baruch College, ...
- A large range of universities in Asia: Hong Kong University, Keio Business School, National Taiwan University, ...

### CONTACT

Program Administration  
Ph.+33 (0)4 78 78 76 07  
bm-iaelyon@univ-lyon3.fr

**iaelyon** School of Management  
Université Jean Moulin

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

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

