



MASTER'S DEGREE

INTERNATIONAL
BUSINESS REALITIES
PROGRAM



“Think Large
and broaden your horizons”

Floriane - iaelyon Student

think
large



ALL YOU HAVE TO KNOW ABOUT THE DEGREE

“Contribute to enhance the international performance of companies and organizations”



Paul-Marc COLLIN
Program
Director Master 2 IBR



Noémie DOMINGUEZ
Program
Director Master 1 IBR

MASTER'S DEGREE International Business Realities Program

This program aims to enlighten students on international challenges by providing them with global and cross-cutting insights into various management situations within a multicultural context. Increasing market globalization presents companies with new challenges making it imperative to educate future managers and to give them tools to meet them.

The 1st Year of the Master's aims to provide students with a solid background in International Management by teaching them managerial knowledge and skills. The 2nd Year of the Master's helps the participants to gain a greater proficiency in International Management. Students get the opportunity to analyze international management issues from multiple perspectives to be able to develop strategies adapted to the modern business world: a world marked by volatility, uncertainty, complexity and ambiguity. A particular emphasis is put on the development of the participants' ability to draw a link between theoretical knowledge and its application, their openness towards the different cultures and the social corporate responsibility of a manager in today's world.

The program is fully taught in English. The multicultural mix of the participants and faculty gives the possibility to analyze and discuss business topics and issues from different points of view. The small size of the group (25 to 30 students) guarantees an interactive exchange with fellow students, faculty and practitioners.

CONTENT, BY SEMESTER: THE COMPLETE RANGE OF SUBJECTS

THE HIGHLIGHTS OF THE PROGRAM

- + EFMD Accredited MSc since 2008 
- + A dynamic program firmly focused on International Management
- + Full English track
- + Multicultural classroom and high level of interactivity due to the small size of the group
- + 6-month internship starting in January for the Master' 2 students
- + Double degree with the prestigious University of Economics VSE Prague and with University of Pavia
- + High-level research team in international management

CONTENT OF THE MASTER IN IBR (737 HRS)

SEMESTER 1 (COMPULSORY COURSES - 30 ECTS)

Introduction to International Business - International Corporate Development - Preparation to Research in International Management - Project and Performance Management - Organization Models and Dynamics - Digital Corporate Strategy - Management Information Systems - Strategic Management - Business English Entrepreneurship & Innovation

SEMESTER 2 (COMPULSORY COURSES - 30 ECTS)

Change Management - Ethics and Corporate Social Responsibility - International Finance - Doing International Business: technique, tools & practice - International Business Intelligence - International Marketing 1 - Intercultural Management - Legal Environment of International Business - Theory of Knowledge - International Seminar - Business English - Collective project - 3-month internship with an international management mission in France or abroad and summary note and defense

SEMESTER 3 (COMPULSORY COURSES - 30 ECTS)

International Marketing 2 - International Consulting - Controlling - Supply chain Management - Organizational Behavior in an International Context - International HR Management - International Trade Relations - Optional courses on International Management topics and Humanities - Methodology of the final thesis

SEMESTER 4 (COMPULSORY COURSES - 30 ECTS)

2 courses during the International Week in January - 6-month internship with an international management mission in France or abroad - Master thesis and defense



Career opportunities

Completing the 1st year of the Master's in International Business Realities opens the doors to the 2nd year of the Masters' in this speciality or in any other related speciality in France or at one of the international partner universities of **iaelyon** School of Management.

Students may also integrate into the labor market in positions in which they are responsible for helping businesses or organizations - in France or abroad - develop internationally.

Students graduating from the Master's 2 Program have the skills and the competencies to work for multinationals or SMEs with a strong international focus. Graduates may start their career as a project or product manager in companies in an international field.

Specificities

- The 1st year of Master helps both understand the international environment through its economic, legal, financial and geopolitical components and grasp the realities of companies facing new strategic, organizational and intercultural challenges.
- It addresses the situation of both multinational and small and medium enterprises and investigates all dimensions related to their internationalization.
- During the second year, students strengthen their analytical and strategical knowledge and skills by participating in the various courses during the first semester. The 2nd year of the Master's program gives students great flexibility; they can choose their internship and their final thesis topic which opens opportunities for students to discover and acquire an in-depth knowledge and related skills for their future career.
- The internship allows students in their 1st and 2nd year of the Master's in International Business Realities program to effectively use the knowledge acquired during their studies. The internship with an international management mission can take place in France or abroad.
- This degree stands out through the variety and richness of its programs largely related to the international profile of both its students (from all over the world) and faculty.



WHAT THEY THINK



Armin PALOS

IBR Master's student

As a first year Bachelor's student at **iaelyon**, I took advantage of a school's exchange agreement to study at McGill University in Montreal, whose Management Department ranks among the best in the world. Back to **iaelyon** as an IBR Master's student, I find the same multicultural environment, the same mindset and programs which in substance compete on an equal footing with Business Schools' across the Atlantic. It even seems to me that a particular skill is implicitly more developed here than elsewhere: « doing better with less », whether out of competitive or environmental concerns, a skill which turns out to be essential within the contemporary setting.



Teguest VALENTIN

Customer Service Representative
Novacare
Solvay Group

Nowadays, English is the most important language in the business world and this program is one of the only masters in Lyon that is taught in English, which enabled me to be more confident and fluent. Also, the IBR program aimed to provide me with leadership skills needed in an international environment today. But what I will remember the most from my Master's years is the diversity of the different students coming from around the world creating a multicultural atmosphere. This intended to encourage everyone to open their mindset and broaden their horizons differently, in developing innovative ideas and businesses around the world.

Our Master's Degree in International Business Realities

ADMISSION REQUIREMENTS

- either a three-year national University degree (Bachelor's or 180 ECTS credits) in a speciality compatible with the requested Master's or having a strong management component;
- or, under the same conditions, a degree or state-approved level 2 title or a title approved by a national regulation at the same level;
- or a three-year foreign University degree in a speciality compatible with the requested Master's.

The application files of students holding a foreign degree or not having obtained the required 180 ECTS credits will be submitted to the Committee for Validation of Studies for validation of the admission.

CONDITIONS FOR ADMISSION

This Master's is designed for committed students with a solid prior curriculum, having an international focus, being proficient in English and other foreign languages, being able to adapt rapidly and prepared to engage in an intensive academic program.

Selection is made on the basis of an application file: academic results + results to Score IAE Message test or TAGE MAGE or GMAT tests for international outgoing and incoming students (except for iaelyon students) + results to TOEIC or TOEFL + professional project (CV and cover letter). Master 2 students are furthermore invited to an individual interview if they passed the first selection round.

The program of the Master's International Business Realities is also available to professionals in Life-Long Education and in Validation of Professional Experience.

Program Fees for international non-exchange students: 6,000 euros per participant for the full academic year. This does not include the national enrollment fees (243 € for a Master's degree), the French social security and other living expenses.

PROGRAM ORGANIZATION AND INTERNSHIP

The Master's in International Business Realities is divided into 4 semesters organized as follows:

Semester 1: September to December

Semester 2: January to beginning of April: Academic program, April to July: Internship

Semester 3: September to beginning of January

Semester 4: 6-month internship starting from January or later

The internship is a period of exposure to a professional environment during which students acquire professional skills and apply the knowledge they gained during their curriculum in order to earn a degree or qualification and foster their professional integration.

The minimum duration of the internship is 12 weeks (on a full-time equivalent basis) for the Master 1 students and 6 months for the Master 2 students (on a full-time equivalent basis).

About the MIB EPAS Consortium



Launched in June 2015, the MIB-EPAS Consortium is an elite network of European partners with a Master's Program accredited by the EFMD in the field of International Business. Within a general framework of international development qualification processes, the Consortium contributes to the overall enhancement of the recognition of the EPAS accreditation.

The MIB EPAS Consortium's main objectives are to:

- Develop student mobility opportunities between member institutions and establish multiparty degrees in the field of International Management,
- Build on the activities of the **iaelyon** Cross Disciplinary Research Team "International Management" and foster international cooperation in particular in the field of doctoral studies,
- Promote opportunities of incoming and outgoing academic mobility,
- Establish a network of career services in order to contribute to the development of international internship and employability opportunities,
- Facilitate the overall exchange of information and good practices between member institutions.

CONTACT INFORMATION

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