

“ Broaden
your horizons and
think large ”

Élodie - Student, iaelyon

iaelyon
SCHOOL OF MANAGEMENT

Educating managers
as citizens of the world

**think
large**

iaelyon key figures

7,700 students in pre-experience, field based and continuing education programs (of which **3,000** Master's students). A network of **50,000** Alumni



A FULL SERVICE SCHOOL

General, selective and professional Bachelors', Masters', MBAs, Ph.Ds and Executive MBA and DBA offer a full and unique range of programs. **iaelyon**, which has always promoted double skill programs, is also the first regional pole for Education in Chartered Accountancy and Audit and the first regional center for Ph.D. education in Management.

165 permanent faculty and scholars,
95 international visiting professors,
700 practitioners



A RESEARCH CENTER WHICH GUARANTEES THE QUALITY OF PROGRAMS

iaelyon Research activities and knowledge creation guarantee the quality of teaching which is nurtured by the latest scientific advances and managerial innovations and contribute to the production of skills.

158 INTERNATIONAL ACADEMIC PARTNERSHIPS



50% OF PARTNER SCHOOLS AND UNIVERSITIES INTERNATIONALLY ACCREDITED (AACSB, EQUIS, EPAS, AMBA, ...)

iaelyon relies on the strength of its network of 150 partner Universities and Schools spread over 50 countries to offer the best opportunities in student and academic mobility, to develop double-degrees and offshore programs.

2,000 SOCIO-ECONOMIC PARTNERS



iaelyon AT THE SERVICE OF BUSINESS DEVELOPMENT

The links with businesses are the cornerstone of the **iaelyon** commitment to educate managers ready to cope with the evolutions and changes of the socio-economic world.

OVER 357 MILLION EUROS/YEAR, **1000** JOBS/YEAR



IMPACTS OF **iaelyon** UPON ITS REGION

iaelyon economic weight makes it one of the main actors in the Lyon Metropolis and the Auvergne-Rhone-Alps region. The Business School Impact System (BSIS), a tool developed by the FNEGE and the EFMD, estimates that **iaelyon** total financial impact reaches 357 millions Euros per year, while more than 1000 jobs have been created through its activities.



5 good reasons to choose iaelyon School of Management

With a 60 year long history, iaelyon is a University based School of Management which aims to educate socially sensitive and responsible experts and managers through a cross-disciplinary approach.

1. ACADEMIC EXCELLENCE

- State recognized degrees in a competitive business school environment
- A network of 32 French University Schools of Management
- EPAS accreditation for the International Management Master's Program by the EFMD since 2008
- Practically oriented Research that feeds directly into teaching

2. RESEARCH CENTER

- Cutting edge Research and business theories applied to real-world challenges
- 6 Research teams, 80 Ph.D. students, 32 Research supervisors
- Cross-disciplinary Research Groups covering "International Management", "Complexity, Innovation, Networks" and "Management and Social Responsibility of Organizations"
- Yearly national and international symposiums, professional and academic panels

3. CORPORATE CONNECTIONS

- Programs designed with businesses, for businesses
- Close partnerships with the business community: L'Oréal, IBM, Renault Trucks, Adecco, SEB, BNP Paribas...
- 55% of graduates hired by the company they interned for
- Placement schemes and work-based projects

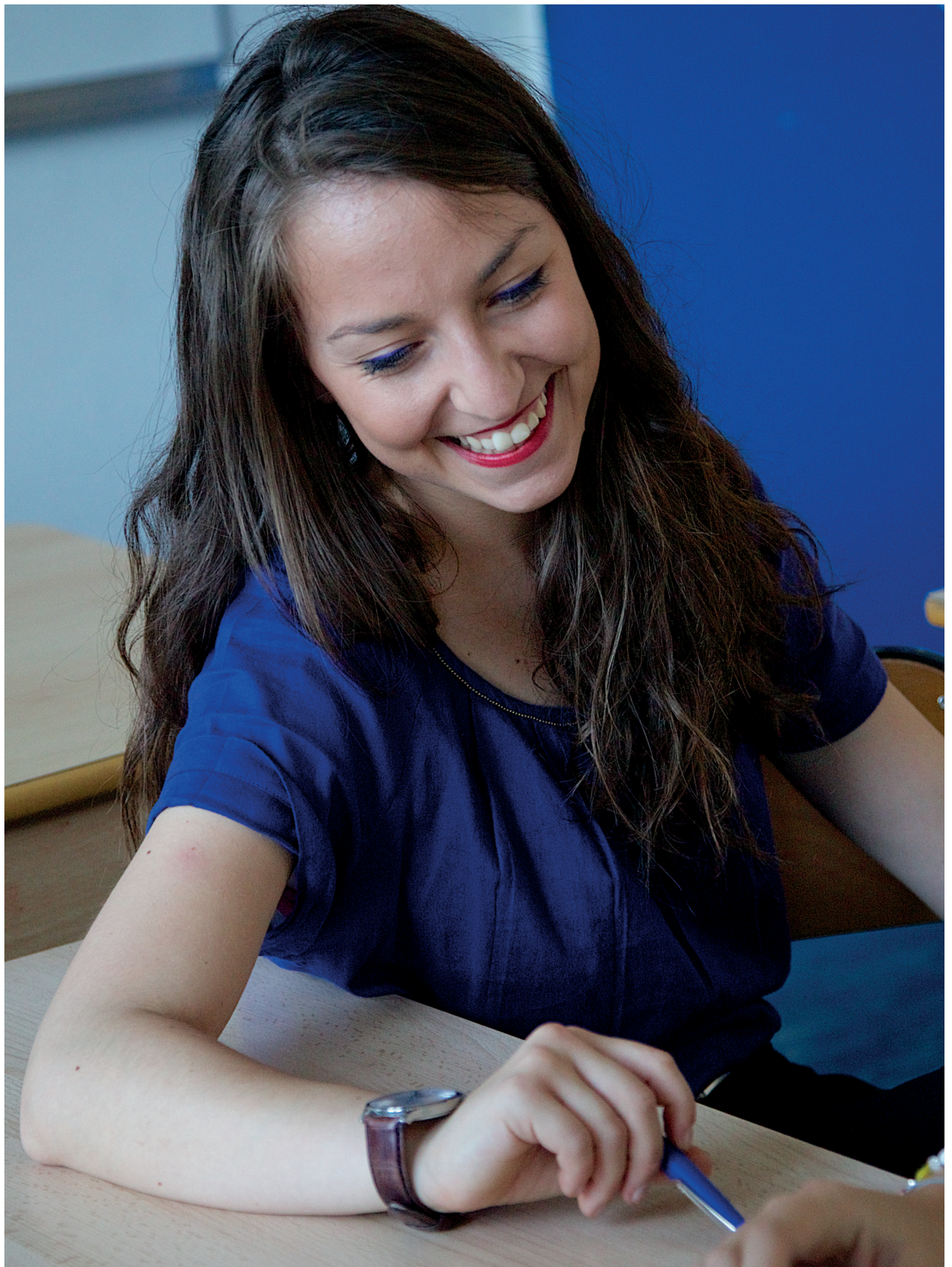
4. INTERNATIONAL IDENTITY

- International seminars providing a multicultural environment
- Close partnerships with multinational companies
- International students and faculty

5. LYON: ECONOMIC, CULTURAL AND METROPOLITAN AREA

- One of Europe's most attractive cities listed by UNESCO and 2nd largest metropolitan area in France
- Excellent public transportation network
- Home to internationally renowned companies and leading competitive clusters in the health, chemical/environmental, textile, transportation and IT industries





iaelyon offers individually tailored programs in English and in French to its international students

STUDY IN ENGLISH

The programs entirely taught in English are designed to give students knowledge, professional competences relevant to the realities of the globalized market place and the challenges that face senior managers in modern business.

UNDERGRADUATE STUDY

Bachelor Management and Global Business (MGB)

- Designed for both French and international students
- Provides students with a wide range of skills and techniques specific to the field of management and international business practices
- Prepares students to pursue graduate studies and a career in management and international business

SELF (Study in English in Lyon France)

- A University program offering courses in the following fields: law and political science, business and business culture, humanities
- Courses are designed from a European and French perspective
- Complementary intensive courses in French language and French culture

GRADUATE STUDY

The General Management Program (GMP)

- A multi-cultural classroom
- Courses in all the main areas of international management offering an overall vision of business administration and a set of skills in general management
- Prepares students for management and marketing roles in international companies

The International Business Realities Program (IBR): EPAS accredited

- A multicultural mix of students and faculty
- Provides students with global and cross-cutting insights into various situations within a multicultural context
- Prepares students for leadership roles in international businesses or organizations



Winter program: Business Practices and Policies: a European Perspective

This two-week program aims to present and compare business practices around the world with a specific focus on how business may be conducted in Europe and in particular in France.

- Open to international MBA and graduate students
- Integrated in iaelyon International Week (early January)
- An international and cross-cultural approach to a wide choice of management subjects
- A mix of international seminars (18 hours) taught by international visiting professors and practitioners, company visits, and cultural visits

EXECUTIVE EDUCATION

iaelyon has made a strategic choice of developing executive education early on. This has translated into a strong-willed development policy of its program portfolio, its links with businesses and their professional organizations, its professionalization of teams and integration of new skills taking into account the current needs of companies and their collaborators.

This strategy has allowed the School to develop beyond conventional executive Master's and University degrees, an expertise in the development of tailored programs for companies and organizations of all sizes and sectors.

The International - MBA Program (IMBA)

- A part-time 1 year executive MBA taught by **iaelyon** and international professors and practitioners;
- Teaching methodologies including in-class case studies, references to concrete professional situations, in-class role playing, interactions between peers and lecturers;
- Prepares participants to be more effective cross-culturally and to become global managers.

Executive DBAs

- A joint DBA with the Business Science Institute (Luxembourg)

- A part time three year-program taught by professors from **iaelyon** and from the Scientific Committee of Business Science Institute and implemented in various cities: Paris, Luxemburg, Geneva, Tunis, Dakar, Casablanca...;
- Provides a monthly individualized remote supervision by experienced faculty throughout the entire program;
- Offers a mix between management theories and business practices: executives will conduct Research on a topic which, in most cases, is directly related to his/her company.

- A joint DBA with the Industrial Management Institute of Tehran (Iran)

- A part-time 3 year-program taught at the Industrial Management Institute of Tehran by **iaelyon** professors;
- Offers a pragmatic orientation: integration of management theories and practices into the classroom
- Reinforces theoretical knowledge of executives and prepares them to solve unusual management questions and problems.

- A joint DBA with the University of Balamand (Lebanon)

- A part-time 3 year-program taught at the University of Balamand (2nd year) and at **iaelyon** (1st and 3rd year) by **iaelyon** professors;
- Relies on qualimetric and socio-economic management research methods which aim to make social responsibility and sustainable economic development compatible;
- Generates managerial knowledge from innovative practices in countries from the Middle-East and allows to better understand and operate change processes in the highly complex business environment.

INTERNATIONAL WEEK

The **iaelyon** is proud to host every year visiting professors and practitioners from all over the world to participate in the International Week. Implemented ten years ago, the iaelyon International Week is an annual one week event that comprises:

- **International Seminars** targeted to Master's students and Executive participants from different fields and generations; They aim to provide students with an international and cross-cultural approach on in depth and capstone subjects. Guest speakers are welcomed to teach in English/Spanish/Italian/German
- **International Research Seminars** on cross-disciplinary subjects to nurture research on "International Management", "Complexity, Innovation and Networks" and "Management and Corporate Social Responsibility";
- **A TEL workshop** to share best practices on innovative learning methods.

Participants have the opportunity to interact with one another during the breaks and social events organized throughout the week. The event provides an original experience of the "Global Village" with over 25 countries represented.

About iaelyon International Week:

1st week of January every year

85 graduate international seminars taught in English

1 seminar = **18** contact hours = **3** ECTS

60 visiting professors from all over the world

25 countries represented

3 Research workshops designed for faculty

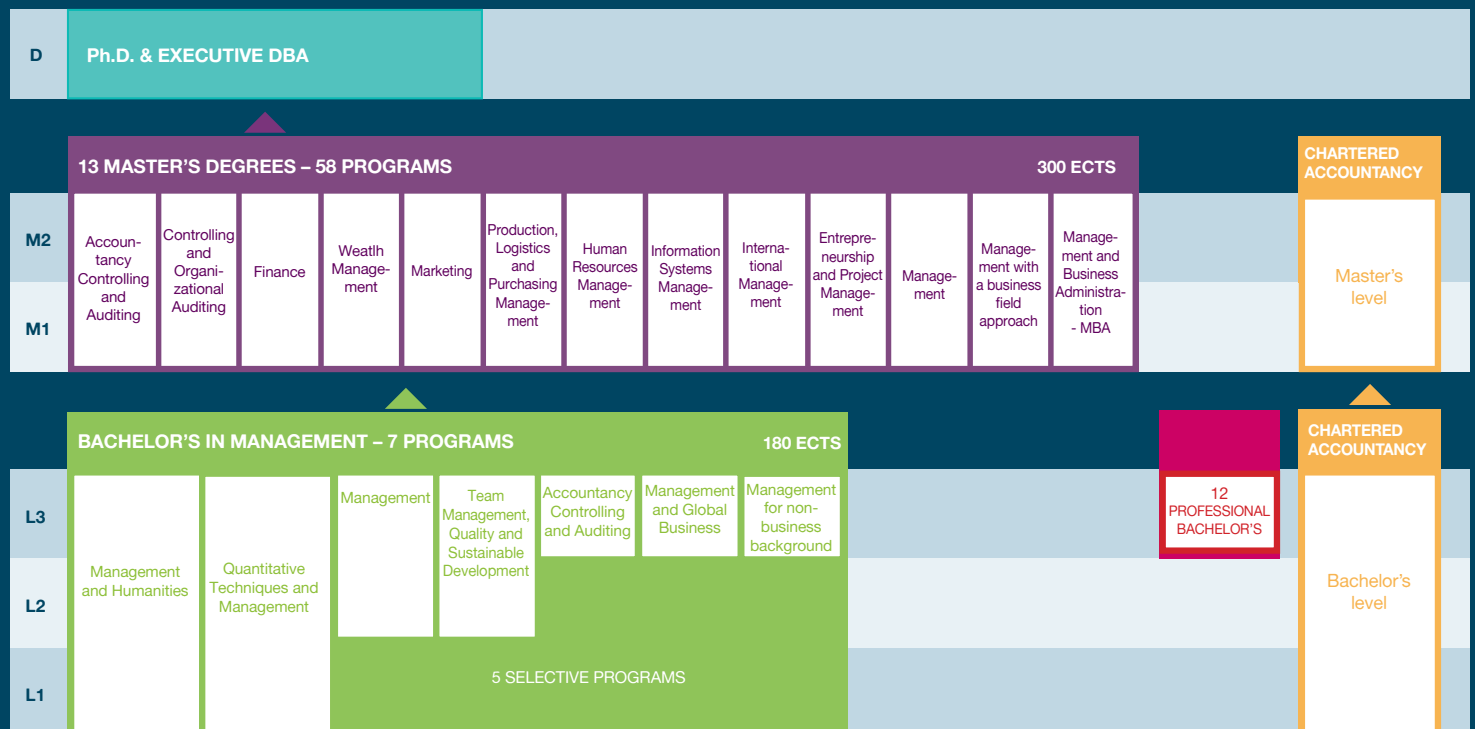
1 Technology Enhanced Learning workshop for faculty

STUDY IN FRENCH

iaelyon offers an attractive Bachelor-Master-MBA-Ph.D.-DBA program portfolio in a multi-cultural and international setting. The rich diversity of iaelyon program portfolio and services enables each student to find a program suited to his or her professional project and therefore to realize his or her potential and to benefit from a full learning experience.

Students on exchange are able to build a tailored program matching their learning expectations. They can pick and choose courses equivalent to 30 ECTS per semester amongst all the programs offered both at the undergraduate and graduate level. Information sessions take place at the beginning of each semester during which the Academic Advisors assist students in choosing classes and organizing their timetable.

A wide program portfolio



OFFSHORE PROGRAMS

iaelyon School of Management has been committed early on to the development of Management education along with the development of local businesses through education in African, south-east Asian, middle-east Asian regions and in Eastern Europe. The School

has therefore strategically established various offshore programs in specific geographical areas thereby contributing to the development of its international presence and the expansion of local businesses.

Participants enrolling in offshore programs follow an **iaelyon** degree taught in majority by iaelyon professors at the host institution. Offshore programs have guaranteed the internationalization of iaelyon academic staff since 25 years and have allowed faculty to develop specific competences in interculturality and international geo-economics. After successful completion of the program participants are awarded a national degree from **iaelyon**.

AFRICA

Algeria

ESAA (Ecole Supérieure Algérienne des Affaires), Algiers: MA Entrepreneurship and Development of New Companies

Burkina Faso

University of Ouagadougou: M.Sc. International Management

Ivory Coast

University Félix Houphouët-Boigny, Abidjan: M.Sc. International Management

Madagascar

INSCAE, Antananarivo: M.Sc. Finance

Morocco

HEM Business School, Casablanca: M.Sc. Finance; M.Sc. Accountancy, Controlling and Auditing;

M.Sc. Human Resources Management; M.Sc. International Management; M.Sc. Marketing

Senegal

BEM Dakar: Management with a business field approach; Pharmaceutical Industry

Tunisia

Institut des Hautes Etudes, Tunis: M.Sc. Accountancy, Controlling and Auditing

ASIA AND MIDDLE-EAST

Armenia

UFAR (Université Française d'Arménie), Erevan: BA in Management; M.Sc. Finance ; M.Sc. Marketing

China

Sun Yat Sen University Guangzhou: M.Sc. International Management

Iran

Industrial Management Institute, Tehran: Executive DBA

Lebanon

University of Balamand: Executive DBA

Vietnam

Vietnam University of Commerce, Hanoi: BA in Sales Force Management; M.Sc. Finance

EUROPE

Czech Republic

University of Economics - VSE Prague: MBA

Hungary

Budapest University of Technology and Economics: MBA

Poland

University of Lodz: MBA

SERVICES FOR INTERNATIONAL STUDENTS AT **iaelyon** SCHOOL OF MANAGEMENT

International students will benefit from:

DEDICATED STAFF

helping students settle in and assisting them throughout their stay:

- University Central International Relations Office: housing, buddy program, cultural activities...
- **iaelyon** academic guidance: course prerequisites, course equivalences, timetable, tutorials...
- **iaelyon** administrative support: networking, grade transcripts, communication, single point of contact...

CAREER & INTERNSHIP SERVICES

supporting students to mature their professional projects and enhance their employability:

- Definition of a professional project with the help of employment advisors
- A dedicated social network for internship and job offers for all students and graduates
- Regular events such as career opportunity presentations, recruitment days, conferences and roundtables
- Three recruitment fairs per year for trainees or young graduates
- Specific workshops all year around

THE “JEUNES AMBASSADEURS” REGIONAL PROGRAM

enabling graduate foreign students to:

- Meet major institutional and business leaders
- Form a team with their “economic coach”, a manager or a company executive
- Participate in company visits, cultural outings, conferences and receptions
- Participate in the “Trophies contest” on the theme of economic, cultural or institutional cooperation between their city/region of origin and Lyon

DOUBLE-DEGREE PROGRAMS

Cross-cultural experience is enhanced by opportunities of double-degree offering students the possibility to graduate from two Schools.

- Università degli Studi di Pavia (Italy)
- Università degli Studi di Torino (Italy)
- VSE Prague (Czech Republic)
- Universität Bamberg (Germany)
- Eberhard Karls Universität (Germany)
- Tamkang University (Taiwan)
- Universidad del Pais Vasco (Spain)

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TEACHING AND RESEARCH OPPORTUNITIES AT iaelyon SCHOOL OF MANAGEMENT

Strongly internationally focused, **iaelyon** School of Management offers international faculty the opportunity to teach in its degrees and to participate in Research projects on campus.

VISITING PROFESSORS AT iaelyon

Visiting professors teach in **iaelyon** National or University Degrees and may also participate in Research seminars and Higher Education and Research conferences

- Invitations for visiting professors are generally on a one month basis equivalent to a minimum of 12 contact hours of teaching
- Applications for visiting professors are selected by **iaelyon** Recruiting Committee and validated by the University Councils
- Compensation varies according to geographical areas and transportation and accommodation are at the expenses of visiting professors

PARTICIPATION IN iaelyon INTERNATIONAL WEEK

iaelyon International Week takes place in early January every year and includes:

- > Two sessions of international seminars. Each one is 18 hour-long and is taught on 2,5 days
- > Research seminars
- > Pedagogical innovation & TEL workshop
 - Participants can choose to teach during the first, the second or both sessions of International seminars
 - Applicants are selected by **iaelyon** International and Research Committee based on their application form and credentials
 - Compensation is on an hourly teaching rate and transportation, room & board are covered by **iaelyon**

PART-TIME TEACHING OPPORTUNITIES AT iaelyon

iaelyon offers all year round part-time teaching opportunities within its national degrees:

- The number of contact hours of teaching is agreed with the Academic Director of the degree
- Applications are selected by the Academic Director
- Recruiting conditions and remuneration vary depending on the degree



Research activities at iaelyon School of Management are organized around a unifying theme: "Organization Management: from local to global".

6 DISCIPLINARY RESEARCH GROUPS

Finance

Financial accountancy and financial analysis; company financing issues; corporate governance

Human resources

Employment and skills management; consequences of technological change; work organization and working conditions; international comparison of HRM practices; career management

Information systems

Management, development and innovation of knowledge and of users' practices; information management, discovery and retrieval; big data, open data, open process, business process: heterogeneity, uncertainty, contextualization, governance, trust and security in the open, SOA, social networks and cloud environments

Marketing

Customer relation management; consumer behavior; brand identity and strategy

Socio-economic management

Dysfunctions; hidden costs; structures; behavior

Strategy

Internationalization, multi-nationalization, trans-nationalization; governance and CSR; innovation and decision-making

3 CROSS DISCIPLINARY RESEARCH TEAMS

Complexity, innovation, networks

Decision making in extreme situation and expertise; emergence of knowledge; virtualization and company networks; issues around masses of heterogeneous data; integration vs innovation

International management

International environment of organizations; dynamic processes of internationalization; management and performance of co-operation, mergers-acquisitions and international networks; management of the relationships between the headquarters and subsidiaries; coordination of activities in the global value chain; intercultural management and cooperation

Management and societal responsibility of organizations

Standards and societal responsibility of organizations; performance measurement and societal responsibility of organizations valuation; sustainable globalization; reliability, risk management and societal responsibility of organizations; diversity management

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LYON METROPOLITAN AREA



A genuinely global University City: Lyon is highly attractive to foreign students: of the 150,000 students, 10% come from outside of France.

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, Solvay, GL Events, KPMG, EY, Euronews, JC Decaux.

An excellent quality of life with all the advantages of an important European metropolitan area and the charms of a French city. Its central location in Europe and the ease of access to other major 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 Biennale, the “Nuits de Fourvière”, the “Lumière Festival”, the Dance Biennale...

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

LYON AT THE CROSSROADS OF EUROPE

TRAIN: 2 hours from Paris
1:30 hour from Marseille

PLANE : 1:30 hour from London,
Barcelona, Frankfurt,
Amsterdam, Brussels,
Turin

CAR: 1:30 hour from Geneva

LYON IN NUMBERS

1st smart City in France

1st French city for executives

1st city in Europe for a «city break»

1st business-friendly city in France

2nd digital Cluster in France

2nd city of the Arts in France

8th region in Europe in terms of
GDP

3 million visitors to the
Festival of Lights every year

think large

iaelyon School of Management

Université Jean Moulin

6 cours Albert Thomas - BP 8242 - 69355 Lyon cedex 08

Postal address 1C, avenue des Frères Lumière - CS 78242 - 69372 Lyon cedex 08

T. +33 (0)4 78 78 70 66 - iae.univ-lyon3.fr - Thinklarge.fr

 Officiel.IAELyon -  IAE_Lyon -  LinkedIn