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INTERNATIONAL SUMMER BUSINESS PROGRAM 2013

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IAE LYON - UNIVERSITY SCHOOL OF MANAGEMENT
JUNE 24 - JULY 05, 2013

“Strategic Business Development with Europe”

The International Summer Business Program originally combines management courses and a real company case study over a two-week period in Lyon.

It is targeted at international students looking to obtain an insight in strategic business development with a comparative approach of the international business environment and an input by both academic and practitioners.

The program focuses on Strategic Business Development with Europe illustrating how prosperous international businesses have established themselves in Europe and how companies can likewise expand successfully from Europe to international markets.

INTERNATIONAL SUMMER BUSINESS PROGRAM:

- > Real Life Business Case Study 36 hours
- > European Strategic Development 09 hours
- > European Marketing 06 hours
- > Cross Cultural Management 03 hours

Participants will receive an IAE Lyon – University School of Management certificate upon completion of the program.

Benefits to participants

> Join a multicultural classroom

The International Summer Business Program integrates executive MBA students of the IAE Lyon International MBA program, as well as a mix of graduate and postgraduate European and overseas candidates. The diversity of a multicultural and multidisciplinary group helps provide a comparative approach.

Every year the program integrates to the group participants from the executive MBA programs at the Carlson School of Management (Minnesota, USA), the Faculty of Management Studies (New Delhi, India) and the Vadym Hetman Kyiv National Economic University (Kiev, Ukraine).

> Contribute to a real-life case study for a Lyon-based international company

The International Summer Business Program is designed around the in-class resolution of a concrete existing business development project for a Lyon-based company.

Divided into project teams, the program participants draft a recommendation plan based on their diverse professional skills and backgrounds all the while benefiting from the guidance of academics and practitioners.

> Develop an international business network

Molded as a global program entirely taught in English and focusing on a European business development scheme for a company based in Lyon, the International Summer Business Program welcomes executive candidates from all around the world enabling participants to develop and strengthen their business network internationally.

TUITION AND FEES:

- International Summer Business Program:
- > 1200 € for Continuing Education candidates
 - > 600 € for French job seekers
 - > 250 € for pre-experience Masters students

Application information

- > Application Deadline May 15, 2013
- > Inquiries are to be addressed to Ms Tessa ADRIAN: tessa.adrian@univ-lyon3.fr

THE FRENCH WAY OF LIFE

The International Summer Business Program includes several typical French cultural activities to allow participants to entirely immerse themselves in a European Culture and discover the French way of life!

> An on campus welcoming reception

Hosted by the Dean of the IAE Lyon - University of Lyon School of Management upon beginning of the program and following a guided tour of the campus

> A guided tour of Lyon

Organized within the first couple of days of the program to enable team building

> An at-home traditional French dinner

Hosted at a French Family's home in town (for international participants)

> A guided tour of a typical French city

Such as Pérouges, Annecy...

Why Lyon ?

LYON: Capital of the Rhone-Alps region and France's number one destination for international companies:

> Rhone-Alps: 5th GDP out of 204 European Regions

> **Over 1500 company decision centers:** Sanofi Aventis, bioMérieux, Groupe Seb, Renault Trucks (World Headquarters), Bayer CropsScience, JTEKT, Scotts International (European Headquarters)...

> **International Institutions:** Interpol, Euronews, the International Cancer Research Center, the WHO, one of the 2 European bio-safety level-4 laboratory, 70 consular representations...

WHAT THEY THINK ?

- « Besides being a thorough program for Europe and Rhone-Alpes, it gave new insights into marketing, European strategy and cross-cultural sensitivity building. »
- « Exposure to international students and professors »
- « Opportunity to work with companies on cross-cultural teams »
- « Mix of students, global focus, network with international students »
- « Practical application of business concepts to real company problems / projects »
- « Learning about different industries and European developing strategies »
- « Great Cultural experience »

> **Global events and conferences:** BioVision –The World Life Sciences Forum, The International Vaccine Convention, Pollutec – The International Trade Show on the Environment, SIRHA – the International Food, Hotel and Catering Industry)...

Located at the heart of the European Union, Lyon is the second largest city in France after Paris.

Located at the confluence of the Saone and Rhone rivers, and with its Gallo Roman heritage and Italian architecture, Lyon has been listed as UNESCO World Heritage since 1998. In 2007 the city was ranked by Reader's Digest as the 7th most livable city in the world.

Today life goes on in the historical center, with its restaurants, shops, cultural sites, opera house, theaters, museums, cinemas and parks. Known for its tradition of excellence in food, Lyon distinguishes itself as the gastronomical capital of France.

Conveniently located at the crossroad of Europe, Lyon benefits from excellent rail and air transportation and is only a couple of hours away from Paris, the South of France, ski resorts and many European cities.

The quality of life and high level of higher education programs on offer combined with a dynamic and growing economy make of Lyon one of Europe's most attractive academic and economic centers.

With 4 universities and 20 "grandes écoles" (national graduate schools), and over 12 000 international students for a total population of 120 000 students, Lyon stands out as a genuinely international university town.

