

Call for Proposals

The IAE Lyon International Week

Building on the success of the last years, the I.A.E. Lyon will be running the fifth year of its International Week in January 2011. The week includes both **International Seminars** - cross-specialization management subjects, targeted at Master's degree students - and **International Research Seminars** - with the objective of developing and furthering research projects - with our Visiting Professors and Guest-Speakers from international institutions.

The IAE Lyon International week will take place from January 5 to January 8, 2011 and January 10 to January 12, 2011 and will be structured as follows:

- The International Research Seminar will take place on January 5 ;
- The International Seminars will take place in two sessions: January 6-7-8 and January 10-11-12.

1/ Description of the International Research Seminar:

The IAE Lyon intends to reinforce its actions in the objective of creating and reinforcing links on research subjects among visiting international and IAE Lyon faculty staff. The International Week seems a good opportunity to re-run the International Research Seminars that were launched last year. **The International Research Seminar will take place on January 5th, 2011 before the courses start.**

The Research themes are as follows:

• International Management - Pr. Ulrike Mayrhofer

Key words

- International development of companies (alliances, mergers-acquisitions, foreign direct investments, etc.),
- Strategies, structures and control in multinational companies,
- Relationship between headquarters and subsidiaries,
- Coordination of global value-chain,
- Management of multicultural teams,
- International mobility of managers.

• Companies and Territorial Management - Pr. Yves Chappoz

Key words:

- Management of economic regional or metropolitan development: benchmarking of regions, place branding, regional or metropolitan attractiveness and competitiveness, inward and outward investments, firms location...
- Economic development strategic planning,
- Business retention and expansion,
- Economic development marketing and attraction,
- Entrepreneurial and small business development strategies,
- Technology-led economic development, clusters policy,
- Workforce and skills development.

• **Organisational Performance, Corporate Social Responsibility and Sustainable Development- Pr. Emmanuel Bayle**

Key words:

- Definition and measurement of global organisational performance,
- Social responsibility and corporate environment evaluation indicators,
- Models for assessing social and environmental performance of organizations,
- Stakes and management tools of sustainable development in organizations,
- Standards and certification of the social and environmental responsibility,
- Sustainable development, CSR and international comparisons,
- Sustainable development, CSR : differences and similarities in not profit and for profit organisations,
- Sustainable development and CSR and types of industries,
- Management methods, communication, marketing and sustainable development.

• **Socio-Economic Management - Pr. Henri Savall**

Key words:

- Qualimetrics Approach,
- Intervention Research,
- Hidden Costs,
- Human potential, socio-economic performance,
- Intangible Investment,
- Tetranormalization, standards and norms,
- Global and sustainable performance.

Structure: The Research Seminars will be conducted in English. They will consist of presentations given by guest speakers and visiting professors participating in the IAE Lyon international week. Four parallel sessions will be organized, corresponding to the four transversal research themes identified.

Participants are asked to communicate the topic of their presentation and the session they would like to join (International Management; Companies and Territorial Management; Organisational Performance, Corporate Social Responsibility and Sustainable Development; Socio-Economic Management)

2/ Description of the International Seminars:

The International Seminars are open to Master's Degree students in their first and second year; they are also targeted at our participants in life-long learning. They are taught in English, Spanish, Italian or German over a 3-day period (18 hours) by Guest-Speakers and visiting Professors from international institutions. These courses are developed in order to reinforce the I.A.E. Lyon's general policy of internationalisation and to offer more Business and Management courses taught in foreign languages.

Objectives: The International Seminars aim to provide students with an international and cross-cultural approach on in-depth and capstone subjects. Courses may be either **specialized subjects** with a specific international focus or on a particular geographical area or **cross-specialization subjects**; a vast range may be chosen for example, courses may address issues such as Business Ethics, Conflict resolution, Project Management, Leadership, ... Courses are to be interactive, based on class discussions and case studies.

Structure: Each seminar will consist of 18 hours of contact time, from Thursday to Saturday morning for the first session and Monday to Wednesday morning for the second. **Applicants can apply for one or both seminar sessions.**

Successful completion of the seminar will give 1 ECTS to Master's degree students in their first year (students will be evaluated with a group work) and 3 ECTS to Master's degree students in their second year (students will in addition be evaluated on individual work). To be awarded a certificate for each seminar attended, the students must succeed in the final assessment organized at the end of each the course.

Participants: Each seminar group is to be made up of 25 to 35 students coming from the different Masters Degree programs of I.A.E. Lyon. International Seminars will gather French and international Master's Degree students (either first Degree education or Professionals in Life-Long learning). The IAE Lyon now offers 9 different Masters Programs in Management that are listed at the end of the document.

Language requirements: Students who participate in the International Seminars will have a good written and spoken command of the chosen foreign language.

Payment: Payment for teaching one International Seminar (18 hours) will be approximately 900 Euros.

3/ Faculty Application Deadline:

Applicants should hand in their **resume, course proposal** (course title, objectives, targeted skills, teaching methods ...) **and Research theme proposal** (if interested by the International Research Seminar) by **September 20, 2010** to Jean-Eudes Bourne: jean-eudes.bourne@univ-lyon3.fr

Application feedback will be given by the beginning of October.

4/ Expenses:

Room & Board expenses will be covered by I.A.E. Lyon as follows:

- **Accommodation:** Guest speakers and Visiting Professors will be housed at Park & Suites Hotel (or equivalent), a four-star hotel located near the campus. Accommodation expenses for 3 or 4 nights per teaching session will be paid directly by I.A.E. Lyon, plus one extra night if participating in the International Research Seminar.
- **Board:** A Welcome and a Farewell cocktail will be organized during the period of the International Week as will group lunches and dinners.
- **Travel:** Booking for travel will be made by I.A.E. Lyon. Travel expenses will be paid directly by I.A.E. Lyon.

Questions and further information:

to be addressed to Jean-Eudes Bourne, jean-eudes.bourne@univ-lyon3.fr

***Master's programs offered at the IAE Lyon:**

- M.Sc. Marketing & Commerce
- M.Sc. Finance & Controlling
- M.Sc. Human Resources & Organisation
- M.Sc. Information Technology
- M.Sc. Operations Management
- M.Sc. General Management
- M.Sc. International Management ("European Business Realities" Program taught in English)
- M.Sc. Socio-Economic Management
- M.A/MBA Management & Business Administration (one full track in English: "General Management Program")