

# PREPARE BOLD MINDS TO TRANSFORM THE WORLD



**Strategic Plan  
2024-2028**

SCHOOL OF MANAGEMENT  
**iaelyon**



# foreword



Recognized nationally, iaelyon School of Management's distinctive public school model focuses on generating and sharing actionable knowledge while educating thought managers who are key drivers of transitions.

At the forefront of the challenges in our changing world, we believe that the combination of experience and innovation in research and knowledge transfer adds value to organizations while promoting human values that benefit the common good. To maximize employability among our students and professionals returning to education, we cultivate our ties to the Lyon metropolitan area, embrace international opportunities, and expand our scientific outreach.

The result of the work of the iaelyon community and its Management Team, our 2024-28 strategy is structured around four key areas:

NURTURE the Human Values of Our Members

LEVERAGE Expertise & Achievements

DARE to Innovate through Research and Experimentation

COMMIT to Challenges that Transform the World

Building on this shared vision, together with our internal stakeholders, partner companies, alumni community, and international network, we are committed to preparing bold minds to transform the world.



**Marie-Christine  
CHALUS**

*Dean, iaelyon School  
of Management*



# Enhanced Governance:

The governance of iaelyon is aligned with its missions and includes representatives from both the national and international academic and socio-economic sectors across its various bodies.



TO IMPLEMENT STRATEGIC FORESIGHT ACTIONS, AND TO ANTICIPATE AND GUIDE THE SCHOOL'S DIRECTIONS AND ACTIVITIES, GOVERNANCE IS STRENGTHENED BEYOND EXISTING BODIES THROUGH THE CREATION OF NEW BOARDS.

## **The Sustainability Advisory Board**

examines the role of a responsible School of Management within its ecosystem, aiming to put into perspective iaelyon's position in society.

## **The International Advisory Board**

is an external advisory council with an international dimension, providing analysis and recommendations to the Management Team of iaelyon regarding strategic development.

## **The Corporate Relations Board**

provides insights on corporate challenges and contributes to the School's forward-looking vision.

## Openness

Actively engaging with both socio-economic and academic networks locally and globally, the School is a vibrant hub for exchanging practices and disseminating knowledge. By remaining receptive to new ideas, we continuously expand the horizons of possibility.

## Engagement

As a distinctive model of a University School of Management, iaelyon places stakeholder engagement at the heart of its actions. We encourage initiatives that lead to success and create a positive, lasting impact. The School equips future professionals to address societal and environmental challenges.

# 5 values

guide the School in fulfilling its mission

## Mutual Support

A cornerstone of the iaelyon community, mutual support drives collective success by empowering each member to advance through solidarity and the sharing of skills.

## High standards

Committed to upholding elevated standards, iaelyon strives for excellence and creates opportunities for all. At the core of our activities, this commitment to high standards is reflected in the rigor and quality of our educational programs and academic research.

## Authenticity

The School promotes a transparent and ethical approach. Authenticity builds a trusting environment and adds extra meaning to the fulfillment of our mission.



# think large

Prepare Bold Minds to Transform the World

## OUR VISION

To be the leading public University School of Management in France, nationally recognized for the excellence of our programs, distinguished by our focus on employability, strong local roots, global outlook, and academic impact

## OUR MISSION

To generate and share actionable knowledge, while educating thought managers who are key drivers of transitions

iaelyon encourages the best from each individual while providing our community with the conditions to genuinely engage with the @iaelyon experience. Key initiatives, such as student induction and orientation programs, workplace well-being, sharing best practices, and quality monitoring, drive our efforts to support the development of the School's members.

### Empowering personal growth

#### AIMS

- 1 Foster collective and cross-functional collaboration
- 2 Improve the quality of the @iaelyon experience

#### EXAMPLES OF ACTIONS

- Implement new tools and systems for continuous improvement,
- Strengthen integration and support mechanisms for students, faculty and staff,
- Promote collaborative and interdisciplinary work while cultivating a sense of community and improving quality of work life (QWL),

iaelyon aligns its national and international accreditation strategy with its core objectives. As a University School increasingly embedded in its ecosystem, iaelyon creates synergies among its community members to better understand global challenges, continuously update its educational provision and support for organizations, and champion initiatives that drive transitions.

### Outreach for impact

#### AIMS

- 1 Strengthen our national and international partnerships
- 2 Enhance synergies between practice and research within the socio-economic context of the Lyon and Rhône-Alpes region
- 3 Promote and disseminate individual and collective achievements

#### EXAMPLES OF ACTIONS

- Develop centers of expertise, and foster collaborations with employer organizations and key partners,
- Align our partnership programs with quality assurance standards,
- Create an @iaelyon book collection showcasing achievements,

**NURTURE** the Human Values of Our Members

**DARE** to Innovate through Research and Experimentation

iaelyon actively engages in public debate and organizational transitions by developing research areas and showcasing impactful work and projects. The School champions pedagogical experimentation, managerial innovation, and the integration of best practices to create exceptional programs that truly address business challenges.

### Dare to pioneer

#### AIMS

- 1 Develop a forward-looking vision
- 2 Foster high-quality and inclusive research
- 3 Encourage initiative-taking and innovation among faculty and staff
- 4 Promote entrepreneurship/intrapreneurship as drivers of societal transformation
- 5 Develop excellence programs to address tomorrow's challenges

#### EXAMPLES OF ACTIONS

- Encourage pedagogical experimentation,
- Develop synergies with the Graduate School International Entrepreneurship & Innovation for Society' (grants, research projects),
- Launch calls for projects to support internal initiatives,

**LEVERAGE** Expertise & Achievements

**COMMIT** to Challenges that Transform the World

iaelyon engages its faculty, staff, students, and partners in shared commitments and inspiring initiatives, enriching the community's knowledge with one clear goal: to spark the desire to take action and transform the world. Aligned with its values of mutual support and openness, the University School of Management is an inclusive space fully invested in societal transitions.

### Committing as responsible citizens

#### AIMS

- 1 Measure the societal impact of our activities
- 2 Strengthen participatory initiatives and make inclusion a fundamental principle
- 3 Engage alumni with the student community
- 4 Reaffirm social responsibility as a core element of the School's strategy
- 5 Encourage student involvement in associations
- 6 Inform, educate, and take action to support transitions

#### EXAMPLES OF ACTIONS

- Expand the 'Volunteering and Management in Associations' program to include Year 2 Bachelor's students,
- Mobilize students and collaborators around shared commitments (Project: Think Large, because it's Bigger Than Us),
- Organize a series of flagship conferences and debates on societal and environmental issues,



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