



**Press release  
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## **Entrepreneurship “only way to avoid global recession” says leading international business school**

“Entrepreneurs need to understand how to do business in global, rather than just domestic markets if they are to fulfill their true potential,” says Patrice Houdayer, Dean of the leading European business school, EMLYON. “In fact this type of entrepreneurship may be the only viable way of escaping the threat of global recession.”

EMLYON Business School is one of three top business schools – the others being Babson College in the USA and Zhejiang University in China – which have combined their strengths to educate the next generation of international entrepreneurs.

The new Global Entrepreneurship Program begins taking applications for 2009 this December, and will teach students across campuses in Europe, the US and China. This 12-month programme also offers the opportunity to work on a semester-long consulting project with an operating company in each of the three regions.

Entrepreneurship continues to be a great source of interest among business school students. With the current crisis in the markets they have to be better prepared to convince investors and improve their probability of success, not just in local markets but in global business cultures.

“This programme offers a rare opportunity to work in a culturally diverse team with the best international teachers, while living and breathing three of the most important business environments in the world,” says Dean Patrice Houdayer. “All three contributing schools have been ranked as number one for the teaching of entrepreneurship in their respective regions. Together we believe we’ll be able to provide the global perspective that tomorrow’s business leaders will so very much need.”

**For more information:**

[www.msc-entrepreneurship.com](http://www.msc-entrepreneurship.com)

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