



LYON | GENEVE | SHANGHAI



EDUCATING **ENTREPRENEURS** FOR THE WORLD

Becoming a corporate partner

www.em-lyon.com

Becoming a corporate partner of EMLYON Business school

EMLYON Business School encourages productive and long-term relationships with the world of business by connecting interested organisations with the latest developments in management education and research and a world-class group of business graduates. The Partnership is based on mutually productive interactions and benefits such as:

- Getting a privileged access to our students

- Fairs
- Visibility for students on website and campus
- Learning from entrepreneurs conferences
- In course interventions
- Custom solutions


- Having direct access to our research and expertise thanks to world-class faculty

- Information and choice among the business school's publications
- Connection with our professors in order to fund chairs
- Invitation to Research days and conferences
- Access to our Executive Education services

- Becoming an official support of the business school

- The Entrepreneurs for the world Foundation
- Advisory Boards
- The World entrepreneurship Forum
- Participation in the school's life

- Developing your image as a contributor to the Business School's global community

- Partner quoted on communication documents
 - International press release on the partnership
 - Communication to our networks (academic, business institutions...)
- 

Get a privileged access to our students

The first and foremost way to become a partner

- Meet our students on the campus
- Deposit your offers online on our website
- Send material to be displayed on the companies corner available for students
- Participate in round tables to present your positions and perspectives
- Invite our students to selections and interviews
- Dedicate a campus manager to develop the relation with our school
- Propose other ways with approach of your own

Nicolas Job **Associate – Ernst & Young**

« On multiple occasions during the year, the career services enables us to establish contacts with students and present our business. We meet annually about 300 students on the campus. »

Marie-Aude Andriantseheno-Rakoto **Recruiting & staffing Leader –GE Healthcare**

« EMLYON Career days are an excellent opportunity to meet and recruit future talents. Over the years, we have developed our image and adjusted interviews that give international visibility within our group. These actions help us recruit for internships or jobs for juniors and seniors. »

How to get this privileged access



Annual Career Days

- Once a year
- A unique opportunity to meet all students during a historic event on the campus
- 1000 students from all graduates' programmes
- The choice between days, stand format and material to promote your company



Specialised Career Days & Career round tables

- Managers from your company are welcome to testify about their experience, speak about their job, explain more in details their mission
- A day shared with other companies from your sector
- In the average, about 60 students participating per session, interested in your profile
- Once or twice a year depending on activity sector



Online services

- An online service to deposit your job or internships offers
- An online service for virtual meeting and exchange
- An online access to cv yearbooks
- The possibility to display advertisements and messages with banners on the online Career centre accessible to our students



Other services

- A career corner dedicated space on the campus where you can display your offers and stand out
- Your presentation of games, events and programmes
- Emailing access to students for special operations
- Career Event: a topic of your choice to be presented to students
- MBA access: participate in the MBA lounges and present your company, interview participants, offer projects for them to work on ...

* Forums and direct exchanges count for more than 50 % of job search as N°1 source, according to our 2008 Career services survey.

Participate in major fairs

▪ Career Days

During 3 days in **january** our campus welcomes 110 companies. An opportunity to meet all the profiles of our Masters' programmes. Students, future graduates and some junior alumni offer various background, talents and nationalities to meet. Therefore, you can identify your future interns or managers.

With the package comes a diversified range of services : stands, rooms for interviews, lunch, one page advertisement on the students' brochure.

• Career Event

You meet students interested in your sector's profile, on a dedicated day. With a format of your choice and direct exchanges with students, you can present your company and identify the profiles you need for internships or jobs, advertise, present business games, have a stand...

From october to april.

• Career Round tables

Managers and future recruiters from your company are welcome to present their activity and business specificities to students interested in your field.

Alongside other firms, you are identified as an interesting player. The format is conference + informal exchanges.

50 students participate in the average.
All year long.

• MBA lounge

You meet our International MBA participants, with a class of 30, having access to their profiles in advance. Present your activity and company, run interviews, and have feedback from young dynamic executives.
From december to may.

Other options of meetings are possible, with a custom approach. During each meeting, our team is at your service for any adjustments.

The 2008-2009 meetings agenda

Event	Content and format	Day
Audit Round table	Sector's perspectives presentation to students	14th october 2008
Finance Career day	Meeting with students	20th october 2008
Business law Round table	Sector's perspectives presentation to students	4th november 2008
Auditing Career day	Meeting with students	13th november 2008
Marketing and trade Round table	Sector's perspectives presentation to students	18th november 2008
Consulting Career day	Meeting with students	20th november 2008
Rhône Alpes week	Multiple formats around regional companies	24-28th november 2008
Purchasing & supply chain	Sector's perspectives presentation to students	4th december 2008
Finance Round Table	Sector's perspectives presentation to students	13th january 2009
Annual Career days	Meeting with students	19-22th january 2009
Project Management Round Table	Sector's perspectives presentation to students	3rd february 2009
Consulting Round table	Sector's perspectives presentation to students	17th february 2009
Human Resources Round table	Sector's perspectives presentation to students	3rd march 2009
Controlling and corporate finance Round table	Sector's perspectives presentation to students	21st april 2009
Culture, sports & events Round table	Sector's perspectives presentation to students	5th may 2009

Deposit your offer on our website

Browsing and Searching for Candidates

ONLINE TOOL

Our website provides an online service where you can deposit your missions/internships or job offers, with a direct access to our 3,000 graduates.

Just create your account and precise with your offer : place, period, mission, languages expected, contact and brief informations on the job.

CV BOOKS

Our MBA and Specialised Masters Yearbooks provide a snapshot introduction to the students profiles who have work experience. If you would like to perform a detailed search for candidates, visit our **online CV section** which is accessible and free to use.

Behind the online service, our team has an extensive experience of executive search requirements to address your specific recruitment needs, and can also coordinate with the alumni network.

www.emlyon.com/international-partnerships

Develop your visibility

ACCESS TO OUR CORPORATE CORNER

In addition to operational deposit of offers, you can also promote your company and perspectives in a dedicated area on our campus.

As we have a corporate corner where students can discover the latest offers and companies' campaigns, you can advertise on this part and get better chances to have feedback on your requests. You can:

- present your special events
- promote your programmes
- display an offer
- exhibit products
- present brochures
- run a film
- ...

PUBLISH BANNERS ON OUR WEBSITE

Still on the internet, you can also have privileged access and visibility on the students' extranet (online career centre). As students build their own private space, and register offers they are interested in, your banner is an opportunity to catch their attention.

Participate in a conference: *Learning from entrepreneurs*

Since 2001, our school has organised conferences in order to promote contacts between entrepreneurs and students around a moment of exchange and debate on the campus. Leaders and entrepreneurs share their vision of business, management or economy with future graduates who will embrace responsibilities in tomorrow's world.

« Learning from Entrepreneurs » is a moment of truth and conviviality organised in partnership with a media partner.

Have your President or CEO join the list of honour:

- Carlos Ghosn, President – Nissan
- Alain Dominique Perrin, CEO – Richemont Group
- Peter Brabeck Letmathe, CEO - Nestlé SA
- Jean Cyril Spinetta, President - Air France
- Franck Riboud, President – Danone
- Serge Weinberg, CEO - PPR
- Jean Pascal Tricoire, CEO - Schneider Electric
- Sir Martin Sorrell, CEO - WPP Worldwilde
- Maurice Levy, President - Publicis
- Patrick Ricard, President - Pernod Ricard Group
- Martin Bouygues, CEO - BOUYGUES SA
- Laurence Parisot, President - MEDEF
- Yang Yuangqing, Chairman of the board - LENOVO
- Jean Todt, CEO - FERRARI
- Marie Christine Lombard, CEO - TNT EXPRESS
- (...)

Apprendre des entrepreneurs
Learning From Entrepreneurs

Les grands dirigeants face aux étudiants, futurs leaders
Corporate leaders confront the best of business students

En partenariat avec **LE FIGARO**

Interfere in courses

- Send a manager or expert to animate a course or conference

Key elements in the training and education path, these interventions put students in direct contact with real company feedback and experience.

Balance between academic courses and knowledges and company testimonies are part of a pragmatic process. Of course, this participation gives visibility to your company and business.

- Get committed to a programme

In close contact with programmes' designers, you have the possibility to be associated to the approach and influence the content. You may also join the training committee.

New programmes especially give the opportunity to be associated like the new Master in Luxury Management and Marketing, or the future Global Master in Entrepreneurship.

Access our Research and expertise

You are interested in the business school's expertise

- Exchange information and reflection with our professors to integrate examples in courses for our students
- Meet our professors and fund a chair on the subject you share visions with the school
- Receive informations on our publications
- Have privileged access to our Executive Education services

You are interested in the business school's projects

- Finance a project through EMLYON Business School's Foundation and become an official support of the European leading Business School in entrepreneurship
 - Be invited in all conferences and events organised by the school (Lyon, Paris, Geneva, Shanghai)
 - Participate in the life of EMLYON Business School : co-animate students' interviews for juries, finance students' scholarships, authorise the visit of your company to students, sponsor a class...
-

Connect with our professors to develop research out of your company

▪Benefit from the expertise and work of our professors

Beyond publications and scientific research in management, our professors can provide you with insight and analysis. They can accompany you in strategic projects, build cases that will be taught in the classroom, and also lead to official chair.

Some cases' examples

AMERICA'S CUP
DE BEERS
EASY CRUISE
OXBOW
RTDF MOTORS
WIRELESS LAN
...

Associated companies on research

Air France KLM
ADECCO
RENAULT
France TELECOM
SCHNEIDER ELECTRIC
...

Fund a chair

EMLYON Business School works closely with partner companies to conduct applied research aimed at finding practical solutions to emerging management problems in areas such as entrepreneurship and strategic change.

Finally, in a never-ending effort to open new avenues for understanding and learning, five research centres operate :

- the French Corporate Governance Institute - IFGE
- the Entrepreneurial Process Dynamics Research Centre - EPD
- the Organisations, Careers and New Elites Research Centre-OCE
- The Centre for Financial Risks Analysis –CEFRA
- The Growth and New Ventures Research Centre - GNV

Among our 111 professors, many deliver research and develop contacts with companies in order to work on subjects of shared interest : beyond these 5 centres, you may inevitably find a matching partner team.

If until now EMLYON Business School has preferred unformalised agreements, the current trend is to fund Chairs in partnership with companies and outspread it together.

Examples of research topics

- Alliances & mergers
- Business & ethics
- Management & spirituality
- Entrepreneurship & growth
- Organisational identity
- Performance & power
- External growth strategies
- New elites patterns & resilience
- Extreme financial risks management
- Microfinance
- Innovation & intrapreneurship
- Women in male fields
- Event marketing
- ...

Support the EMLYON Business School Foundation « Entrepreneurs for the world »

The spirit and mission of the Foundation

- Develop the spirit of enterprise, especially in the education system
- Develop agile entrepreneurs in the various “ethos” of the global economic system
- Contribute to the development of socially and environmentally responsible entrepreneurs
- Encourage the emergence of new types of knowledge and efficient pedagogical methods to train young entrepreneurial leaders

The projects you can support*

1. Creation of a new-generation business incubator
2. Development of research on entrepreneurial processes
3. Development of research and training on enterprise governance
4. Creation of the first Masters degree in “Global Entrepreneurship” in collaboration with Babson College
5. Development of a European campus in Shanghai dedicated to entrepreneurship
6. Creation of the first global think tank focusing on the spirit of enterprise: the World Entrepreneurship Forum
7. Hiring and/or hosting of world-renowned professors of entrepreneurship

*More information on simple request

Discover the Executive Education services

Educating managers to develop and increase their proficiency and value as leaders

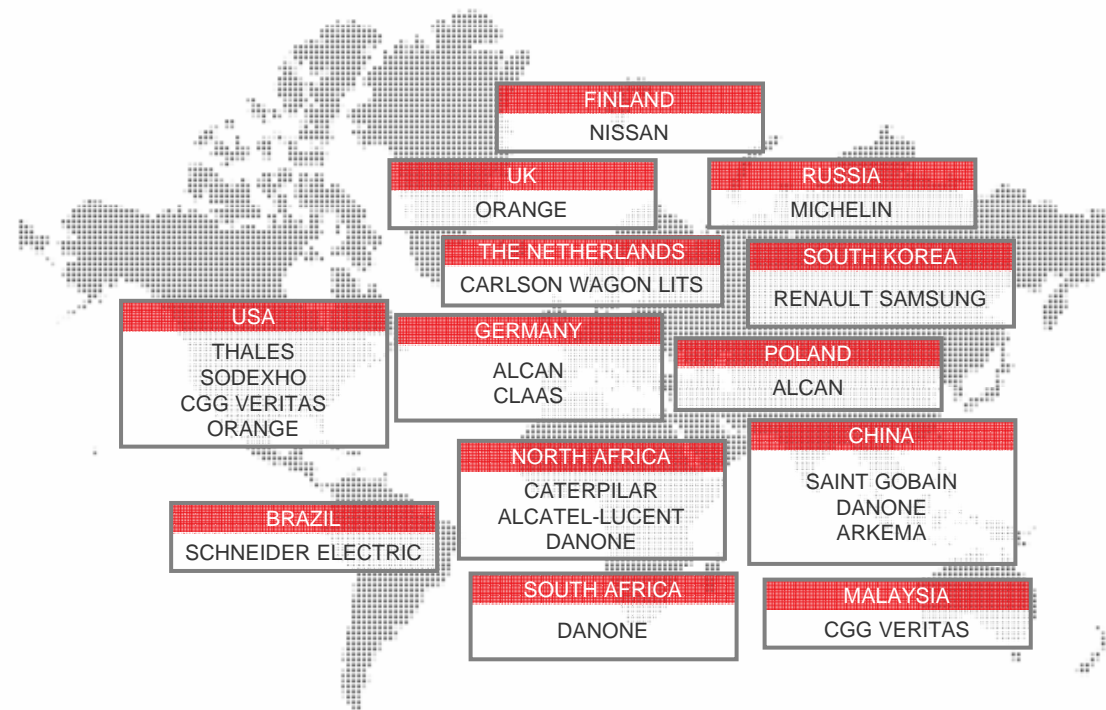
Executive Education at EMLYON Business school offers continuous learning and development at every stage of a manager's or executive's career. Satisfying developments' requirements, the programmes and learning solutions include diplomas and certificates and vary from a few days to several months, full-time or part-time, modular or personalised.

Custom Solutions

For more than 30 years, EMLYON Executive Education offer is designed to assist organisations in the development of their talents by providing innovative learning process in line with their needs.

In an increasingly complex and competitive environment, companies must continually improve. These challenges, which are unique to a company and its situation, require specific solutions. To respond to the needs of each company, EMLYON Executive Education offers custom solutions covering all management fields, with pedagogical engineering, training service, post-tutoring and coaching.

37% of the groups are multicultural.



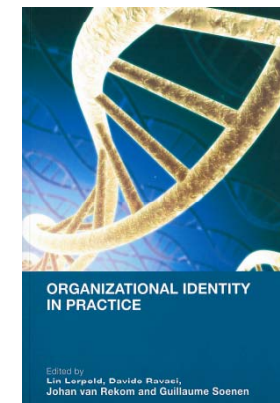
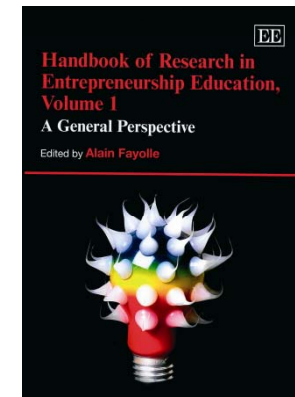
Participate in events & receive informations

Examples of 2008 conferences

- **France-Germany & Switzerland B2B Marketing** in Lausanne
With Universität Paderborn, HEC Paris, HEC Lausanne
- **Understanding Employees : Reactions to Changes at Work** on campus
with Southern Methodist University (Dallas)
- **Images and Sounds, Audiovisual Language and Process: Extending the boundaries of communication: Theory, practice and cases** on campus
with the Co-director of the London Multimedia Lab and the Institute of Social Psychology, at the London School of Economics
- Mr Yuangqing Yang, Chairman of LENOVO, at the **Learning from entrepreneurs** cycle of conferences in Lyon

Examples of publications

- Annual Research Day
- Research Newsletter
- Research Yearbook
- Books



Our Careers & partnerships team

With a permanent team of ten persons, the Career and Partnerships Division responds any of your needs to develop a relation with EMLYON Business School :

- recruiting graduates for jobs or missions
 - managing visibility towards students on the campus
 - building Chairs or Research projects
 - supporting the School for fundraising
 - connecting with alumni networks
- (...)

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