



LYON | GENEVE | SHANGHAI



EDUCATING **ENTREPRENEURS** FOR THE WORLD

Our 2008 programmes

www.em-lyon.com

EMLYON Business School key facts

EMLYON Business school ranks among the few institutions worldwide awarded the triple accreditation



Key figures 2008

- 1872 – foundation by industrial leaders of the local community
- 4 sites : Lyon campus, Paris Office, Geneva campus, Shanghai campus
- 3, 000 students from 4 major Masters, 30 % of whom are not french, covering 60 nationalities
- 5,000 managers trained on campus each year on Executive programmes
- 111 faculty members
- 400 visiting experts
- A network of 18, 000 alumni
- 99 universities or Business schools linked by partnerships agreements worldwide

■ Financial Times

“The Top 65 European Business Schools – December 2008

#8

“The Top 100 world MBA programmes” – January 2008

#3 in France

28 in Europe

#3 « International Experience rank » - #4 Career Progress rank »



“The Top 50 European Masters in Management” – September 2008

#1 “Best in entrepreneurship”

#1 “International course experience “

#7 Masters of Science in Management

EMLYON Business School worldwide

International academic partners

99 universities and Business schools worldwide on all continents, including:

- ESADE, Spain
- VLERICK LEUVEN GENT, Belgium
- COPENHAGEN Business School, Denmark
- SDA BOCCONI, Italy
- SAINT GALLEN, Switzerland
- SABANCI University, Turkey
- THUNDERBIRD, USA
- CRANFIELD University, UK
- UNIVERSIDAD DE SAO PAULO, Brazil
- HEC Montreal, Canada
- Universidad del Pacifico, Ecuador
- ...

International networks

With some priorities :

CHINA

-Established in China since 1997, we have agreements with Zhejiang School of Management, Fudan University, Jiaotong University, Tongji University, CEIBS, Cheung Kong Graduate School of Business and Zhongshan University.

-A campus was opened in Shanghai in 2007 with East China Normal University as our partner.

ENTREPRENEURSHIP

-A memorandum of understanding signed with Babson College including exchange programmes with French entrepreneurs, 2009 launch of a common Global Master in Entrepreneurship and shared Research, and more.

-The Launch of the first World Entrepreneurship Forum

www.world-entrepreneurship-forum.com

An International approach is central to all programmes (internships and missions outside of France...)
40% of courses are provided in english, and 10 different languages are offered on campus

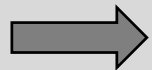
More information at www.em-lyon.com

EMLYON Business School :

an entrepreneurial pedagogy for future entrepreneurial managers

The major principles

- In the french Grande Ecole tradition, our model is based on a **high level selection** of students, the variety of their profiles and a strong balance between academic standards and fieldwork training
- **Individualised tracks** develop our students 'sense of autonomy and responsibility
- Every student develops an individual project, completed by a Master Thesis, making our graduates truly operational
- **Work experience** is strongly developed with internships
- An entrepreneurial background is ensured to promote creativity and innovation (missions, business games, projects, courses boosting an intrapreneurial spirit ...)
- Conferences and direct contacts with companies are promoted to boost real exchanges with specialists and entrepreneurs, and professional consultants are brought in as guest lecturers for courses
- **International exposure is compulsory**



EMLYON graduates are international, trained and aware of the business environment



Mr Peter Brabeck speaking at the Learning from entrepreneurs conference

EMLYON Business School :

a variety of programmes to fit your executive needs



Master of Sciences in management

- A 2- year programme after one year bachelor to develop students' potentials with a strong background
- 60 nationalities
- Every student builds his own project and chooses his application fields from compulsory/optional courses



European Master in Management

- A 2-year programme in partnership with Aston Business School and Munich School of management, for a multi-campus experience
- Future managers familiar with european standards , specialised in marketing, finance or organisations management



Specialised Masters

- 13 different programmes
- One year programme for graduates mostly with work experience
- Post master programme with a multidisciplinary profile, and double competencies (above 40 % of engineers)



International MBA

- One year full time programme
- Strongly focused on entrepreneurial leadership
- 70 % non french participants

New programmes :

- A Global Master in Entrepreneurship in partnership with Babson College and Zhejiang University (sept 2009)
- A Specialised Master in Luxury Management & Marketing (sept 2008)

Other Programmes are available in Executive Education (open and custom programmes)

Some examples of courses

▪ HARD SKILLS & SOFT SKILLS

Accounting & reporting for managers
Marketing management
Managerial economics
E-marketing and mkt with the web
Strategic change
International finance
Sales management
Consumer insights
Operations management
Innovation management
Business strategy
Project management
Applied microeconomics
Auditing the supply chain
Control & risk management
Global capital markets
Mergers & acquisitions
...

Power & politics
Social entrepreneurship
Leadership development
Organisational behaviour
Time management
Negotiation skills
Non verbal communication
Leadership
Teambuilding
Public speaking
Theater
Living abroad
Ethic seminar
Intercultural management

...

The Master of Sciences in Management (MSc)

A European approach to international management ...

The core idea of the MSc in Management: build a specific professional and individual project

- Define, validate, build a professional and individual project
- Develop the skills needed to implement the project



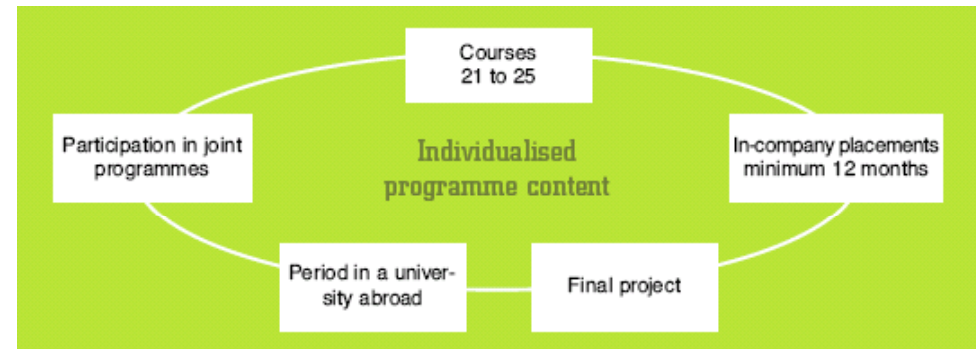
Individualisation of study tracks, self-management of the professional project:

- flexible balance of courses, internships, international missions (interaction between in-the-field and academic work)
- choice of optional courses: 150 electives (variety)
- choice of the number, duration and nature of internships (in addition to the required internship)
- choice of foreign mission: academic exchange or internship (at least one semester)
- participation in personal projects (volunteering, cultural, sports, part-time job, etc.)
- assistance from a specialised organisation in setting up a business
- variable duration of the programme, depending on student choice

The Master of Sciences in Management

...from student to entrepreneurial manager

Strong academics, international exposure and in-company training



- Academic requirements:
 - Mandatory basic courses, electives, in English, for 105 ECS credits
 - Mandatory language programme (minimum 4 quarters each in 2 different languages)
 - Specialised readings (management sciences)
 - Final project formalises and validates students' personal effort (work in pairs for 6 months)
- Experience requirements:
 - 12 months experience in a professional setting
 - 1 semester of international immersion abroad
 - Oral defence of personal project
- ✓ Attendance and monitoring of marks below standard, with the possibility of repeating courses.
- ✓ Coherence and progress of the study track reviewed by the pedagogical team (programme and teaching staff)
- ✓ Optional student exchange of 16 consecutive weeks in a partner university abroad
- ✓ Optional 4 months exchange in the EML SHANGHAI campus

The European Master in management (EMM)

- 1) An European programme created by Europeans for international students.
- 2) A programme co-developed and integrated by the three institutions combining their major strengths
- 3) A co-delivered programme focused on the development of professional skills (general management + 3 specialisations)

Programme structure

	Year 1		Year 2			Year 3
When	October > March	April > Sept	Sept > March	April > June	July > December	January
What	Core Courses Personal project	Internship 1	Specialisation: Marketing (Aston) Corporate Finance (EM LYON) Organisation, change and strategy (LMU)	Master dissertation	Internship 2 or First job	Triple Degree Graduation Ceremony
Where	EM LYON Campus	Anywhere except home country	Campus according to specialisation	Any other campus	Anywhere	

The European Master in management (EMM)

FIRST YEAR COURSES

- From September to December, the core courses will mostly focus on more technical dimensions, covering most managerial areas
- From January to the end of March modules focus on a more conceptual framework, more decision-making oriented, with a more strategic perspective and a longer term vision.

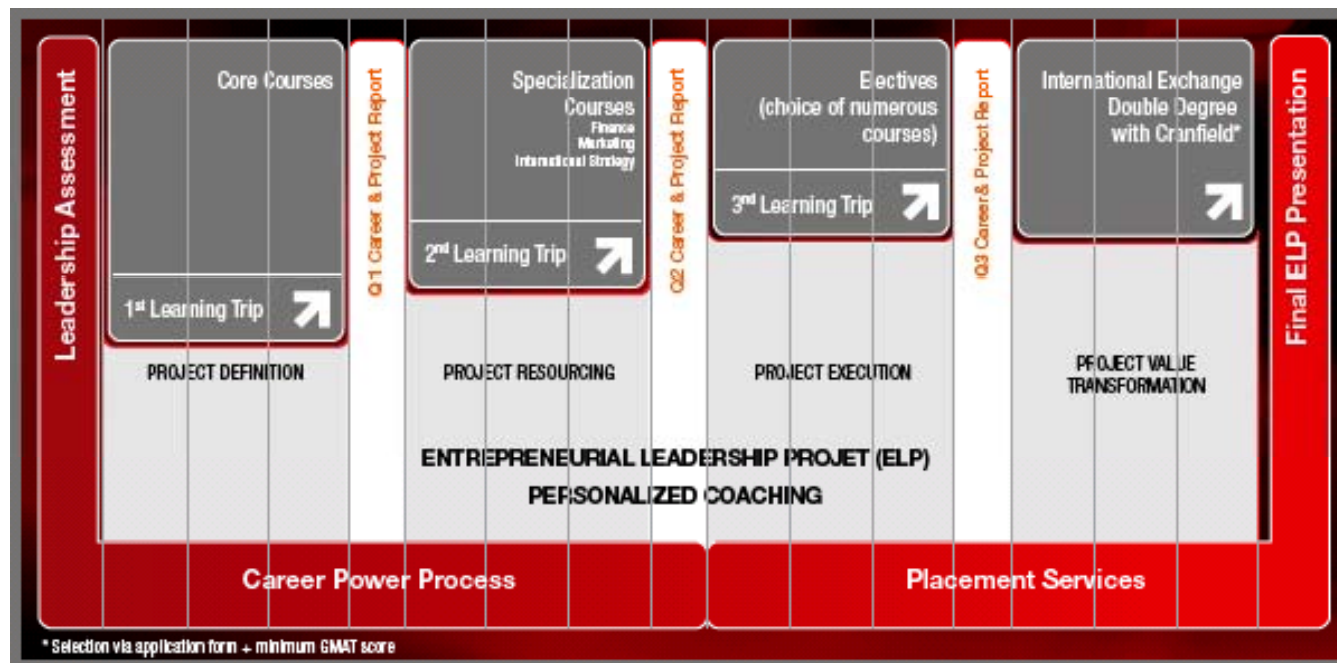
SPECIALISATION ON SECOND YEAR

- Choice to be made in February
- Choice to be confirmed by means of the internship
- 3 main specialisations
 - **Marketing** in Aston Business School
 - **Organisation, Change and Strategy** in LMU
 - **Corporate Finance** in EMLYON

Some courses in common with students enrolled in other Master Programmes
Some courses or assignments specific to EMM students
Courses in English, but some opportunities to take courses in French or in German

The International MBA

- Our International MBA is entirely focused on transforming a select group of individuals to become entrepreneurial leaders worldwide.
- The programme's value is derived from instructional methods that develop competencies through action, drawing on the personal strengths of the participants, all of which combines into an exceptionally exciting and demanding learning experience.
- Extensive tailored courses and personalized coaching by specialised faculty play an important role in the quality and flexibility of the programme, accommodating individual needs.



The International MBA

- Managers enrol in our IMBA programme to boost their career while acquiring skills and developing perspectives based on their own experience.
- Beyond general and then specific courses, the pedagogy is based on a “learning by doing approach”: this experiential learning, in direct contact with coaches, a sponsor company and the IMBA team, helps participants to go beyond the knowledge acquisition of standard training. The “MBA lounge” gatherings give participants the opportunity to meet with each other.
- Learning trips to Turkey, China or Brussels, giving a different perspective on global business
- Limited class size gives more attention to personal development and custom solutions

WHAT IS THE ENTREPRENEURIAL LEADERSHIP PROJECT (ELP)?

International MBA Participants must complete a 9 to 10-month team-based project, the Entrepreneurial Leadership Project. The project, provided by a partner organization, involves some form of organizational development – building on entrepreneurial leadership skills.

The ELP team is composed of 2 to 4 participants, with each contributing 300 to 500 hours of work.

Some examples of courses

- Economic Environment for Opportunities
- Fundamentals and Tools for Measuring/Managing Value
- Managing Operations and Systems
- Managing People to Create Value
- Principles of Marketing Management
- Leadership Development
- Strategic Change Management

Business evolves. EM LYON is characterized by its energy, creativity, and ability to transmit entrepreneurial values ."

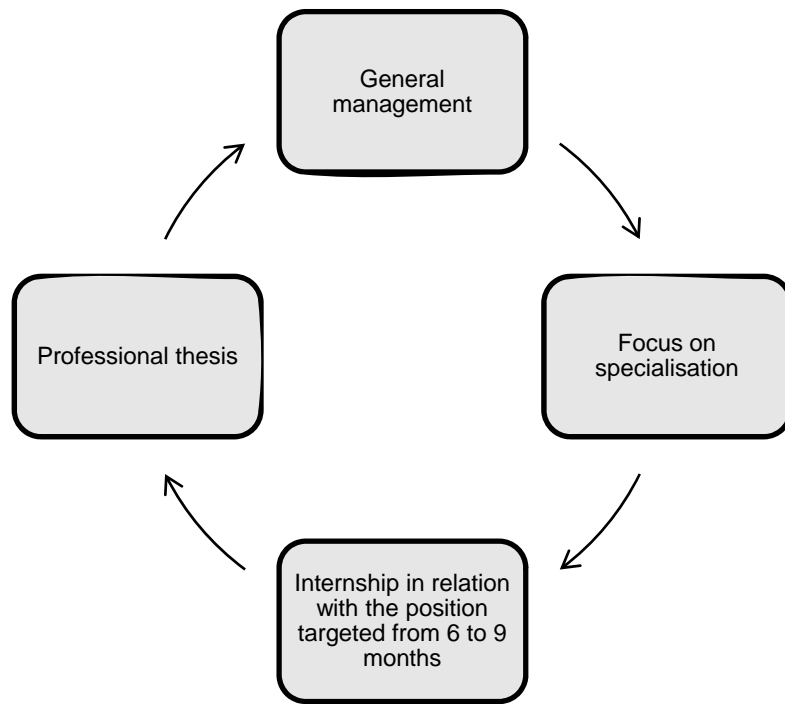


Jennifer SALLIS, USA
CORPORATE TRAINING DIRECTOR, L'OREAL
IMBA 1998

Specialised Masters

13 post Masters programmes preparing for a future job with real expertise

624 hours over 12 consecutive months



Specialisations

Corporate

- International buyer
- Organisation consultant
- Entrepreneur
- IT Manager
- International legal affairs manager
- Management and development of IT systems
- International business strategy and development

Sector-specific

- Management of life sciences and agri-food businesses
- Marketing and management of services
- International strategy and industrial marketing

Finance

- Auditing and financial communication
- Financial engineering
- Market finance

Specialised Masters

Courses content

International buyer: Manage supplier relations, control sources, build supplier relations, manage partner-suppliers, develop an extended enterprise.

Organisation consultant: Consulting environment, inter-personal skills, information technologies, sector/trade knowledge.

Entrepreneur: Identify entrepreneurial opportunities, economic feasibility studies, business seeding/growth, transfer of ownership.

IT manager: manage product/service development, strategy for innovation, industrial and logistics management, technology and skills management.

International legal affairs manager: international marketing and commercial strategies, international contract management and practices, international economics, international finance and development.

Management and development of IT systems: e-strategies, business process reengineering and change management, data bases and groupware.

International business strategy and development: strategic and financial approach to a business model, business trip to Beijing and Shanghai, globalisation and economic challenges, business development and entrepreneurship.

Specialised Masters

Management of life sciences and agri-food businesses: project management, agri-food systems, modular track (marketing, finance, production management, risk management, innovation, business creation/transfer), strategic management.

Marketing and management of services: Marketing of services, strategy and management of services, diversity of services, specificity of public services.

International strategy and industrial marketing: B to B marketing, globalisation, internationalisation of markets and companies, steering and and management.

Auditing and financial communication: Produce financial communication documents, verify financial information, utilising financial information.

Financial engineering: strategic diagnostics and financial issues, tools and capital financing negotiations, various contexts of financial engineering.

Market finance: fundamentals of finance, quantitative methods, financial economics, international finance, theories of decision-making, specific markets (fixed income markets, credit markets, model risk...), life insurance and pension funds.

Position perspectives

The masters programme prepares students to become: *buyers, global sourcing managers, auditors, financial analysts, junior consultants, business developers, export managers, corporate lawyers, project managers, supply chain managers, key account managers, business unit managers...*

2008-2009 internships agenda

	January	February	March	April	May	June	July	August	September	October	November	December
Bachelor												
Assignment abroad : at the end of their first year, for a 6-month period												
Master of Science in management												
Work placement with internship agreement (3 to 12 months) Every quarter												
European Master in Management												
Work placement with internship agreement												
Specialised masters												
6-month application period ended with a report												
International MBA												
An Entrepreneurial Project to set up for the company (mission tutored)												





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