

Business Project Partnerships

INTERNATIONAL TALENTS TO HELP YOU DEVELOP YOUR ORGANISATION



EDUCATING ENTREPRENEURS FOR THE WORLD



International Talents to Help You Develop Your Organisation

EMLYON Business School: a truly international management institution

Each year, EMLYON Business School welcomes a large number of international students on its campus in Lyon, and today over 30% of our student body represent more than 65 different nationalities. International students choose to enrol in a number of the school's general management programmes, each designed to meet the requirements of today's global business community.

All students have been selected through a rigorous admissions procedure, including various standardised tests as well as individual interviews. In addition to their solid management knowledge, they show great potential for developing an entrepreneurial approach to doing business, key factor of success in today's business world.

Both the Financial Times and the Economist have consistently awarded high rankings to EMLYON Business School. In 2008, the Financial Times ranked EMLYON #8 in the "Financial Times Top 65 European Business Schools". In the same year, The Economist's "Which MBA" rated EMLYON Business School #2 in the world in "Breath of Alumni Network", and #9 in faculty quality.

EMLYON Business School is among the select few business schools worldwide awarded 3 international accreditations.



➤ Become a project partner and have highly-qualified international talents help you develop your business

Combining academic knowledge with practical, real-life business challenges is key to the future success of our students, and all our programmes are designed to incorporate this principle in numerous ways. Some programmes include in-company internships, others include specific project work for a sponsor company. Their international background makes our students uniquely qualified to position your organisation for a global economy, providing an international perspective right from the start of your project.

Entrust our students with a project for your company and:

- Put their knowledge and experience to work in key areas of interest to your organisation at no cost;
- Get a fresh look at your current activities and future development;
- Gain an international view of your company's projects and use this valuable insight to improve market acceptance in domestic and foreign markets.

➤ A partnership based on mutual benefit

Partner companies will not be charged a fee, as the partnership is based on mutual benefit. However, should the project require any particular expenses such as travel, the company commits to covering those fees as they are incurred. Companies may choose to make a tax-deductible contribution to the EMLYON Foundation as a token of their appreciation for the work accomplished by the project team.

All partner companies will be asked to provide a project manager that is fluent in English and acts as a single point of contact for the students throughout the entire project.

Typical projects

- Foreign Market Entry Strategy
- Opportunity Assessment and Business Plan
- Competitive / Market Intelligence
- Distribution Strategie
- Product / Service Innovation

Different Resources, Same High-Quality Students

International MBA

The International MBA programme is a 12-month, full-time MBA programme, entirely taught in English and attended by seasoned professionals from the world over. Participants of this programme have an average of 7 years of work experience (a minimum of 3 years is required to enter the programme) in various industries. This programme prepares participants for senior management positions, and includes courses covering the full range of management topics.

The Entrepreneurial Leadership Project

The Entrepreneurial Leadership Project (ELP) is an integral part of the International MBA programme. Its purpose is to help students put the academic knowledge of the programme into practise through a real-life business challenge. The project can touch on a number of different disciplines, but must involve some form of organisational development.

Global Entrepreneurship Program (GEP)

A 12-month Master of Science programme, GEP is fully taught in English and developed in partnership with Babson College (USA) and Zhejiang University (China). It brings together students from three regions of the world: Europe, North-America and Asia. The programme builds on the students' existing management knowledge and trains them to adopt an entrepreneurial approach to doing business successfully within different business environments.

The GEP Business Project

The goal of the programme being global entrepreneurship, the main deliverable of each project team is a business plan for a new product/service offering. Global insights are provided by teams composed of students from each region. The plan is to include a multi-disciplinary look at a potential offering, dealing with strategy issues as well as financial, marketing and organisational elements.

	International MBA	Global Entrepreneurship Program
Student Profile	Average Age:	31
	Average Work Experience:	7 years
	Nationalities:	Average of 16 different nationalities represented per class
Project Parameters	Background:	Solid academic background and a minimum of 3 years work experience in diverse industries and positions
	Length:	9 months
	Time Line:	November - July
Project Parameters	Project Work Hours:	Approximately 350 hours per team member
	Project Team Size:	3 - 4 team members, of different nationalities
	Subject:	Can be any business-related discipline, but must include some form of strategic/opportunity development
Project Parameters	Deliverables:	1 progress presentation, 1 final presentation and 1 concluding report
	Length:	3 months
	Time Line:	Mid-September to mid-December
Project Parameters	Project Work Hours:	Approximately 100 hours per team member
	Project Team Size:	5 - 6 team members representing all regions
	Subject:	A business plan for a new product/service offering, that is to include a multi-disciplinary view of the offering (e.g. strategy, finance, marketing, organisation)
Project Parameters	Deliverables:	A complete business plan, to be presented upon completion of the project mid-December

Choose the team that best suits your organisation

CONTACTS

If you are based in the Rhône-Alpes region:

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If you are based elsewhere in France:

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If you are based outside of France:

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How to become a partner company

Submit a Project Summary

Complete the ELP Request Form or the GEP Request Form online
at www.em-lyon.com/projects
or contact your dedicated development manager.

All company projects are screened by the academic committee upon receipt,
and only approved projects will be presented to the students.



EMLYON Business School

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Founded in 1872,
EMLYON Business School
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