



**EMLYON**  
business school

# BBA EMLYON

## BACHELOR IN BUSINESS ADMINISTRATION

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A young woman with long, dark, wavy hair is smiling warmly at the camera. She is wearing a light pink short-sleeved shirt and has a black backpack on her back. She is holding a dark-colored folder or book against her chest. The background is a blurred crowd of people in an indoor setting with warm lighting.

THE SEARCH FOR EXCELLENCE



## EMLYON BUSINESS SCHOOL

### RANKED AMONG THE BEST IN EUROPE

- ➡ # 14 Business School in Europe, Financial Times Ranking, December 2014
- ➡ # 3 Business School in France, l'Etudiant & le Figaro, November 2014
- ➡ # 4 MBA in France, The Economist, October 2014
- ➡ AACSB, AMBA & EQUIS accredited

### OUR BASELINE

EDUCATING ENTREPRENEURS FOR THE WORLD





## EMLYON BUSINESS SCHOOL

- Founded in 1872 by entrepreneurs
- 3 campuses Lyon - St Etienne - Paris
- 1 international campus - Shanghai
- 24 000 alumni in 107 countries
- 2,800 students, 40 % non French, 80 nationalities welcomed on campus every year
- 113 permanent faculty members and over 586 visiting experts
- 5,500 managers trained in Executive Education
- 130 foreign universities or business schools linked by partnership agreements

### ACADEMIC PARTNERS

- University of Finance, *Russia*
- University of Sao Paulo, *Brazil*
- Purdue University, *USA*
- Aston Business School, *Great Britain*
- Indian Institute of Management Ahmedabad, *India*
- Tecnológico de Monterrey, *Mexico*
- HEC Montréal, *Canada*
- ...



## PROGRAMMES PORTFOLIO

- ➞ Undergraduate programmes -The EMLYON BBA
- ➞ Graduate Programmes
- ➞ 3 MBA programmes
- ➞ 2 Doctoral programmes (PhD, DBA)
- ➞ Executive Development - open programmes & custom programmes

## OTHER EMLYON ASSETS

- The Incubator,
- 5 Research Centres in Entrepreneurship, Financial Risks Analysis, Governance, Entrepreneurial Finance, Organisations
- EMLYON is the founder of the World Entrepreneurship Forum
- The Alliance with Science & Ecole Centrale de Lyon (Engineer school)





## PRESENTATION OF THE BBA PROGRAMME

- ➞ A 4-year undergraduate programme
- ➞ Dedicated to global management
- ➞ Offering core courses in business & management
- ➞ 4<sup>th</sup> year delivering specialisation courses
- ➞ Fostering experiential trainings
- ➞ Multi-campus experience (France - China - other country)



## ACADEMIC EXCHANGE

- **Academic exchanges are only available during the Fall semester** : September until end of December
- **Workload per semester = 30 ECTS**
- All courses in year 3 and 4 are in English
- 3rd year courses
- 4th year electives and core courses
- Possibility to take online French language courses
- Courses in year 1 and 2 are taught in French



## DOUBLE DEGREE

- ➔ Incoming students involved in the double degree will be able to take courses from 3<sup>rd</sup> and 4<sup>th</sup> year (2 semesters)
- ➔ Alternative option may include the Closing Seminar
- ➔ Outgoing EMLYON students will expect fundamentals and specialisations courses as well - on the one year period
- ➔ Path and details to be agreed upon specifically with the partner



A portrait of a young woman with dark hair pulled back, smiling warmly at the camera. She is wearing a grey blazer over a pink top. The background is a blurred office environment with other people. A solid red horizontal banner is positioned across the lower half of the image, containing white text.

## DETAILS OF EMLYON BBA COURSES



## YEAR 3

	ECTS
Information system & Management control	5
International Business Law	5
Cross Cultural Management	2,5
Financial Accounting	5
Marketing	5
Strategy	2,5
Human Resources Management	5
International Business Management	5

- 3rd year courses available in Fall
- Online language courses are possible in addition (arab, french, german, italian, mandarin, russian, portuguese, spanish ...)





## FALL SEMESTER - YEAR 4

- Students will have the opportunity to choose from the following courses
- Core courses + specialisations blocks + choice among sector specialisations\*

CORE COURSES	ECTS
Formalise an entrepreneurial project	2,5
Corporate governance	2,5
Professional project	2,5
Strategy	2,5

PURCHASING & SUPPLY CHAIN	ECTS
Norms/Quality/Process Management	5
Operations Management	5
Supply Chain & Purchasing	5

AUDITING & FINANCE	ECTS
Financial Diagnosis and introduction to Corporate Finance	5
Controlling	5
Accounting & Tax	5



## FALL SEMESTER - YEAR 4

INTERNATIONAL BUSINESS	ECTS
BtoC Marketing	5
International Business	5
International Negotiation	5

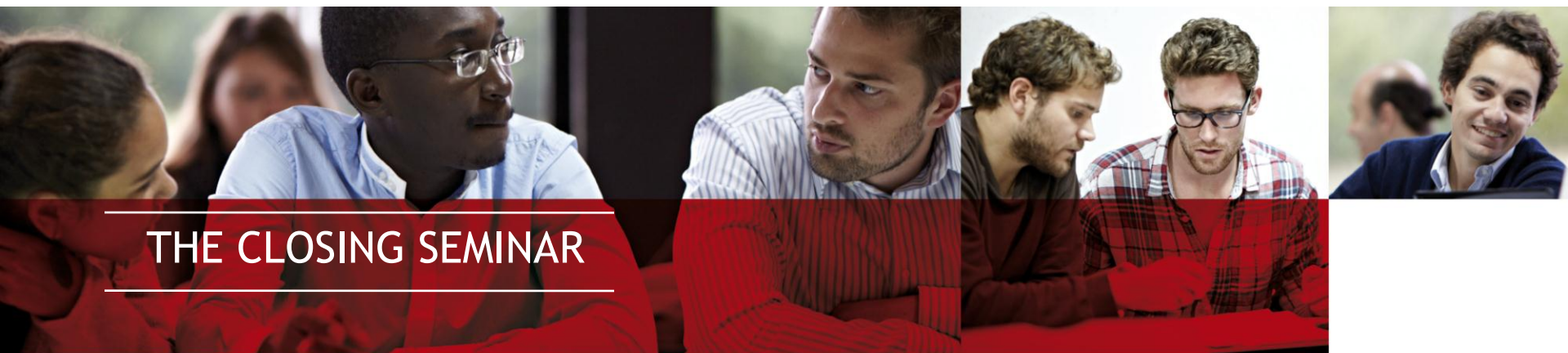
HR MANAGEMENT	ECTS
GRH international	5
Change management	5
Leadership & Team Management	5

MARKETING	ECTS
Consumer Behaviour	5
Digital marketing	5
Marketing BtoC	5

SECTOR SPECIALISATIONS	ECTS
Life Science & Health Care Evolution	5
High growth companies	5
Managing Public Services	5
Digital firms	5
Hospitality Management	5
Design Industry	5

\* The BBA programme reserves the right to modify the offer of courses and/or cancel a course if it has been selected by a low number of students





## THE CLOSING SEMINAR

- ➔ Group project
- ➔ Business Game
- ➔ Digital review of key momentums and learnings of the programme
- ➔ Applied Research Thesis
- ➔ Presentation of professional project
- ➔ Duration: 2 weeks



## SAINT ETIENNE CAMPUS

- ➔ Saint Etienne is a city welcoming 25,000 bachelor students annually and hosting 12 universities
- ➔ City of Culture & Design, Saint Etienne offers the first Modern Art collection after famous Paris Beaubourg
- ➔ The International Design exhibit welcomes 100,000 art lovers
- ➔ Home to 20, 000 firms Saint Etienne is famous for Design, Textile, Digital economy & medical technologies
- ➔ Everyday life is easy and secure and the living costs are affordable
- ➔ The 9500 sqm campus offers all modern facilities and is located downtown in a historical building labeled by the Government as National Monument. Geographically it is close to the mountains as well as to the French Riviera.





## YOUR CONTACTS

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