



**Lyon  
International  
Business  
School**



**LYON  
INTERNATIONAL  
BUSINESS  
SCHOOL**

**LYON**

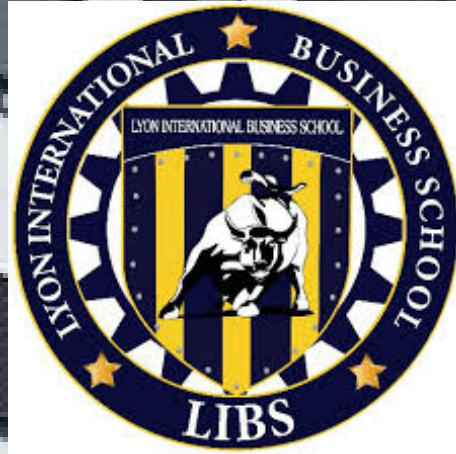
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# welcome

## TO LYON INTERNATIONAL BUSINESS SCHOOL(LIBS)



During the Covid-19 Pandemic, we will do everything to ensure that there is a safe environment for students. The Lyon International Business School (LIBS) will be open to students for the January 2021 intake. We will be providing students with a E-Learning experience which will be a mixture of online and on campus delivery with social distancing measures in place. For students who are unable or not ready to start in campus in January, you can also start your studies online on January and transfer to on campus study when the time is right.

# TESTIMONIES

## LIBS

### Welcome to the Lyon International Business School (LIBS)



Herve DIAZ  
Head of School ECL Group

As Head of school of the Lyon International Business School, I am committed to ensuring that you receive the best possible learning and teaching experience. You will study with students from all over the world. Our dedicated team of experienced Lecturers will help you adjust to academic life in the Lyon, FRANCE. so that you are ready for a seamless transition to LIBS.

Our lecturers focus on developing your English language and academic study skills as well as core subject knowledge. Our classes are typically small and interactive in nature. You will receive a lot of individual support and regular feedback on your academic performance. All of this will help you improve your communication skills in a higher education context and put you on the path to both academic and professional success.



Hugo MANIVEAU  
Deputy General Director ECL Group

As Deputy General Director of the ECL Group, I am incredibly proud of the high level of individualized support that we provide to all our students with every step of their journey, from pre-arrival to post-departure. If you join us, you really will feel looked after and part of the LIBS family. Our Institution is devoted to excellence in teaching, research, learning and to develop leaders across disciplines all over the world.

The greatest strength of any institution is its people so, to everyone in our institutions' community—and everywhere— thank you for supporting our institutions' vision.



Arnaud COMTE  
Manager of LIBS and  
International partnership

As the Manager of LIBS and International Partnership ECL Group, I can guarantee you—applicants and partners—that we are committed to excellence in teaching and academic research to ensure greater contribution to personal and corporate development. We plan to continue our collaboration with institutions and support partners locally and overseas as we continue to attract highly motivated students to our institute.

# E-LEARNING PLATFORM

## What is E-learning?

E-learning is a service allowing to follow an online training with the educational quality of face-to-face. Each E-learner chooses the course and / or the diploma that corresponds to his desires and his motivation.

## What training courses are offered in E-learning?

From post Bac to Bac +5 (Bachelor, MBA, Master), ECL Editions Digitales offers you a list of specialized, general or international managerial training courses.

## Who is affected by E-learning training?

E-learning training is for all people wishing to follow a diploma course or a qualifying training from home, anywhere in the world. Whether you are working, on leave or unemployed, the e-learning rhythm allows you to combine personal and professional life with your training.



# E-LEARNING COURSES

## IBBA1

Digital Identity  
 Finance  
 Economics  
 Law  
 Management And Human Resources  
 Marketing And Communication  
 Purchasing & Logistics  
 Political Sciences  
 Dissertation/ Bussiness Plan/ Blog

## IBBA2

Finance  
 Law  
 Digital  
 Political Science  
 Management And Human Resources  
 Marketing And Communication  
 Quality – Purchasing – Logistics  
 Retail and sales  
 Dissertation / Business Plan/ Blog

## IBBA3

International Relations  
 Finance  
 International Business  
 Political Science  
 Digital  
 Marketing And Communication  
 Law  
 Management And Human Resources  
 Purchasing & Logistics  
 Retail and sales  
 Dissertation/ Business Plan/ Blog

## IMBA1

Information System  
 Economics  
 Political Science  
 Management And Human Resources  
 Retail & Sales  
 Digital  
 Purchasing & Logistics  
 Marketing Communication  
 Finance  
 Law  
 General Knowledge  
 Dissertation / Business Plan / Blog

## IMBA2

Information System  
 Finance  
 Management And Human Resources  
 Retail & Sales  
 Digital  
 Political Science  
 Marketing And Communication  
 Purchasing & Logistics  
 Law  
 General Knowledge  
 Dissertation / Business plan / Blog



# About Lyon



- Lyon is attractive for students who want to develop their international professional project in the short and long term.
- The city of Lyon is situated at the heart of European ranks.
- Lyon is the former capital city of France
- According to Express, in 2014, Lyon was the number one business-friendly city in France, the number one smart city in France according to M20city ranking in 2014, the 17th most attractive city in the world for foreign investments according to IBM in 2014.
- The city protected by UNESCO has a huge number of historical places and a big number of cultural events: the Festival of lights bringing more than a million tourists every year, the Roman site, the old and modern city, the Lumiere house, home of the brothers who created cinematography.
- Lyon is considered as the capital of gastronomy with its traditional meat restaurants and high quality restaurants included in the Michelin Guide

Video, [click here](#)

# LIBS CAMPUS IN LYON

We are situated at the centre of Lyon, one of the most picturesque quarters, Gare de Vaise. There could be no better place for our students to complete their studies than this truly traditional environment.



Situated in the heart of Lyon, close to the Park "Tête d'Or", this beautiful building designed to be the centre for international and local professionals alike and has since fulfilled its grand ambition.

With proximity to the town hall, shops and restaurants, green areas with outside sittings, we are proud to call this location our home.

In our school, students of the international section have the opportunity to speak English in class, meet professionals during conferences or professional meals, practice sports in the gym inside the school, travel together, go to cultural events and parties and join the International House: Sigma.

## School Overview

There is no better place to improve your business and personal skills during your studies than Lyon International Business School.

LIBS is situated in one of the largest economic hubs in Europe and offers personal and professional support throughout your studies, and a lifelong network of alumni long after you have left our halls.



We offer our students high quality education with new systems and with a real start to professional life. Our school courses are available to anyone who wishes complete their higher education. You can pursue an International Bachelor of Business Administration or an International Masters of Business Administration for a very attractive price.

Our school organizes meeting for French and international students a like to grow your network and give you more opportunities to join the Job market.

For this, we have also created an ambassador network. In our school we have more than 50 ambassadors representing their countries with various cultures. We welcome all nationalities in our school.







We give particular importance on fraternity and friendship, offering a wide set of skills to our students. This is also thanks to various extra-curricular activities offered by school. The creation of friendly relationships and new partnerships with international organizations and associations to broaden students' horizons remains a priority for LIBS.

We are actively working on the development of international relationships which are designed to increase educational partnerships. Everything is to improve the effectiveness of the educational processes and development of scientific work in the School.

Apart from professional skills, Lyon International Business School gives an opportunity to develop other aspects to your studies and enrich your cultural environment as it is part of the professional market and world globalization.

At Lyon International Business School, we think that a student should also cultivate worthwhile activities outside of the classroom. We offer support for you to get involved in charities, sports and cultural events that will broaden your own mind and be of service to others.

# LIBS HOUSES

## (Fraternities & Sororities)

All of the LIBS Houses fit into the Corporation spirit. During your time at university, you will need to register to at least one House, two at honore. Being a member of an LIBS House is a real honor! However, belonging to a House gives you rights but mainly duties, related to the Lyon Business School Human Resources values and Houses. One of those duties is to welcome and accept each student of the Lyon international business school as one of the house members, whether they are French or international students.



**Tau**

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This house offers many sports opportunities such as golf, climbing, or badminton. The activities offered may be Outdoor or Indoor, depending on the time of year.



**Alpha**

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The Alpha house welcomes all male students. It focuses on the link that connects all of its members. All of the individuals who make up a united association.



**Sigma**

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Sigma is an international house, and has for members students who thrive to achieve fluency in a foreign language, in this case English. This house allows its members to discover new cultures and build a worldwide network.



**Omicron**

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Within this house, you will find students who have a literary, artistic or musical sensibility. Many cultural outings are organized throughout the year (Cinema, theatre, opera etc..)



**Kappa**

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The Kappa house was born from a mutual desire to engage in altruistic. Its members are united by a key notion: the human. With its many initiatives and projects, Kappa stands out for its focus on empathy and charity work.



**Alumni**

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The Circle of Alumni is the Association of Alumni students of the Lyon Business School



**Pi**

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The Pi house is dedicated to female students; it unites all the female forces of the school through the Corporation.

# Student life in Lyon

## Life outside the Classroom

Our new location at Gare de vaise Lyon plays a important role in LIBS student life. In the richest area, and surrounded by the international and businesses, our students became future contributors to the business world. We have taken care and ensured that all aspects of the student life at LIBS strive for collaboration and individual determination.

## Dining

If you have class for the whole day, you might wonder what to grab lunch, don't worry! There are a lot of bakery and supermarket near campus, and restaurants you wouldnt want to miss. If you prefer to bring your own lunch box, there are two locations on campus where you will fill micro-waves and cafe machine. If you want to meet with your classmates to have a little reunion within numerous of bars and restaurants.



## Toastmasters

Toastmasters is not unique to Lyon International Business School. Founded in the 1930s, the internationally recognized public speaking club aims at making its members better leaders by helping them improve their public speaking skills.

## Parc de la Tête D'or

The Parc de la Tête d'Or is a great space for relaxing, studying and sports. In the neighborhood of Foch, one of the biggest park in France is just around you. The park includes a man-made lake and boats to rent, a zoo, greenhouses filled with tropical plants, plenty of open, green space. Take some time off, grab a book and relax!



## Accommodation

When it comes to looking for housing in Lyon, most of the neighbourhoods will be suitable. With Lyon public transport system, you can easily travel anywhere quickly and safely. Madame Caroline Callier, is available to help you look for accommodation, paperwork and financial aid, if you need it.



# Career & Employability

To prepare for today's competitive job market, students often need to think about developing professional skills and enhancing their employability while still at school. Doing so gives you a much higher chance of making a strong start in your chosen career.

At LIBS, you have the opportunity to gain more than a degree. The Business school Careers and Employability Service provides a wide range of resources to help you start planning your future – as well as a number of exciting opportunities to set your career in motion.



## Working while you study

In Lyon International Business school (**LIBS**), students can find out about opportunities for graduate jobs (local, national and international); fulltime, part-time, and temporary jobs; work experience; internships; and volunteering opportunities.



## Internships

Students have to carry out a 6-month internship in a company in France or abroad in last year of IMBA, IBBA and are strongly encouraged to carry out shorter internships. If you have an idea of what sector you want to work in, an internship or placement can be a good way to gain experience and build contacts – or just to see what it is like to work in a particular field. With the help of the school, students are able to find a suitable internships.

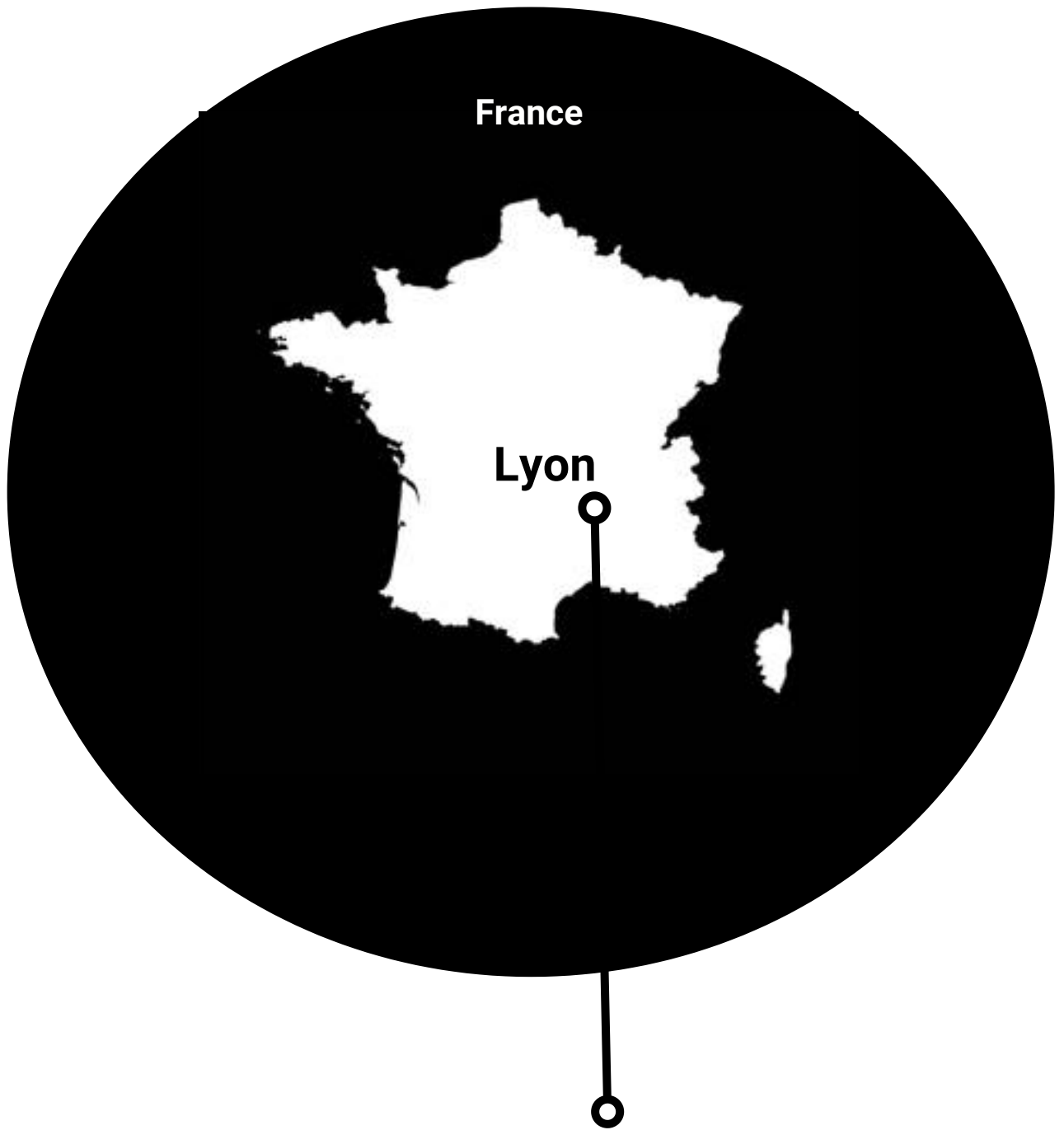


## Workshops and events

The university holds a range of career events throughout the academic year. They often include workshops delivered by employability advisers, job-hunting skills seminars employer-led skills development sessions, and careers fair.



# Campus Map



**Gare de Vaise,  
51 Ter Rue de Saint Cyr,  
69009 Lyon,  
France.  
+33 (0) 4 72 90 04 90**



**Line D: Vaise station**

**vélo'v** in the immediate vicinity



**Pedestrians 1mn from  
Gare de Vaise station**



**Bus Lines C20 / 9/10/12**



**INTERNATIONAL  
BACHELOR OF  
BUSINESS  
ADMINISTRATION  
(IBBA)**

# **International Bachelor Of Business Administrative (IBBA)**

## **Shaping the International Managers of Tomorrow**

The IMBA takes the IBBA even further by providing a more strategic and conceptual education. The IMBA proposes an international curriculum to prepare students for a career in international trade. This degree program is primarily designed to shape future international leaders and entrepreneurs, equipped with the skills to develop their own scalable projects.

## **A Truly International Experience**

Business today is influenced by global trends, primarily those of Anglo-Saxon and Asian business, culture and language. Lyon Business School offers complete immersion in this international orbit by teaching all courses in English by teachers with a mostly Anglo-American background. The students will also be given introductory Mandarin lessons, as well as classes pertaining to Asian business and cultural practices.

Mandatory three-month practical training cycles are required as part of our international studies and can take place with one of our partner universities. This allows our students to broaden their horizons by taking them into other international centers of commerce, and will also enrich their Résumé.

## **The Lyon Business School Difference**

At Lyon International Business School, each student will be expected to develop a personal entrepreneurial project. For a Master's student, this project should be particularly ambitious and most of all, scalable. Students are required to apply newly acquired strategies and tactics to their company. The Lean-Approach will allow the student to take their vision far beyond a mere idea as we encourage our students to graduate with a running business.

Throughout this program you will discover all the disciplines inherent to the international business world: Mergers and Acquisitions, Strategic Marketing, Corporate level strategy, Cross Cultural Management, Business Intelligence, Corporate Finance, Lean business strategy.

In exceptional cases, Lyon International Business School may fund promising start-ups to stimulate our students' remarkable careers.

# Teaching methods

## Main Teaching Disciplines

Throughout this program students will discover all the disciplines inherent to the international business world. These include the following: Economics, Law, Marketing, HR Management, Asian Studies, Information Technology Management, Communication, Finance, Accounting, Maths and Statistics and Intercultural Management.

Here is a graphical overview of the subjects for this 3-year course. Please note that this content may change, as we are permanently improving and adapting it.

## Main New Teaching Trends

Lyon International Business School offers modules in some of the most cutting edge technological advancements of the age. We pride ourselves in ensuring that our students leave us knowing far more than their competitors. The three following areas are some of the latest trends in contemporary business circles.

Digital marketing has bulldozed most conventional forms of marketing and opened up an entirely new era of communication between businesses and consumers/ clients, particularly through Internet Marketing. We show our students, in detail, what mediums are available to them and how to make the most of the latest digital platforms.

Big data refers to the collection and study of enormous data sets. Now more than ever, companies are able to quantify the effectiveness of their practices and we want our students to be fully conversant in this remarkable new skill.

We also offer introductions to contemporary design practices, such as the incredible world of 3D printing. During the year, our students will be taken to explore a 'fablab', a workshop for digital fabrication using computer operated tools, in order to see how this extraordinary technology works.

## Teaching Methods

All classes are 5 hours long and comprise of a morning (9am-12pm) and afternoon (2pm-4pm) session.

All disciplines will be taught in a variety of different modules covering particular topics. The modules are each made up of a variety of complementary classes taught by the same lecturer over a short or long period of time. Homework may be prescribed to students by individual lecturers to ensure that students have more structured time to practice the skills they have acquired.

Students are expected to create their own model company, or entrepreneurial project, in order to put what they learn throughout the curriculum into practice. We strongly encourage group work to brainstorm subsidiary material for this project, however, we insist that students take full, individual responsibility to complete work on their own project.

There will be no comprehensive exam to complete at the end of the year. Progress will be judged either at the end of each class by asking students to apply the topic covered during the morning session to their entrepreneurial project during the afternoon. Or, through a test given at the end of the module as a summary of what has been covered. Along with these constant markers of their development, students will be asked to write a dissertation on a particular topic and give an oral exam at the end of the year.

In class, lecturers will make frequent use of case studies to bring the theories and skills covered to vivid life. So, in addition to testing theories and skills with their own model company, students will be able to learn from the methods and actions of some of the most successful, respected, international businesses.

Students who have completed similar modules in previous degree programs, may apply for an automatic validation of that subject so they do not have to repeat it. For those who may have subjects they wish to devote additional attention to, we promote the use of Massive Open Online Courses for students to do in their spare time.

# Syllabus

The training takes three years and all subjects are taught in modules that will be validated either at the end of the lesson, or right at the end of the module.

Each year of instruction has a different curriculum that has a special focus on one of the main disciplines, like Marketing, Law or Economics.

If a student wishes to obtain this graduate diploma in less than three years, an individual training plan may be agreed upon. This would take past experiences and diplomas into account. The student may also be asked to commit to following one or more of our e-learning classes to complete their educational requirements.

## Purchasing and logistics

**Course duration : 16hrs**

The Short Programme in Procurement and Supply Management provides fundamental information on the principles, procedures, terminology, techniques and tools used in the field of purchasing and supply management.

## Spanish

**Course duration : 36hrs**

To succeed in any foreign market, businesses need people with talent and language skills and that is why we offer you Spanish classes to further develop your linguistic abilities.

## Sales and Distribution

**Course duration : 24hrs**

SAP handles the processes of ordering, shipping/delivery and billing of goods and services for a company. It is used to manage all activities of pre-sales, receiving and processing of sales orders and product schedules, delivery of products to customers, billing for products sold, transportation handling and distribution of shipments to customers.

## Company Communication

**Course duration : 20hrs**

Company communication is a set of activities to help manage all internal and external communications with stakeholders. In this course you will learn the different methods and tactics used, like management communication, marketing communication and organization communication

## Political Sciences

**Course duration : 16hrs**

A study of the most significant problems of world politics, including the fundamental factors governing international relations, the techniques and instruments of power politics, and the conflicting interests in organizing world peace.

## Economics

**Course duration : 20hrs**

Introduction to the study of the economic system. The course will introduce the standard economic models used to examine how individuals and companies make decisions in perfectly competitive markets, and how these decisions affect the supply and demand in output markets.

## Political Sciences

**Course duration : 16hrs**

A study of the most significant problems of world politics, including the fundamental factors governing international relations, the techniques and instruments of power politics, and the conflicting interests in organizing world peace.

## Management

**Course duration : 20hrs**

This course explores the challenges of managing a culturally diverse work force and the complexities of management in countries with different religions, traditions, and value systems.

## Finance

**Course duration : 32hrs**

This course presents an overview of the international Financial environment and a detailed analysis of the tools and techniques for international financial management

## Marketing

**Course duration : 24hrs**

This course will help you look into the activities involved in promoting goods or services.

## International Trade

**Course duration : 40hrs**

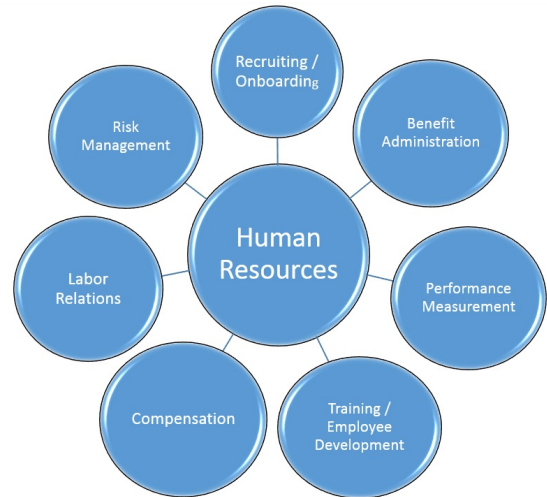
This course focuses on policy and theoretical concepts and strategies that will help build a successful international or domestic business.



## Human Resources

**Course duration : 20hrs**

This course examines the role of human resources professionals as strategic partners in managing today's organisations.



## Corporate Strategy

**Course duration : 20hrs**

This course examines the economic factors underlying value creation in corporate strategy.

## Speciality

**Course duration : 40hrs**

You will be able to choose a speciality course in finance or another subject or even learn Mandarin and Russian.

## Law

**Course duration : 20hrs**

You will study the historical sources of law, contract and labour law.

## Thesis

Every student will be required to write a dissertation on a given subject and take an oral exam at the end of the year. The successful completion of the teaching modules, dissertation and oral exam will determine whether the iBBA diploma can be granted.

**INTERNATIONAL  
MASTERS OF  
BUSINESS  
ADMINISTRATION  
(IMBA)**

# International Masters Of Business Administrative (IMBA)

## Building Tomorrow's International Leaders

The Lyon International Business School offers an international program to students who wish to obtain a Bachelor degree in business. This program brings an international edge to students who want to get more out of a standard professional curriculum. This degree will allow graduates to launch themselves confidently into positions of middle management in today's global companies.

## A Truly International Experience

The International Masters of Business Administration (IMBA) opens a window to the world. Business today is mainly influenced by the Anglo-Saxon and Asian world, and it is with these influences that we aim to prepare our students for international commerce. Therefore, our courses are taught entirely in English by professors of primarily Anglo-American backgrounds, and we introduce Mandarin and Asian Studies into the program, too. Specific classes on intercultural management will teach students how to successfully integrate themselves into and manage businesses within these regions.

In addition to this international framework and curriculum content, students are required to take part in three-month practical training cycles as part of our international studies schemes, which can take place with one of our partner universities. Students are required as part of the international program to spend this time abroad, in order to enrich their résumé and knowledge of business culture. We encourage our students to make the most of these three months and enjoy this exciting opportunity to learn while experiencing a new city.

## Stand Out From the Crowd

As the employment market is increasingly becoming more saturated, an International Degree and experience can prove to be an invaluable asset in your job hunt. Our graduates are able to make potential employers notice them by virtue of their experience and their diverse, practical knowledge of international business.

In addition, our teaching takes into account the newest, industry disruptive trends such as Big Data, Digital Marketing and Digital Fabrication. This focus makes our graduates valuable to future employers and gives them a competitive edge in the market.

## The Lyon Business School Difference

While some of our teaching may be theoretical, we place an enormous emphasis on practical application of what the students have learned. At Lyon Business School, each student follows a personal, entrepreneurial project throughout the program. Each student is required to apply classroom theory and skills directly to her/his own future company.

Not only does this entrepreneurial project give real life business management practice, but the theoretical teaching becomes simultaneously more concrete and applicable. This increases student motivation and the skills covered are much easier to learn when seen in action.

Our program is based on learning methodologies of individual and group work, which is a key success factor at the Lyon Business School. We strongly encourage group work on these projects in order to generate ideas, although each project is the responsibility of each individual student. This method of brainstorming is very similar to the conditions they will one day be asked to work in when they join a company after graduation. We ask that students work hard to develop their global business knowledge: ask the right questions, plan and prioritize their work, find and select relevant and reliable sources of information, develop critical thinking, mobilize their creativity and learn to work effectively. These habits are crucial for success in the workplace.

Throughout this program students will discover all the disciplines inherent to the International business world: Communication, Intercultural Management, International Marketing, Digital Marketing, Finance and Law.

# Teaching methods

## Main Traditional Teaching Subjects

The iMBA takes some of the core subjects taught in the Bachelor program to more strategic and international levels. These subjects include the following: Mergers and Acquisitions, Strategic Marketing, Corporate level strategy, Cross Cultural Management, Business Intelligence, Corporate Finance, Lean Business Strategy.

Here is a graphic overview of the subjects taught in this 2-year program (please note that we constantly improve our program, which may therefore change during the year)

## Main New Teaching Trends

Lyon International Business School offers modules in some of the most cutting edge technological advancements of the age. We pride ourselves in ensuring that our students leave us knowing far more than their competitors. The three following areas are some of the latest trends in contemporary business circles.

Digital marketing has bulldozed most conventional forms of marketing and opened up an entirely new era of communication between businesses and consumers/ clients, particularly through Internet Marketing. We show our students, in detail, what mediums are available to them and how to make the most of the latest digital platforms. As Masters students, we will focus more on the conceptual side of what to do to achieve success through a digital marketing campaign, rather than focusing only on the technical elements.

Big data refers to the collection and study of enormous data sets. Now more than ever, companies are able to quantify the effectiveness of their practices and we want our students to be fully conversant in this remarkable new skill. Masters students will be given advanced instruction on analysis of key data that they may find essential in future.

We also offer introductions to contemporary design practices, such as the incredible world of 3D printing. During the year, our students will be taken to explore a 'fablab', a workshop for digital fabrication using computer operated tools, in order to see how this extraordinary technology works. This is the future of digital design and our iMBA students will need to know how it works and how it could be useful to them in the future.

One of the biggest differences between the iBBA and iMBA programs is that the Master's program prepares graduates to successfully run their own scalable entrepreneurship project. At the end of their time with us, they should be equipped with all the tools necessary to build and run a successful business.

## Teaching Methods

The manner of instruction for iMBA students is very similar to that of iBBA students, except that the content of the classes differs greatly. All classes are 5 hours long and comprise of a morning (9am-12pm) and afternoon (2pm-4pm) session.

All disciplines will be taught in a variety of different modules covering particular topics. The modules are each made up of a variety of complementary classes taught by the same lecturer over a short or long period of time. Homework may be prescribed to students by individual lecturers to ensure that students have more structured time to practice the skills they have acquired.

Students are expected to create their own model company, or entrepreneurial project, in order to put what they learn through the curriculum into practice. We strongly encourage group work to brainstorm subsidiary material for this project, however, we insist that students take full, individual responsibility to complete work on their own project.

There will be no comprehensive exam to complete at the end of the year. Progress will be judged either at the end of each class by asking students to apply the topic covered during the morning session to their entrepreneurial project during the afternoon. Or, through a test given at the end of the module as a summary of what has been covered. Along with these constant markers of their development, students will be asked to write a dissertation on a particular topic and give an oral exam at the end of the year.

In class, lecturers will make frequent use of case studies to further bring the theories and skills covered to vivid life. So, in addition to testing theories and skills with their own model company, students will be able to learn from the methods and actions of some of the most successful, respected, international businesses.



Students who have completed similar modules in previous degree programs, may apply for an automatic validation of that subject so they do not have to repeat it. For those who may have subjects they wish to devote additional attention to, we promote the use of Massive Open Online Course for students to do in their spare time.

**You can download our teaching calendar for 2020-2021 as a pdf or add it to your iCAL. Please note that small changes may occur during the year.**

# Syllabus

The training takes two years and all subjects are taught in modules that will be validated either at the end of the lesson, or right at the end of the module. Each year of instruction has a different curriculum that has a special focus on one of the main disciplines, like Marketing, Law or Economics.

If a student wishes to obtain this graduate diploma in less than two years, an individual training plan may be agreed upon. This would take past experiences and diplomas into account. The student may also be asked to commit to following one or more of our e-learning classes to complete their educational requirements.

## Selling Strategy

What does it take to be a highly successful professional salesperson? This course answers this question and guides the student to explore and understand successful sales techniques and behaviors. Upon completion of this course the student will have also developed competency in professional selling approaches, conversations and presentations, and effective selling strategies and techniques. Course topics include creating value in the buyer-seller relationships, prospecting, sales call planning, communicating the message, negotiating for win-win solutions as well as closing the sale.

## Digital Marketing

Digital marketing is all about using an array of internet tools to build credibility and visibility online. Through this course, you will learn how to build a digital strategy, identify and track business goals, form meaningful customer relationships and converting casual users into sales. This course will give you the knowledge to leverage the web and technology to build a website, accurately use analytics, data interpretation, search engine optimization (SEO), paid advertising (AdWords), content marketing and social media.

## Information Technology Management

To understand fundamental concepts and characteristics of information technologies (IT) and systems and the different issues within organizations.

To understand the reasons of organisations to use information technology in order to gain competitive advantage, solve problems and support decisions. To be able to assess, evaluate and apply appropriate emerging information technologies to organizations. To contribute to information system implementation and management.

## Entrepreneurial Mindset

This course will provide the students with exposure to real-life experiences in entrepreneurship from an Anglo-Saxon perspective and will learn what type of individual is really suited for being their own boss or starting their own business. Areas to be covered include:

- What is entrepreneurship?
- Who is an entrepreneur?
- Entrepreneurial mindset
- Entrepreneurial motivations
- Entrepreneurial behaviors
- Risk taking in entrepreneurial decision-making
- Risk, uncertainty, and stakeholder involvement

Students will be required to contemplate, explore, analyze and express their thoughts, opinions and pose questions relative to the material presented in class. They will be required to write a final essay on their own suitability or desire to be their own boss in the future.

## Business with China

This course will enable students to have sufficient knowledge to deal with the Chinese Diaspora (especially China), particularly in doing business or in forming relationships. Through practical workshops and case studies, students will master the subtleties of “savoir, savoir faire & savoir être” of the Chinese Diaspora. On top of that, this course will enable students to be aware of the differences in culture, behaviour, knowledge, attitudes, skills, etc. between Westerners and the Chinese. Hence, this course will ease the professional life of students when they work with the Chinese, especially their partners from China. This course will also allow students to be operational when they work in China. Students will get in-depth ideas, observations and astuteness that Human Resource Specialists or consultants might rarely have, due to a lack of experience in business with Chinese Diaspora. At the end of this course, students should be able to distinguish things that they can do, things that they should do and things that they should never do in China. The same objective is applicable to them when dealing with Chinese partners. This course will ease students to build up a stronger “guan xi” with Chinese partners, in order to create a win-win situation in their professional life. Upon completion of this course, students will master the skills to deal with China as well as with the worldwide Chinese Diaspora.

## Law I

To understand the legal operations inside a company. To know the rules governing the rights and obligations of a company. To know the different types of companies in France, in the UK and in the USA. To go deeper in intellectual property law : to learn about the contractual aspects of licensing and the legal procedures in France, in the UK and in the USA. To understand the legal constraints of business competition.

## Law II

To go deeper in the legal aspects of business competition. To understand the issues of a company's insolvency and to know the rules governing the bankruptcy procedures. To understand how to solve a legal problem in an international area.

## Product Management & Innovation

Master the procedures and process of product innovation. Master the procedures and processes of product management.

Acquire the knowledge of a product manager as well as on the responsibilities and developments.

## Statistics

To understand the fundamental concepts of statistics and the mathematical tools used to represent data. To be able to present and interpret data in graphical forms. To efficiently analyse and characterise data, deriving facts and extracting relevant data from datasets and graphical representations. To calculate probability distributions, recognizing families of distributions. To be able to manipulate exponentials and logs. To understand sampling rates and sampling errors.

## Asian Studies

This course will enable students to have sufficient knowledge to deal with the business people in Asia (especially in China, Hong Kong, Macao, Taiwan and South-East Asia), particularly in doing business or in forming relationships. Through practical workshops and case studies, students will master the subtleties of « savoir, savoir faire & savoir être » of the Asians. This course will also enable students to be aware of the differences in culture, behaviour, attitudes, skills, etc. between Westerners and Asians. Students will be able to be operational rapidly when they work with the Chinese Diaspora and will master the business practices including the non verbal business practices in Asia. At the end of this course, students should be able to distinguish things that they can do, things that they should do and things that they should never do while doing business in Asia. This course will ease students to build up a stronger « guan xi » with Asian partners, in order to create a win-win situation in their professional life.

## Dissertation

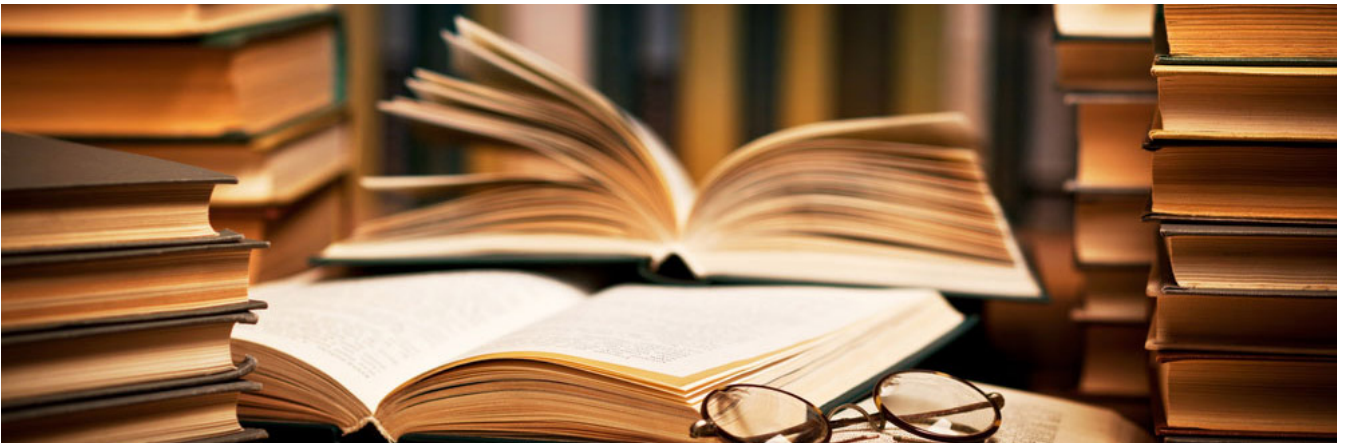
Each student will submit a dissertation on a given subject and give an oral exam at the end of the year. The successful completion of the teaching modules, dissertation and oral exam will determine whether the iMBA diploma can be granted.

# **PhD at the Lyon international Business School Bac + 6 to bac + 8**

This high-level program is aimed at executives, managers, members of the liberal professions who wish to take a step back from their professional practices and acquire a robust reflection on the level of research using methods and tools. of proven scientific validation.

## **The thesis work**

The preparation of a PhD thesis is part of a personal and / or professional project clearly defined in its objectives, the means implemented to achieve them and compulsory participation in research seminars.



## **Terms of Access**

Admission by the PhD Council after examination of the admission file.  
Applicants must hold a Master's degree, EMBA or equivalent title.  
Justify significant professional experience  
Have a research project

## **What is a DBA?**

The PhD thesis requires rigor in the work required, supervision and the mobilization of knowledge. It is a professional thesis. PhD student will benefit from significant personal monitoring and coaching from the teaching team and his thesis director.

# Other Partner Universities

The international section of the Lyon international business School relies on a network of partner schools abroad, and aims to encourage student mobility and international experience. Each year, international students from bac + 1 to bac + 5 have the opportunity to go abroad to carry out part of their studies. The LIBS offers for each destination either language learning or a business program (short formats, certified and certifying programs). Find the cities where the LIBS partner establishments are located below.



## Da Nang (Vietnam)

### Programs

Language course program (English)

### Business program:

- IBBA courses: 1st to 3rd year with specializations in digital business, entrepreneurship, marketing, IT management and finance.
- IMBA courses: with specializations in digital business, entrepreneurship, marketing, IT management and finance.



## Dakar (Senegal)

### Presentation

Dakar is the capital of Senegal. It is an institutional and cultural city, and the second most important city in the country. Located in the southwest of Senegal, the city of Dakar is the second largest in the country. Dakar is the "city of seven hills", is the political capital of Senegal. Populated by 3.5 million inhabitants in 2018, it is, along with Douala, the most populous city in this central African state.



## Washington (USA)

### Programs

Language course program (English):

- **Program 1:** Language course: English course 20h / week (4 to 12 weeks). Price: 1000 € / month - 3 levels: Business English, Advanced English - Accent Reduction.

### Business Program:

- **IBBA courses:** 1st to 3rd year with specializations in digital business, entrepreneurship, marketing, IT management and finance.
- **IMBA courses:** with specializations in digital business, entrepreneurship, marketing, IT management and finance. Price: from € 6,875. Possibility of working for Europeans.

- **Short programs:** two-week certification programs in PMI, IoTs, AWS, RedHat ...  
Price: from 1000 €



## Dublin (Irlande)

### Programs

#### Language course program (English):

**Program 1:** Language course for all levels 20h / week (10 weeks). Campus in the heart of Dublin. Possibility of working for Europeans. Price: 3000 € - SIW service included .

#### Business Program

**Short professional courses:** Professional courses with many specializations lasting from 1 to 2 months. Price: € 1,625 per module. Possibility of working for Europeans.

**Post Graduate Certificates:** Bac +5 level course with professional certificate in many specialties (marketing, communication, e-business, ...). Price: from € 6,875. Possibility of working for Europeans.



## Tunis (Tunisia)

### Presentation

Tunis, the epicenter of the spectacular growth of Tunisian higher education, which began 20 years ago, has become the essential place for anyone who wants to study in the country. At the confluence of Arab and Berber civilizations, a Mecca of ancient history and at the same time a modern city, Tunis lapses into synthesis. From the Medina, its erratic streets, to the typical small cafes, the place breathes life with its 150,000 students, or more than 10% of its population.



## Dubai (United Arab Emirates)

### Presentation

Student life in Dubai is amazing! From the ski slope to the desert dunes to the glitter of Emirati shopping malls and turquoise water beaches, there is no shortage of activities in Dubai. The city is constantly evolving to offer its inhabitants ever more sensations and pleasures.

**The Lyon Business School is now a partner with IAE TUNES university**

# Non-Elective Activities

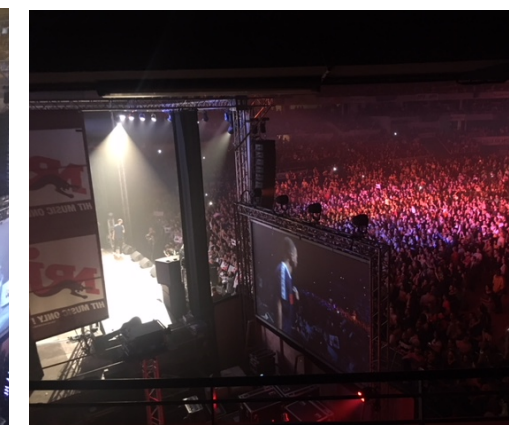
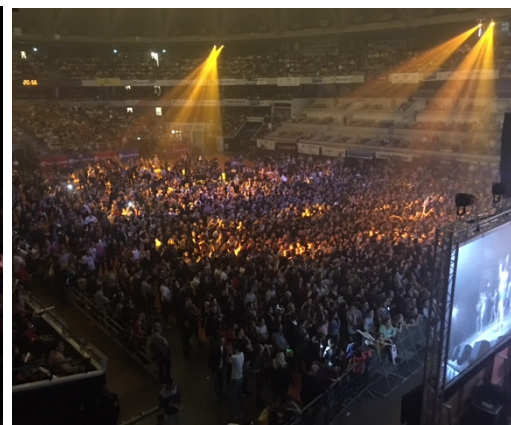
As Master students you should play a major role in organizing some of our non-elective activities and motivate younger students to join these causes. We hope to develop a sense of empathy, community and responsibility in all of our graduates. This is also an opportunity to hone your leadership and organizational skills and will be a real asset for your CV.

In the past, our students have assisted in

- a humanitarian project in Togo,
- helped organize a rugby tournament
- taken part in the world famous Lyon "Festival Lumière".

We believe this mandatory extra presents the chance to:

- help with an associative project
- organize and participate in sports events
- build management experiences
- improve your organizational and communicative skills
- be in contact with the professional world
- experience social entrepreneurship
- be a driving force behind these projects

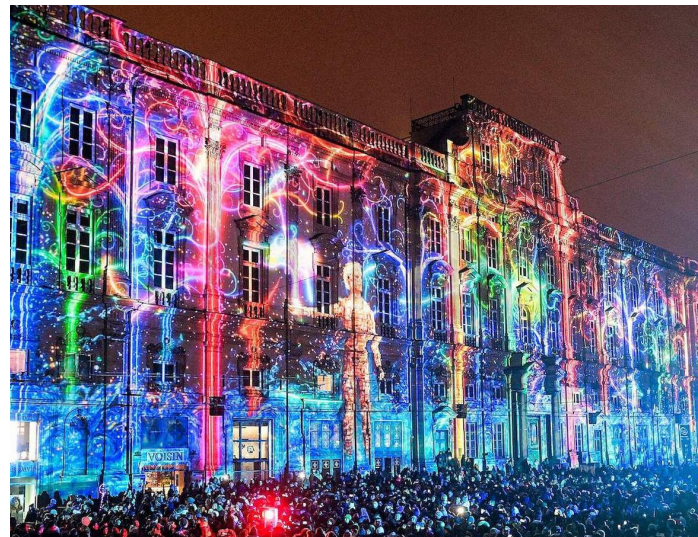




**student International trips**



**humanitarian project in Togo**



**"Festival Lumière"**

# Alumni (Gala)

The Alumni association is meant to create a direct relation between past, present and future students. All Lyon International Business School students are encouraged to use this network to stay in touch, as well as seek and offer employment. That way, our graduates leave us with access to an invaluable professional network to make use of. For this reason, the Alumni association's motto is 'Memento' meaning 'Remember', implying that our graduates should always remember their roots and where they come from.







# GALA ECL 2020

*Assaguerade*



Watch on YouTube



**IBBA  
&  
IMBA  
ADMISSION  
PROCESS**

# Admission Process Steps

To be considered for a place at Lyon International Business School, please read all of the information on this page and complete the following steps. We have endeavored to keep the admission process as simple as possible. Should you be unsure about anything, please contact us.

## Online Form

The first step is to fill in the online registration form. This form will begin your application process and provide us with your basic information. We will use this information to place you in a potential program and to get in touch with you. We will contact you within 48 hours of your request.

## Requisite Paperwork

This paperwork will make up your admissions dossier. These official papers are required by Lyon International Business School to make sure you meet legal and internal requirements to enter a chosen program. These papers can be sent through to us before or after your Admissions Test, as preferred.

## You will need

- a copy of your passport photograph
- a copy of international passport data page
- a copy of all relevant diplomas and qualifications (high-school / A-Levels; college / university degrees)
- any language qualifications (if you are not a native english speaker)
- a statement of purpose
- a cover Letter (this is very important, no more than one A4 page, please)
- Once we have received your admissions dossier, the Head of International Studies will verify whether you are eligible to enter the program. Please consider the letter of motivation as the most important part of your written application. This letter should show us how you will be able to fit into our program and school philosophy.

## Admission test

You may choose to apply for the Admission Test straight away, without filling in the online form requesting contact from the school. The written test is structured as follows:

## **A test of General Culture**

This test helps us to see how well you understand the world you are living in. The Lyon Business School recruits students who are inquisitive and ready to question the economic, political and cultural environment they are part of. This exam is made up of 32 to 40 questions, depending on the level of studies the candidate wishes to enter.

## **A written expression test on a given subject**

This test takes the form of an essay of 300-450 words on a given subject.

## **English test**

Here we will test your command of the English language. Your proficiency in English is key to your success as this will be the language of instruction for all of your classes. We recommend no less than a B2 level. You may be excused from the English test if you have an adequate diploma in English language that proves your proficiency.

## **Admission Interview**

The Admission Interview takes the form of a personal interview with the Head of International Studies or the Director of the Lyon Business School. You will be invited for an Admission Interview based on your performance in the Admission Test. In this interview, we will discuss your career plan to fully understand what motivates you and ensure that your values match those of LBS. This interview will also enable us to guide you effectively throughout your time with us and after graduation.

## **French resident candidates**

Candidates are required to attend a physical interview and sit the written test at Lyon Business School

## **International candidates**

Candidates are invited to interview via skype or telephone.

## **Response Time**

The Head of Studies will make a final decision within one week of your interview. LIBS will then give the candidate one week to decide to join LIBS.

## **Confirmation**

Once you have received your letter of acceptance to our school, we invite you to sign our contract\* confirming your acceptance. This can be helpful to international students when applying for a French study VISA.

**\*Please note that we can only deliver inscription certificates "certificat de scolarité" to students who have paid part or full tuition fees in advance**



9 Formas de viajar ¿Cuál es la tuya?

Idiomas | Estudia y Trabaja | Au Pair  
Universidad y posgrados | Preparatorias  
Camps | Prácticas | Tours Educativos | Vuelos +

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+52 (33) 3614-8383  
01800-122-8383

V.E.T.E. Education & Travel



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SCHOOL**

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**LYON**