

iaelyon

SCHOOL OF
MANAGEMENT



Master of
Science (M. Sc.)

European
Business
Realities

iaeriin@univ-lyon3.fr



ALL YOU HAVE TO KNOW
about the
degree

Master of Science

European Business
Realities

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“Think ahead...
Think
International

THE HIGHLIGHTS
OF THE PROGRAM :



> THE EBR PROGRAM IS PART
OF THE M.SC. INTERNATIONAL
MANAGEMENT, EPAS
ACCREDITED SINCE 2008

> COURSES IN ENGLISH

> A MULTICULTURAL
CLASSROOM: INTERNATIONAL
STUDENTS, PROFESSORS
AND PRACTITIONERS

> A EUROPEAN
PERSPECTIVE: STRONG
EUROPEAN BUSINESS AND
MANAGEMENT FOCUS

> A FLEXIBLE PROGRAM: THE
PROGRAM MAY BE STARTED
EITHER IN SEPTEMBER OR IN
JANUARY

INTERNSHIPS AS PART
OF THE PROGRAM

6-9 months internship

In France or abroad

Master's Thesis Presentation

CONTACT
INFORMATION

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Silvia DIDIER
EBR Program
Academic
Director

The M.Sc. European Business Realities is a unique Master's program **taught in English** providing students with a strong perspective in business practices in Europe. It aims to provide students with a **comprehensive in-depth approach** to the main fields of Management as they face Europe and its realities.

The EBR program aims to enable future international managers to thoroughly understand how to perform, take action and make decisions in an ever changing European environment. Its main objectives are to provide students with a strong set of managerial skills and tools which will enable them to successfully conduct business in and with Europe, thereby providing them with a sound advantage in the field of international trade.

Taught in English by IAE Lyon and Visiting Professors, the program welcomes every year a mix of French and international students from all around the world; the diversity of a multicultural classroom helps provide a comparative approach.

PROGRAM CONTENT

ECTS
credits

SEMESTER 1: SEPTEMBER TO DECEMBER

30

French taught courses: Théorie des organisations et du management, Management stratégique, Analyse financière, Anglais des Affaires, Géopolitique et Management interculturel, Développement international de l'entreprise, Préparation à la recherche en management international...

International students who do not have the Required French proficiency may be admitted directly into semester 2 or semester 3 based on their former academic background in management.

English taught courses: Introduction to international business, International Corporate Development, Introduction to research in international management

SEMESTER 2: JANUARY TO MARCH

30

Finance in European companies, Strategic management: flexibility, outsourcing, mergers as strategic actions of European companies, International Business Intelligence, International Marketing, Territorial development, International Supply Chain Management
March to June - 3 to 6 months internship in France or abroad - Internship report

SEMESTER 3: SEPTEMBER TO DECEMBER

30

Marketing & Relationship Management: CRM applied to international business, Controlling in European companies, Supply Chain Management, Intercultural Communication, Business French, Business English, Risk Management and Sustainable Development in Europe, International Business Development, Organizational Behavior, International Consulting

SEMESTER 4: JANUARY TO SEPTEMBER - 6 TO 9 MONTHS INTERNSHIP

30

6 to 9 months internship in France or abroad - Master's Thesis and Presentation

PREREQUISITES

The EBR program is designed for students with a strong business background holding a minimum of

180 ECTS credits earned exclusively in the fields of business.

ADMISSION REQUIREMENTS

Pre-Experience Master's Students. Students are selected based on:

> An application form (background, motivation, professional project, academic records etc.)

> SIM (IAE Message Score) or TAGE-MAGE or GMAT Score test results

> TOEIC or TOEFL Test score (if English is not the native language of the applicant)

> A face-to-face or videoconference interview

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Continuing Education Applicants. Applicants are selected based on:

> A face-to-face or videoconference interview

> A face-to-face or videoconference interview

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A STRONG NETWORK OF PARTNERS

Double Degree opportunities within the framework of the EBR Program

VSE PRAGUE, UNIVERSITY OF ECONOMICS – CZECH REPUBLIC

Member of the highly selective and renowned consortiums PIM and CEMS, ranked “Universal Business School” with a record of 5 Eduniversal palms, VSE Prague is also EPAS accredited by the EFMD for its Master’s Degree in “International Business – Central European Business”.

The IAE Lyon and VSE Prague have established a double-degree agreement.

THE UNIVERSITY OF PAVIA – ITALY

The University of Pavia offers an international Master’s Degree in “International Business and Economics” (Laurea Magistrale) specialized in the theoretical and practical aspects of international management in big, medium and small enterprises.

The IAE Lyon and the University of Pavia have established a double-degree agreement.

CALENDAR

- > Online application March 2015:
<http://studiaelyon.univ-lyon3.fr>
- > Application deadline:
 - Master 1 - May 15, 2015
 - Master 2 - May 29, 2015
- > Fall Semester: from September to December
- > Spring Semester:
 - Master 1: from January-March
 - Master 2: from January-September

Exchange students from IAE Lyon partner Universities : The EBR Program is flexible and may be started either in September or in January, inverting semesters 2 and 3 to complete a full academic year.

INTERNSHIP AND CAREER CENTER

The **Internship and Career Center** provides IAE Lyon students and exchange students with personalized guidance and employability support.

A specific website is dedicated to internship and job offers to help students in their search.

Contact information:
iae-eca@univ-lyon3.fr

Did you know ?

The European Business Realities Program is a specialization of the IAE Lyon School of Management M.Sc. International Management which has been EPAS accredited since 2008.

This program is ranked among the best Masters, M.Sc., MBA in the 2014 SMBG ranking.



WHAT THEY THINK



Nadezhda SOTIROVA,
Graduate in European
Business Realities,

Economic Engineer in
Operational Marketing
Renault Trucks
International

“The EBR program is both comprehensive and varied, which was very motivating for me as a student. The key element, on top of the quality and depth of the teaching, was how open-minded this training made me. I interacted on a daily basis with a multicultural mix of international teachers and students, but also with professionals who had a lot of first-hand experience and used innovative teaching methods. After a year in Lyon as a second year Master’s student, I chose to pursue a Double Degree with VSE Prague (University of Economics), followed by a six-month internship in a Czech company. Right after graduating I was offered a job in one of the biggest international companies in the Lyon area. The International Management degree gave me the tools to fulfill all of my professional responsibilities with pride and confidence and meet all of my company’s requirements, however challenging.”



**Silvia DONA
and Roberta RESPIGO,**

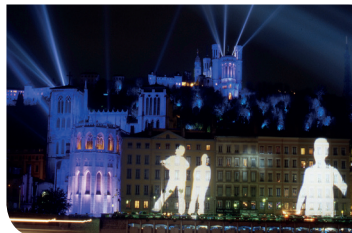
Double Degree IAE
Lyon – University of
Pavia

“As graduate students from the University of Pavia, we chose to add a global and professional dimension to the International Business and Management Degree offered by our home University by pursuing a Double Degree with the IAE Lyon. The school is really open to the world with courses and seminars adapted to a European and international audience. The EBR program we enrolled in is taught in English and mixes a wide range of students, professors and professionals from around the world. Our year in France has been very intense and filled with new experiences and memories. We are currently interning in French companies, a very enriching experience that is part of the Double Degree. Overall the program truly helped us grow both on a professional and personal level. We would definitely recommend this international experience to other students.”

Why Lyon ?

Lyon: Capital of the rhone-alps region and France's number one destination for international companies:

- > **Rhone-alps:** 5th GDP out of 204 European regions
- > **Over 1500 company decision centers:** Sanofi Aventis, bio-Mérieux, Groupe Seb, Renault Trucks (World Headquarters), Bayer CropsScience, JTEKT, Scotts International (European Headquarters)...
- > **International institutions:** Interpol, Euronews, the International Cancer Research Center, the WHO, one of the 2 European bio-safety level-4 laboratory, 70 consular representations...
- > **Global events and conferences:** BioVision -The World Life Sciences Forum, The International Vaccine Convention, Pollutec - The International Trade Show on the Environment, SIRHA - the International Food, Hotel and Catering Industry...
- > **The quality of life and high level of higher education programs** combined with a dynamic and growing economy make Lyon one of Europe's most attractive academic and economic centers. With 4 Universities and 20 "Grandes Ecoles", and over 12 500 international students for a total population of nearly 130 000 students, Lyon stands out as a genuinely international University city.



At the heart of the European Union, Lyon is the second largest city in France after Paris. Located at the confluence of the Saone and Rhone rivers, and with its Gallo Roman

heritage and Italian architecture, Lyon has been listed as UNESCO World Heritage since 1998. In 2013 the city was ranked by the Ernst&Young Survey the 9th most attractive European city.

Today life goes on in the historical center, with its restaurants, shops, cultural sites, opera house, theaters, museums, cinemas and parks. Known for its tradition of excellence in food, Lyon distinguishes itself as the gastronomical capital of France.

Conveniently located at the crossroads of Europe, Lyon benefits from excellent rail and air transportation and is only a couple of hours away from Paris, the South of France, ski resorts and many European cities.

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Officiel.IAELyon



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