



Discover **EMLYON**



EDUCATING ENTREPRENEURS FOR THE WORLD

[www.em-lyon.com](http://www.em-lyon.com)

# Educating entrepreneurs for the world

## Mission

EMLYON is a European Business School devoted to lifelong learning for entrepreneurial and international management.

Its entrepreneurial and educational project consists in stimulating the social responsibility of its participants, thus giving them all the support needed to achieve business success in the various cultural and economic systems around the world.

Its know-how in training is based both on theory and on day-to-day company management.

Its distinctive expertise is founded on teaching innovation and an entrepreneurial approach to management education.

**EMLYON is among a select few institutions worldwide awarded 3 international accreditations.**

Founded in 1872, EMLYON is affiliated to the Lyon Chamber of Commerce and Industry.





# A European **Business School**

## Entrepreneurship and international

In today's global workplace, competitive advantage depends on exploring new horizons, challenging the status quo, and managing innovation. These are all linked to EMLYON's long standing credo of entrepreneurship, which underscores its signature mission: " Educating entrepreneurs for the world ".

At EMLYON the spirit of entrepreneurship is omnipresent, influencing its innovative educational environment, its graduate and executive programme contents, and its world class research activities.

Along with entrepreneurship, the other main learning factor at EMLYON is the international environment. Its multicultural campus acts as a melting pot for more than 60 nationalities. The school strives to prepare students and non-diploma participants to not only understand global issues, but also to integrate ethics and social responsibility into their preparation for managing in the international workplace.

## Key figures\*

- 1872 - foundation by industrial leaders of the local community
- 1997 - Groupe ESC Lyon becomes EMLYON
- 30,000 m<sup>2</sup> of offices and teaching accommodations in an 18-acre park
- 2 modern halls of residence
- 4 sites: Lyon-Ecully main campus, Paris office, Geneva and Shanghai training centres
- 2,700 students, 30% of whom are not French
- 5,000 participants in executive education programmes each year
- 111 Faculty members
- 400 visiting experts
- a network of 16,600 alumni
- 99 foreign universities or Business Schools linked by partnership agreements

\*October 2007 figures

## Alumni Association

The EMLYON Alumni Association has a network of 16,600 graduates around the world. The association has the mission to strengthen links among the graduates themselves and with the school, both on a professional and personal level. Its role is to provide career development guidance, disseminate alumni network information, and integrate graduates into the EMLYON network.



## Lyon-Ecully campus

Located in green setting only 15 minutes from the centre of Lyon, EMLYON combines the advantages of a large metropolis with those of a campus in wooded surroundings. The modern buildings located in a large 18-acre park provide 30,000 m<sup>2</sup> of office and teaching space equipped with a WIFI network.

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# An internationally **recognized Faculty**

## **Academic excellence**

Being among the best European business schools requires the development of academic knowledge at an international level but also of expertise driven by business realities. The mission of the core Faculty of EMLYON is to provide all students and participants in executive education with high standards of training.

They are supported by several content experts, executive professionals, consultants, and professors from universities, business schools, and commercial organizations around the world.

## **Innovative teaching**

For more than 20 years, EMLYON has invested in new educational methods and technologies. Today, it boasts highly innovative, award-winning experiential learning systems designed for both graduate and executive

programmes. This new form of teaching combines the search for efficiency in the learning process and participant motivation.

## **Research**

The quality of teaching depends on the quality of research. As such, EMLYON has a long-standing tradition of theoretical and applied research. The EMLYON Faculty is actively involved in multiple research projects and networks, and regularly publishes in top-tier journals and professional magazines. EMLYON works closely with partner companies to conduct applied research aimed at finding practical solutions to emerging management problems in areas such as entrepreneurship and strategic management.

Finally, in a never-ending effort to open new avenues for understanding and learning, four additional research centres have been created in recent years:

- the French Corporate Governance Institute,
- the Entrepreneurial Processes Research Centre,
- the Organizations, Careers and New Elites Research Centre,
- the Financial Risk Analysis Centre.



### **Some figures\***

- 93 permanent professors: 23 non-French
- 18 instructors,
- 36 associate visiting professors,
- 400 visiting experts,
- In 2006/2007: 53 articles in national and international journals, 11 books, 30 book chapters, 10 working papers, 83 conference appearances.

\*October 2007 figures

## **PhD in Management**

EMLYON has long cooperated with universities Lyon II and Lyon III for the preparation of doctoral students in management. Nearly 15 professors advise more than 30 doctoral students preparing to become professor-researchers. In October 2006, EMLYON launched its own PhD programme in English with a mission to contribute to knowledge creation in the fields of entrepreneurship, international management, and innovative organizations.

[www.em-lyon.com/phd](http://www.em-lyon.com/phd)

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# EMLYON Grande École

Graduate programmes for international students

## European Master in Management (EMM)

First European Master run by 3 major European institutions: Aston Business School (Birmingham - Great Britain), Munich School of Management (Munich - Germany) and EMLYON Business School. A 2-year management programme taught in English for international Bachelor graduates who wish to develop their skills and their employability in a multicultural environment. Triple educational approach, triple campus, triple alumni network and triple degree. [www.european-master.com](http://www.european-master.com)

## MSc in Management

2 or 3-year programme taught in English and/or French for students with a Bachelor degree. The purpose of the MSc is not only to teach management techniques, but also to reveal student potential. Using a wide variety of interactive teaching methods and techniques, the educational process concentrates on developing decision-making skills, learning how to take risks and boosting creativity.

## Specialized Masters

12 different one-year programmes for graduates who want to develop functional and managerial responsibilities in areas such as corporate finance, international purchasing, agro-industry management, and service industry marketing. These specialized programmes are taught in French and are awarded a diploma entitled 'Mastères Spécialisés'.

## The Incubator

Created in 1984, the Entrepreneurship Centre has helped more than 1,000 projects for start-up and acquisition, which represents more than 550 companies.

**EMLYON Incubator** aims at helping students and entrepreneurs create business projects.



### A dedicated coaching system

The Career Centre helps students develop both personal and professional projects. Its mission is to provide an international view of the job market and to guide students through the various educational steps necessary to learn how to manage the complexities of a vast economic and cultural environment.



### Student life

The development of skills is not limited to the classroom and academic work. Student associations and sports activities are central to student life. These provide many real opportunities to apply concepts, tools, and management methods acquired during the programme, and to make the most of personal ambitions and preferences, as well as to develop one's personality.



# EMLYON Executive Education

Educating managers to develop and increase their proficiency and value as leaders

Executive Programmes at EMLYON offer continuous learning and development during every stage of a manager's or executive's career. Programmes include diplomas and certificates; few days to several months in duration; full-time or part-time; and modular or personalized learning solutions. These programmes satisfy nearly every development requirement.

## MBA Programmes

- **International MBA** is a 1-year full-time degree programme, in English, for high-potential managers looking to develop entrepreneurial leadership and general management skills in a dynamic competency-based, multinational, experiential learning environment.
- **Executive MBA** is a 2-year part-time general management degree programme in English and French for high-potential executives. Fast-track in 1 year.



## Custom Programmes

In an increasingly complex and competitive environment, companies must continually improve. These challenges, which are unique to a company and its situation, require specific solutions. To respond to the needs of each company, EMLYON offers tailor-made solutions covering all the management fields. Custom programmes are offered in French, English, Spanish, Portuguese, Chinese and German. 37% of the groups are multicultural.

## Other Degree Programmes

- **CPA LYON** is a French diploma programme focused on practical learning for managers seeking to become directors of companies.
- **Programme in General Management (PGM)** is a French diploma in general management.

## Open Programmes

- **China-Europe Advanced Management Programme** is an 11-day programme for Chinese executives and high-profiles taught in English and takes place in France and China.
- **International Concentration Programmes** are programmes for executives and MBA participants to develop their global view of business outside Europe and around the world.
- **Global Executive Programme** is a specific accompaniment for members and future members of executive committees.
- **Certificates** are French programmes covering a range of skills in specific fields of management focused on career advancement.
- **Executive Specialized Master in Management Consulting** for consultants or managers willing to work within the sector.
- **Personalized Programmes** that offer individualized learning solutions created by participants, their employers and EMLYON coaches and development teams.

## International Language Centre

A wide range of linguistic programmes available in 10 different languages including Chinese, Japanese, and French (as a foreign language). Programmes are designed to address a variety of language development needs including professional real life situations and understanding intercultural communication.





## Lyon: an enticing European metropolis

Together with its unrivalled geographical position, Lyon has many assets including its atmosphere and its way of life. Lyon is not only home to many of France's largest corporations which now operate worldwide, it has also attracted many international firms and organizations. For centuries, the city has been a trading centre at the crossroads between Northern Europe and the Mediterranean South. While its entrepreneurial culture dates back to the silk manufacturers in the early 19th century, its current dynamism is based on a diversified range of modern industries including energy, chemicals, vaccines and biotechnologies.

### Only 2 hours from Paris and Geneva, an exceptional European location

- **Lyon, the capital of a dynamic region:** the second largest region in France after Paris, 1.2 million citizens, 6<sup>th</sup> largest region in Europe, leading region in France for incoming international companies, a major education capital with 150,000 students, Lyon hosts many international headquarters (Adecco, Plastic Omnium...) and renowned international organizations (Interpol, Euronews...).
- **Lyon, a great city to live in:** 2,000 years of history, a large urban site on the UNESCO World Heritage list, one of the top 5 tourist destinations in Europe, capital of gastronomy, Lyon is home to 22 of the best restaurants in France.

### More about Lyon

- Aderly (The Lyon Area Economic Development Agency): [www.lyon-aderly.com](http://www.lyon-aderly.com)
- Lyon Convention & Visitors Bureau: [www.lyon-france.com](http://www.lyon-france.com)
- Rhône-Alpes Tourisme: [www.rhonealpes-tourisme.fr](http://www.rhonealpes-tourisme.fr)
- Official Website of the City of Lyon: [www.ville-lyon.com](http://www.ville-lyon.com)



### Lyon, a city in the centre of Europe

Excellent travel connections to other major European business centres and destinations. Lyon is less than two hours away by car from the French Alps, and a three-hour drive to the Mediterranean Sea. London, Barcelona, Milan, Zurich... can be easily reached within an hour's flight from Lyon.

