European Business Environment & Entrepreneurship

SUMMER SCHOOL
POSTGRADUATE PROGRAMS
Lyon-Ecully | From June 2nd to June 26th 2020

LYON . SHANGHAI . SAINT-ETIENNE . CASABLANCA . PARIS . BHUBANESWAR

Triple Crown international accreditation
Summer School: Dive into international experience and French culture

This program is designed for graduate students who want to examine the fascinating spectrum of cultures and business practices and understand ecosystems of innovation and entrepreneurship in Europe.

Program structure*

Module 1: European Business Environment
5 ECTS (European Credit Transfer System)
Fred SEIDEL, Professor in Business Systems

Subjects covered:
• European Business System
• European Economic Integration
• European Competition Law
• European Social Responsibility
• European Corporate Governance

This module will offer you the possibility to develop your understanding of European Business Environment, it will give you the background knowledge needed to understand Europe as a whole, thus underlining the common features of European Countries, but also emphasizing a notable characteristic of Europe: its diversity.

Module 2: Entrepreneurial Journey
5 ECTS (European Credit Transfer System)
Grégoire CROIDIEU, Associate Professor in Entrepreneurship

Subjects covered:
• Ecosystems of innovation
• Opportunity discovery and identification
• Startups and new ventures
• Entrepreneurship in Europe

During this module, a special emphasis will be given to class participation and group work. Also, you will be involved in several activities designed to foster experiential learning while allowing you to make friends, discover the region, and interact with our local entrepreneurs. Most of these activities will be done in teams and will be evaluated both quantitatively (through the achievement of task goals) and qualitatively (on the basis of team reports and debriefing on each activity).

* All courses are fully taught in English
Courses description

European Business Environment

Companies (large ones as well as small ones) are more and more heavily involved in a process of internationalization or globalization. They are already, or they are becoming progressively, multinational, transnational or even global. In order to reach or maintain levels of performance matching those of the global or regional leaders, they need to take into account - in their strategy as much as in their managerial processes - international diversity. This concerns, of course, differences in culture but also institutional factors like educational systems, access to financial resources and, after all, economic policies and historically grown managerial systems.

In this class and drawing on approaches coming from institutionalism as well as from the theory of comparative business systems (Withley), students will learn (and practice) how to analyze and compare various cultural and institutional environments for business. The main focus will be on European systems but we are comparing them to non-European systems so as to highlight European peculiarities.

Examples of corporate visits:
- Renault Trucks - Volvo: international automotive company
- Sanofi Pasteur, bioMérieux: global leaders in healthcare
- emlyon business school startup incubator
- Local family businesses: Sève chocolate maker, Babolat Sports, Groupe Seb

Examples of cultural activities and excursions:
- Walking tour of Lyon
- The Institut Lumière: Cinema museum and home of Lumière brothers who created the Cinematograph
- River boat tour in Lyon
- Cooking classes and international dinner

Entrepreneurial Journey

This module is devoted to selected topics in entrepreneurship, including a variety of contexts and pedagogical approaches that will help you to develop a few skills necessary to navigate through venture creation and growth, intrapreneurship, social entrepreneurship, and other aspects of entrepreneurial phenomena.

Opportunity identification and evaluation, innovation, risk taking, team building, pitching ideas, and business planning are some of the topics we will discuss and develop inside and outside the classroom.

The main learning objective for the whole module is to engage students with the main questions asked when people face each of the selected topics of the course in real life.
+ Annie // Rollins College // 2019 Summer School

“Studying abroad is a memory that lasts a lifetime. At emlyon business school, I was able to do more than further my business education. By collaborating with students from across the globe – America, Hong Kong, Canada, Morocco, Italy, Guatemala, Russia – I learned to see the world differently. I made new friends that I still keep in touch with today. And I was able to experience so much of the beauty, history and cultural value of the city of Lyon. It was truly unforgettable!”

+ Michelle // Rollins College // 2019 Summer School

“I greatly enjoyed my study abroad experience at emlyon business school. The professors helped us learn so much more about French and European business culture. The other students were from all over the world so it was truly a multi-cultural experience.”

+ Letizia // Luiss Business School // 2019 Summer School

“emlyon business school is well organized and very oriented to innovation also thanks to its famous incubator of startups. Our class was composed by students from all over the world: USA, Canada, China, Morocco and Russia. This mix of different cultures permitted us to live a very constructive experience. The course was interesting even if short. We talked a lot about business and we had moments of discussion in class. Lyon is one of the most beautiful European cities that I have visited: full of young people, bars, music, places to visit and things to do! I loved it.”
How to join the Summer School program

Application process
- Application to our Summer School is done online through our website: masters.em-lyon.com/en/Summer-School

Deadline for application is April 30th.

We recommend early applications for more chances to enroll in the program and housing. Application may be considered after this date if places are still available but it’s recommended to apply as early as possible, as applications are considered on a rolling basis.

Deadline for partner institution nominations for the Summer School is March 1st.

Entry requirements
- • Being enrolled in a master level program
  • Transcript or provisional transcript
  • CV
  • Cover letter
  • Equivalent to B2 English level

Exchange students nominated by emlyon business school partner institutions for the Summer School, please refer to your home institution directly for the application process.

Tuition fees
- 1,500€ per module

Candidates are eligible to a special early-bird fee if they apply by March 1st.

Students are eligible for a 10% discount when 3 or more students from the same institution enroll in the program.

Students nominated by emlyon business school partner institutions for an exchange in our Summer School are waived from tuition fees.

Accommodation
- masters.em-lyon.com/en/emlyon-business-school-Summer-School/Student-Life
Study in France at emlyon business school

emlyon business school: one of the world’s best educational institutions

emlyon business school is a French private state-approved institution of higher education founded in 1872. The School hosts 8,600 undergraduate and postgraduate students from 110 different nationalities, and of 6,000+ senior managers on executive development programs. It operates now on six different campuses (Lyon, Shanghai, Saint-Etienne, Casablanca, Paris and Bhubaneswar) with a network of 190 international academic partners and a community of 32,000 alumni over 120 countries.

Throughout its history, the school has remained true to its origins: entrepreneurial, innovative and humanist. emlyon business school’s mission is to reveal “makers”, actors of the transformation who can anticipate, straddle frontiers, build and contribute positively, learn how to take action, and bring values in their collaborative approach. The “maker” notion mirrors emlyon business school’s vision of what is an entrepreneur, someone who tries, experiments, makes mistakes, starts again, learns as he goes along. Our students may develop such skills within the framework of the next generation pedagogy, associating academic research of excellence and innovating learning tracks.

emlyon business school is part of the 1% business schools with the triple international accreditations by AACSB, EQUIS and AMBA, and as such ranks amongst the world-class business schools.
Lyon, a global city

Lyon stands within Europe’s sixth-largest region. It is one of the most attractive cities for European investors and is home to more international companies than any other region in France. This university city, with a student population of 150,000, also hosts a number of corporate head offices and international organisations (Interpol, Euronews, etc.). The city boasts recognized expertise and competitiveness clusters in the following sectors: biotech and healthcare, environment and digital entertainment (video games, cinema, audiovisual, animation and interactive multimedia). Lyon’s history dates back 2,000 years.

Lyon, a vibrant place to live and create

The city, home to a UNESCO World Heritage Site, is one of Europe’s top five tourist destinations and is known for its gastronomy, with no fewer than 15 Michelin-starred restaurants. It boasts the perfect location for student living, near the French Riviera and the Alps and just 2 hours from Paris by high-speed rail. Lyon offers a wide range of activities and cultural events, including Les Nuits Sonores (electronic music festival), the Fête des Lumières (December lights festival), Les Nuits de Fourvière (culture, concerts, etc.), the Biennale de la Danse and the Biennale d’Art Contemporain. Living in Lyon brings all these things to your doorstep.

www.onlylyon.org

Lyon-Ecully campus

The business school’s historical campus is situated in pleasant, rural surroundings just 15 minutes from the centre of Lyon in the town of Ecully. The buildings, located in a large 15-acre park, provide 30,000 m² of office and teaching space. In line with the business school’s digitalization strategy, this space is under transformation, notably with the opening of the learning hub in 2015 and the 45/4 space. In 2016, the installation of the new incubator and makers’ lab, in the heart of the campus, became the first ever creativity & learning hub in Europe. Two halls of residence - the Drakkar and the Galion - house over 300 rooms and studio apartments.
emlyon business school

- **6 campuses**
  Lyon, Shanghai, Saint-Etienne, Casablanca, Paris, Bhubaneswar
- **32,000 graduates**
in **130 countries**
- **8,600 students**
- **110 nationalities**
- **1,100 students involved**
in **52 associations**
- **6,000+ executives in professional development**
- **190 academic partners**
- **161 professors including 48% international**
- **1,600 business partners**

**Figures 2020**

**Contact**
- For more information about the program and admission conditions:
  incoming.mscprogramme@em-lyon.com
  masters.em-lyon.com/en/Summer-School
- Visit our campuses on google street view

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