



 early makers  
since 1872

**em  
lyon**  
business  
school

# Global BBA program







COFFEE ASSOS

EARLY MAKERS

**em**  
**lyon**  
business  
school



**Learn here, achieve now**

Through encounters, exchanges  
and other people who enrich us.

**Explore here, shape now**

Through projects, experiments and  
endeavors that open up new paths.

**Evolve here, change now**

By shifting our perspective, commitments  
and actions that push boundaries.

**Transmit here, reveal now**

Through learning, experimentation  
and vocations that emerge.

**Awaken here, create now**


Thanks to enlightened generations  
that respond to global challenges

**Here and now.**



**Isabelle Huault**  
Executive President & Dean



 In a complex and uncertain world, **emlyon** business school's mission is to provide lifelong training and support to enlightened people who effectively change organizations to build a society that is fairer, shows solidarity for others and respects the planet.

To this end, **emlyon** business school's Global BBA aims to develop students' reflexivity, critical thinking and creativity through pluralistic and interconnected knowledge. It nurtures their entrepreneurial spirit and commitment through a pedagogic approach based on experience and experimentation, enabling students to develop their self-knowledge in order to open up their professional horizons and build their employability. To achieve this, the program is designed around the School's three strategic priorities.


#### **Engaging to create change**

Social and environmental engagement is the common thread running through all of the school's activities and is consistent with our status as a benefit corporation. We apply the principles of social responsibility to our teaching, research and entrepreneurship. emlyon thereby ensures that Global BBA students have the skills to meet social and environmental challenges.

#### **Living the world**

At emlyon, students enjoy a unique international experience thanks to periods spent abroad lasting from 1 to 3 years, through our international campuses and our network of over 190 partner universities, as well as to the extensive internationalization of our teaching staff and our powerful alumni network in 130 countries.

#### **Hybridizing to understand**

Embodying a culture of high standards that dates back 150 years, emlyon now inspires the global scientific conversation through the academic excellence of its faculty. Hybridization is a powerful factor of openness and creativity that lies at the heart of the Global BBA's academic project, in a constant interweaving of disciplines, teaching and research, and academic and socio-economic environments. 





**Chantal Poty**  
Director, Global BBA



Choosing your studies after the baccalaureate is always a difficult moment. How to continue on a path without closing off other options, knowing that your career plans may change in the years to come?

Choosing **emlyon** business school's Global BBA is an answer to these questions and to your legitimate concerns.


This program is designed to enable you to develop skills that will be useful in all the positions and sectors of activity that you choose.

Indeed, the program's common thread is mastering the management of complex projects in a multicultural environment. You will learn to explore new markets around the world, identify opportunities and lead an innovation project to completion.

Your ability to work in a multicultural team will enable you to adopt the right stance when dealing with a variety of people, to anticipate reactions and to take advantage of diversity in order to find the right solutions.

The training has a strong digital component that is aligned with the expectations of your future employers: understanding artificial intelligence and mastering digital creation, integrating digital issues into your innovations and management, and bringing real added value to your organization.

To develop all these skills, you will alternate between theoretical courses, numerous group projects based on real cases, corporate consulting assignments and international internships with increasing levels of responsibility.

In parallel to this comprehensive training, our staff are on hand to help you refine your career plans, assert your personality and reveal your interests and ambitions. This ongoing support will allow you to confidently choose your final year specialization and to gain confidence in yourself so that you can apply for the job of your dreams. We will be there for you every step of the way. Welcome to **emlyon** business school! 

# emlyon business school:

## “Doing to learn and learning to do”

**emlyon** business school key points

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**Top 1% of  
business  
schools  
worldwide**

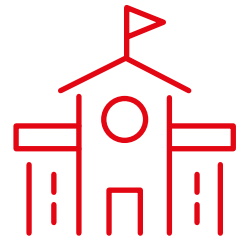
accredited  
AACSB, EQUIS, AMBA



**no. 2**

French business  
school for global  
employability

Times Higher  
Education 2021



**No. 1**

business school  
in France – 2021 Happy  
at School ranking



**9,020**

students

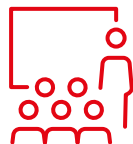


**38,600**

graduates  
in 140 countries

**125**

nationalities



**164**

teachers, of whom 49%  
are international

**7 campuses**

Lyon, Shanghai, Saint-  
Étienne, Casablanca,  
Paris, Bhubaneswar  
and Mumbai

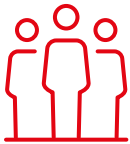
# Global BBA: Teaching through action to build the world of tomorrow

Key points of the program



**3rd Commitment  
to ecological  
and societal  
transition**

Les Échos 2021



**2,126**  
students

68  
permanent  
teachers  
of 25  
nationalities



**120**

work/study students



**5  
double  
degrees**



**No. 3**

**Bachelor in Business  
Administration  
program  
(L'Étudiant ranking,  
March 2022)**



**30**

nationalities



**99**

partner  
universities



# Global BBA

## 4-year post-baccalaureate program leading to a Bachelor's degree

The **emlyon** business school Global BBA is an **international management** training program based on action, project work, experimentation, international immersion, creativity and innovation.

It ensures optimal integration into the workforce upon graduation and access to the best Master's level programs in the world.



### For what type of students?

**Creative | Curious | Globe-trotters | Ambitious | Studious | Innovators**

- Baccalaureate students with a good academic level.
- Candidates with a foreign diploma.
- Students who have started a course of higher education (Bac+1/2/3) and are seeking solid skills in international management.
- Anyone involved in a high-level sports, cultural, artistic or entrepreneurial activity, seeking to learn about international management alongside their activity. The "Talents" program is specifically for them.





## On completion of the Global BBA, you will be able to:

- ⊕ Lead complex projects

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- ⊕ Contribute to the responsible management of economic performance

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- ⊕ Develop new international markets

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- ⊕ Use digital technology to create value

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- ⊕ Communicate effectively with all types of people

## Program highlights

- ⊕ Management of impacting projects

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- ⊕ Numerous internships

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- ⊕ Personalized supervision

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- ⊕ Innovation and entrepreneurial spirit

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- ⊕ Proficiency in digital technology

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- ⊕ Social and environmental engagement underpinning the studies

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- ⊕ Strong internationalization

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- ⊕ Network of partner companies

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- ⊕ Supportive alumni community

Charlène - Student

🗣️ In addition to its openness to the world and the professionalizing aspect, the Global BBA offers many very rewarding courses with tenured teachers, as well as speakers from the business world. The many group assignments help us to get to know each other better and to develop both our managerial skills and our autonomy. The community life is also really important! I was lucky enough to be able to join the Junior Consulting association for a year, which was very exciting and meant that I met lots of interesting people. At **emlyon** business school, we are always encouraged to push our limits, get out of our comfort zone and create the world of tomorrow! 🗣️



# A choice of three pathways

## Bilingual pathway

2 years in French and 2 years in English

Is your English not yet at its best? Start your training on the Saint-Etienne campus where you will take a number of English courses to boost your proficiency. From the third year onwards, the course switches to 100% English. If you have a good enough level of English, you can join the English-language program in the second year.

## English-language pathway

4 years in English

Are you a fluent English speaker? Start your training on the Lyon-Écully campus alongside international students from all over the world. Classes, projects, essays, presentations... absolutely everything is in English. If you have difficulties during your course, you will switch to the bilingual pathway to boost your level.

## Talents pathway

Modules to suit your activity

Do you need to modulate the pace of your training? The Talents pathway is specially designed for you.

Whether you're a high-level athlete, artist, musician, an entrepreneur or a young professional, you can study remotely thanks to asynchronous content available at all times and weekly live sessions with our teachers during the first two years of the Global BBA. Three group sessions are held each year, allowing you to meet professionals and build strong relationships with other students.





## Your curriculum

Teaching language in Y1 and Y2: French or English On all campuses, classes are exclusively in English in Y3 and Y4.							
<b>Y 1</b> The explorer	<b>S1</b>	Business management   field study   project management					
	<b>S2</b>	Fundamental courses   business game   2 to 4-month internship   mission-driven project					
<b>Y 2</b> The start-up spirit	<b>S3</b>	Fundamental courses   prototyping and digital skills   business start-up project					
	<b>S4</b>	Commercial and financial performance management   4 to 6-month application internship					
<b>Y 3</b> The globe-trotter	<b>S5</b>	Exchange program or courses on an emlyon business school campus	or	5 to 6-month internship	or		2-year double degree
	<b>S6</b>	5 to 6-month internship		Exchange program or courses on an emlyon business school campus			
<b>Y 4</b> The professional	<b>S7</b>	Course   choice of major	or	Work-study course and choice of major	or	1-year double degree	
	<b>S8</b>	6-month internship					
Final thesis							

The Talents pathway is built by the students and their tutor, depending on the obligations of their activity.

# Special features of the Global BBA

## Proficiency in managing impacting projects

Your course will include 8 major projects. You will learn the rigorous methods of project management, working in an agile and collaborative manner under the guidance of expert teachers. Your projects will have an immediate impact on a company, organization or association in the region.

### 🕒 Field study

A partner company will request your assistance to solve a real problem. You will conduct a field study, devise creative and appropriate solutions, and present your recommendations in a professional manner.

### 🕒 Mission-driven project

You will work for a local non-profit to suggest new initiatives to help boost its impact. All our partners, whether humanitarian, social, educational or sports non-profits, are eagerly awaiting your ideas.

### 🕒 RECAPSS

With our teacher-researchers, you will carry out a study in social sciences to gain proficiency in scientific research methods and to answer practical social questions. Research topics are varied and include work ethics, religions, the economic crisis, geopolitics and corporate responsibility.

### 🕒 3 business games

You've made it to the board of directors of a company. Draw up your strategy and steer your organization. You will learn the art of decision making with fictitious cases that gain in complexity over the years.

### 🕒 Business start-up project

The hallmark of emlyon is that you learn how to create a company from A to Z with our specialists. If you like this adventure, you can continue in our incubator.

### 🕒 Business Challenge

In your final year, you will act as a consultant for a company director. Your mission will be to challenge their value proposition, or even their entire business model.

**Self-confidence, responsibility, professionalism and innovation are required every step of the way.**



## Examples of field studies conducted in the first year:

### • Louvre Museum

Field study on the expectations and satisfaction level of Chinese tourists in order to improve their customer experience.

### • Restaurant chain

A study to evaluate customer satisfaction with telephone orders and the quality of welcome in restaurants.

### • Lebanese wine producer

Market study on whether and how to launch a signature product, an aniseed-flavored liqueur, in the Chinese market.



## Extending multicultural experiences

With over 30% international students and thirty nationalities present on campus from the first year, you will enjoy rich multicultural experiences in both your group work and your daily student life.

Your teachers will also be of different nationalities, coming from different educational systems and professional environments. They will share their diverse perspectives on economic and managerial realities with you.

**At least two international experiences** are required during your course: internships, international academic exchanges, semesters spent on one of our foreign campuses or the international double degree.

Thanks to the courses offered, some students spend up to **five academic semesters abroad**.

**With nearly 100 partner universities**, a large proportion of students undertake a semester-long academic exchange during their third year.

## Experiment with digital creation and embrace digital technologies

Artificial Intelligence, Data science, IoT, Blockchain, NFT, Web3... future managers need to have full command of the issues involved in current and future technologies in order to actively contribute to the transformation of organizations.

Classes on the digital ecosystem and digital transformation begin in the first year. We will equip you with the concepts, tools and methods to build an informed opinion on the benefits and limitations of these technologies. But this is just the first step.



### Examples of Bootcamp projects

Creation of connected beehives, hand prostheses, arcade tables, chairs with artificial intelligence, telepresence robots and connected vegetable gardens. You will gain proficiency in the primary functionalities of advanced software and technologies.

**emlyon** business school's makers' lab provides you with a full range of tools and software to design your projects. 3D printing, laser cutting and a digital sewing machine... the choice is yours!

### Prototype – Year 1

In the "Prototype" course, alongside our Fab Managers, you will learn how to design a mobile application that will help achieve one of the UN's Sustainable Development Goals. The theme for the 2022 intake will be "Responsible Consumption and Production". You will spend three weeks working in small groups to design and build an innovative and useful application.

### Creative Technologists Major – Year 4

Do you dream of testing, coding, connecting and prototyping your ideas? This major puts you in the role of a creative technologist, able to understand and mobilize the latest technology for innovative projects. While working with a range of technologies, you will explore design and rapid prototyping methodologies to develop your creativity, agility and your ability to work in a cross-disciplinary team.

## Test your entrepreneurial spirit

A school created by entrepreneurs to serve entrepreneurs. This is emlyon's DNA and 150 years later, we are continuing the tradition by revealing the entrepreneur in you.

The business start-up project is an important milestone in your second year, but the **entrepreneurial spirit will run throughout your entire curriculum.**


You will develop your entrepreneurial stance in your personal and professional projects during your internships and through your involvement in non-profits and associations. In the final year, the "corporate entrepreneurship & innovation" major will boost your ability to work alone or within a company on innovation projects and the creation of new business models.

### Business Start-up Project - Year 2

For 5 months, in groups of 4 to 5 students, you will test all the stages of a creative project, from the ideation phase to the final pitch to entrepreneurship professionals. You will benefit from group coaching, plenary sessions and entrepreneurial conferences. This immersion will allow you to use all the knowledge you have acquired since the beginning of your training and even perhaps inspire you to start your own business here and now.

### Student entrepreneurs

Do you have a business start-up plan? You can replace your third-year internship with a period of intense work on your project, supported by one of our entrepreneurship tutors.



🗣️ I have always dreamed of adventure. I enjoy traveling on foot, by bike or by kayak and when I'm not on the road, I picture myself there thanks to the stories and films of Mike Horn, Sylvain Tesson and Jacques Cousteau. But how can I turn this into a career plan? There are training courses for sports, tourism and environmental jobs, but I'm not interested in soccer or basketball leagues. I don't want to work for Nike or Adidas, nor do I want to work in the hotel industry or become an environmental consultant in an NGO. My project is much easier to imagine, but infinitely more difficult to achieve. I want to experience adventures and share them! My friends and family said that, in the end, I wasn't interested in working, but just in wandering around. In answer to that, the Global BBA teaching staff said that I wanted to create my own business to turn my adventures into products (documentaries, photographs, books, etc.) and services (conferences, branded content, etc.), which would be a source of income and career fulfillment. Expressing my project in the right words enabled me to adopt the right strategy. 🗣️

Thomas - Entrepreneur



You will obtain the **status of student entrepreneur** (SNEE) and be able to use all the resources of the school's **Entrepreneur Academy**.

And once your project is well underway, you can join our incubator. Our professionals are there to help you!

## Meeting social and environmental challenges

The goal is to become a protagonist in the essential transformation of the way we produce and consume.

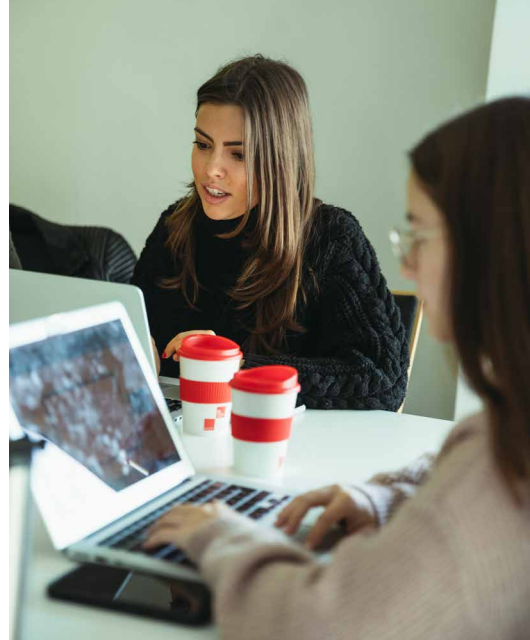
In this program, you will commit here and now to transforming the world. You will first take special classes to understand climate, environmental and social issues. The "Acting for the Climate" and "CSR and Sustainable Development" classes, as well as the "Climate Fresco" experience, are places for debate and reflection to build your systemic vision of the global situation.

You will then take action through your "mission-driven project" within a local non-profit organization, as well as through your involvement in the school's community life. You will act to solve problems of integration, solidarity or environmental protection.

### New for 2022

The School is creating an "SDG INSIDE" label that lists all the Global BBA classes that allow students to develop skills in the sustainable management of organizations and in relation to one of the 17 UN Sustainable Development Goals.

In 2021, 55% of courses addressed these skills in one way or another, irrespective of their main disciplines (marketing, supply chain, human resources, etc.). In 2023, 100% of classes should be labeled "SDG INSIDE". This is a firm commitment by the School to **teaching that is completely dedicated to transforming the world.**



### Our engaged non-profits:

- **Human:** a humanitarian and solidarity-based association.
- **New World:** an association committed to protecting the environment by encouraging greener practices.
- **Em' anity:** an association committed to defending the environment, women's rights, the recognition of minorities, the protection of animals, the protection of sick children and supporting the disabled.

### One Sustainable Development Goal is featured each year:

2021-2022 – SDG 10

"Reduce inequality"

2022-2023 – SDG 12

"Sustainable production and production"

2023-2024 – SDG 16

"Peace, justice and strong institutions"

You will have the opportunity to follow lectures, attend workshops and innovate in practical projects dedicated to the year's SDG. The year also features meetings with key actors of change and prestigious personalities.



# Two years to master the fundamentals

The first two years of the program are dedicated to mastering the fundamentals of international management.

## Year 1

Educational activities	
Teaching units	Modules and educational activities
<b>The corporate environment</b>	<ul style="list-style-type: none"> <li>• The corporate economy</li> <li>• The legal environment of corporations</li> <li>• Corporate and contract law</li> <li>• Introduction to the digital ecosystem</li> </ul>
<b>Operations, Management, Strategy</b>	<ul style="list-style-type: none"> <li>• Understanding accounting information</li> <li>• Costs and decisions</li> <li>• Finance for managers</li> <li>• Project team management</li> </ul>
<b>Markets and customer focus</b>	<ul style="list-style-type: none"> <li>• Understanding and analyzing markets</li> <li>• Consumer behavior</li> <li>• Sales negotiation</li> <li>• Sales management</li> </ul>
<b>Methodologies and digital tools</b>	<ul style="list-style-type: none"> <li>• Computer management tools</li> <li>• Math and statistics applied to the understanding of markets</li> <li>• Content and data analysis</li> </ul>
<b>Projects and personal development</b>	<ul style="list-style-type: none"> <li>• Field study</li> <li>• RECAPSS project – Research applied to Social Sciences</li> <li>• Mission-driven project</li> <li>• Prototype</li> <li>• Business game</li> </ul>

**Prof. Olivier BACHELARD** –  
“RECAPSS” Course Director

 The RECAPSS class (Research Applied to Social Sciences) is designed to provide students with a scientific culture. This is because we have noted a decline in scientific culture, as reflected in two negative trends, namely a blind belief in technology and the questioning of scientific results. The objective of this course is also to think about scientific production, together with its potential applications. As Rabelais said: “Science without conscience is but the ruin of the soul”. Working in groups of 5, students carry out a social science research project, supervised by a teacher. For this, they choose a subject, explore the literature on this topic, draw up a problem statement, choose a field of application and define a methodology (qualitative or quantitative) to gather data. 





The objective of the "Computer management tools" course is to enable students to be efficient in the use of Windows, Outlook, PowerPoint, Word and especially Excel. Students will gain proficiency in the basic and advanced features of these applications through blended learning, namely by alternating e-learning and face-to-face sessions. Students prepare for classes using the online training course and working on cases. During the face-to-face sessions, the teacher focuses on the more technical points and how to produce high-quality, professional documents. The acquired skills are evaluated by the international ICDL certification, which, as well as validating the course, allows students to highlight their expertise to companies for internships and employment.

**Pascal BOISSIER** – "Computer Tools and Management"  
Course Director

## Year 2

### Educational activities

Teaching units	Modules and educational activities
<b>The corporate environment</b>	<ul style="list-style-type: none"> <li>• Globalization and introduction to geopolitics</li> <li>• Corporate Social Responsibility and sustainable development</li> <li>• The corporate financial ecosystem</li> </ul>
<b>Operations, Management, Strategy</b>	<ul style="list-style-type: none"> <li>• The fundamentals of management</li> <li>• HR for managers</li> <li>• The fundamentals of operations management</li> <li>• The fundamentals of IS management</li> <li>• Financial forecasting</li> <li>• Investment decisions</li> <li>• Team management and leadership – on the job learning</li> <li>• Corporate law</li> </ul>
<b>Markets and customer focus</b>	<ul style="list-style-type: none"> <li>• Market analysis tools</li> <li>• The fundamentals of operational marketing</li> <li>• Communicating the value proposition</li> <li>• Customer Relationship Management – on the job learning</li> <li>• Social Media Management – on the job learning</li> </ul>
<b>Methodologies and digital tools</b>	<ul style="list-style-type: none"> <li>• Computer management tools – advanced Excel</li> <li>• Mathematics and statistics applied to operations</li> </ul>
<b>Projects and personal development</b>	<ul style="list-style-type: none"> <li>• Business start-up project</li> </ul>

# Two years to build your personal and professional project

## Year 3

With the foundations firmly in place, Year 3 opens up new horizons, confronts complexity and encourages more individualized paths leading each student to fine-tune and confirm their personal and professional project. Students complete an academic semester in France or abroad, followed by a 5 to 6-month internship in a company.

### Academic exchange semester

Students have the choice of spending their exchange semester at one of our **partner universities**, on one of our **foreign campuses or in France**, depending on their academic results and their career plans. Nearly 100 partner universities, among the most prestigious institutions in the world, welcome some of our students every year.

Students discover other ways of learning and different conceptions of business, corporate issues and society. They are immersed in a different culture, creating new friendships and imagining new professional horizons.

Our international mobility teams keep in touch with them and remain on hand in case of difficulties. **Students who spend their academic semester in France are joined by students from all over the world from our partner universities.**

The classes are totally multicultural and become a forum for experiencing international collaboration.

### Business Challenge

The Business Challenge involves students working in “consulting” mode in teams of 5 or 6. The client of this assignment is the manager of a small or medium-sized company faced with the transformation of a product, process or market, or related to environmental issues. The groups of students work in agile mode, regularly interacting with the manager and their staff, and challenge the impact of this transformation on the value proposition, the economic model and even the organization.

### Examples of projects

- ☞ A company developing and marketing MES software (Manufacturing Exploitation System): how to make the value proposition legible and assert changes in the company's business model.
- ☞ A start-up in the world of transmedia, comics and video games, seeking an interim business model that allows for the sustainable financing of projects with high working capital requirements.
- ☞ A plastics company that has developed a brand of outdoor products, seeking original development ideas, as well as changes to its business model based on the principles of the circular economy.



## Year 4

The fourth year of the program can be pursued as a double degree at a partner university or on one of our campuses, on a full-time basis.

This year of specialization and strategic awareness is divided into three parts:

### ① Strategy and organization classes

Each of these classes provides students with insight into the internal and external context of organizations and teaches the multiple sources of competitive advantage of the most successful companies.

### ② The 9 specialization majors\*

Each student to choose a major, according to their career plans. The classes are taught both by teacher-researchers, who are experts in the fields concerned, and by working professionals. Organized around 4 to 5 courses, majors enable students to gain in-depth knowledge of:

#### A corporate function

- ✧ Finance & Control
- ✧ Branding & Communication
- ✧ Digital Marketing
- ✧ Supply Chain Management

#### A transversal activity

- ✧ International Business
- ✧ Corporate Entrepreneurship & Innovation
- ✧ Creative Technologists (total immersion in the world of digital creation)

#### A sector of activity

- ✧ Luxury Marketing & Management

#### The specific features of business in Asia

- ✧ Doing Business in and with Asia

### ③ Applied research dissertation

\*The range of majors offered may vary from year to year depending on changes in key issues and the skills needs of companies.



*The International Business major is designed to prepare students for working in an international and multicultural context, either as expatriates or within multinational companies. It combines four courses that focus on different and complementary skills, covering law and economics, strategy, human relations and negotiation techniques.*

**Prof. Adrian BORBELY –**  
International Business  
major Course Director



# Living the world

## 99 partner universities

### North America

#### Canada

- Carleton University - Ottawa
- Edwards School of Business - Saskatoon
- ESG UQAM - Montreal
- Glendon College - Toronto
- Haskayne Business School - Calgary
- Schulich School of Business - Toronto
- Smith School of Business - Kingston
- Telfer School of Management - Ottawa
- Université Laval - Laval
- University of Victoria - Victoria

#### United States

- Murray State University - Murray
- Radford University - Radford
- University of Portland - Portland
- University of South Carolina, Darla Moore School of Business - Columbia
- University of Texas at Dallas - Richardson

### South America

#### Argentina

- Universidad Torcuato Di Tella - Buenos Aires

#### Brazil

- Insper-Instituto de Ensino e Pesquisa - São Paulo

#### Chili

- Universidad de Chile - Santiago
- Universidad Adolfo Ibáñez- Santiago

#### Mexico

- Tecnológico de Monterrey - Monterrey
- Universidad de las Américas - Mexico

#### Peru

- Universidad del Pacifico - Lima

#### Uruguay

- Universidad Ort - Montevideo
- Universidad de Montevideo - Montevideo

### Europe

#### Germany

- Ludwig-Maximilians-Universität - Munich
- Westfälische Wilhelms Universität - Münster
- Universität Mannheim Business School - Mannheim
- University of Cologne, Faculty of Management, Economics & Social Sciences - Cologne

#### Austria

- MCI Management Center Innsbruck - Innsbruck

#### Belgium

- Katholieke Universiteit Leuven - Louvain
- HEC Management School - Liège

#### Croatia

- Zagreb School of Economics and Management - Zagreb
- University of Zagreb, Faculty of Economics and Business - Zagreb

#### Denmark

- Copenhagen Business School - Copenhagen

#### Spain

- Deusto Business School - Saint-Sebastien
- IE Universidad - Segovia
- Universidad Carlos III - Madrid
- Universidad de Navarra - Pamplona
- Universidad de Salamanca - Salamanca
- Universidad de Valencia - Valencia
- Universidad Pompeu Fabra - Barcelona

#### Estonia

- Taltech University - Tallinn

#### Finland

- Aalto University School of Business - Helsinki

#### Ireland

- Kemmy Business School - Limerick

#### Israel

- The Hebrew University of Jerusalem - Jerusalem

#### Italy

- Ca' Foscari, University of Venice - Venice
- Luiss, Università Guido Carli - Rome
- Università Bocconi - Milan
- Università Cattolica del Sacro Cuore di Milano - Milan

#### Lithuania

- ISM University of Management and Economics - Vilnius

#### Netherlands

- Maastricht University - Maastricht
- Rotterdam School of Management - Rotterdam
- University of Groningen - Groningen

#### Poland

- Kozminski University - Warsaw
- SGH Warsaw School of Economics - Warsaw

#### Portugal

- ISEG- Lisbon School of Economics & Management - Lisbon
- Nova School of Business and Economics - Carcavelos

**North America**  
15 partners

**Latin America**  
9 partners

#### Czech Republic

- VSE Prague - Prague

#### United Kingdom

- University of Bristol - Bristol
- University of Strathclyde - Glasgow

#### Slovakia

- University of Economics in Bratislava - Bratislava

#### Sweden

- Linköping University - Linköping
- Lund University - Lund
- Stockholm Business School - Stockholm
- Stockholm School of Economics - Stockholm

#### Switzerland

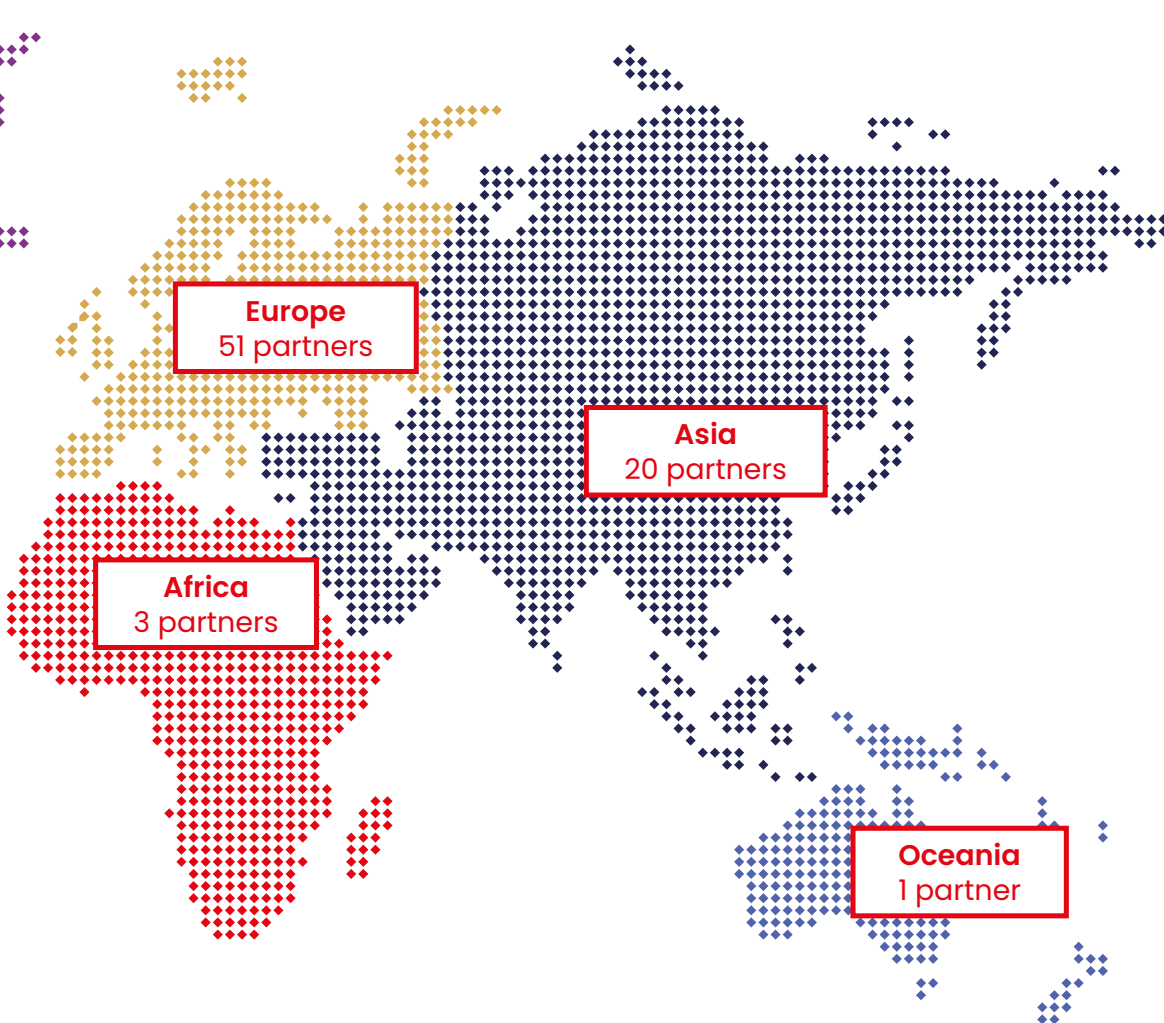
- University of St Gallen. School of Management - Saint-Gallen

#### Turkey

- Bogazici University - Istanbul
- Bogazici University - Istanbul
- Bogazici University - Istanbul







#### Russia

- Financial University – Moscow
- HSE Moscow – Moscow
- Institute of Business Studies Moscow - Moscow
- Lomonosov Moscow State University - Moscow
- Plekhanov Russian University of Economics - Moscow
- St. Petersburg University - Saint-Petersburg

#### Asia

##### Cambodia

- NUM National University of Management - Phnom Penh

##### China

- Chinese University of Hong Kong - Shenzhen
- City University of Hong Kong - Hong Kong
- Hong-Kong Baptist University – Hong Kong
- Lingnan University - Hong Kong
- Renmin University - Beijing
- Tongji University - Shanghai
- Zhejiang University - Yuquan

##### South Korea

- Sungkyunkwan University - Seoul

#### India

- IIM Indore - Indore

#### Indonesia

- IPMI International Business School - Jakarta

#### Japan

- Nagoya University of Commerce and Business - Nisshin, Aichi

#### Kazakhstan

- Almaty University - Almaty

#### Malaysia

- UKM - The National University of Malaysia - Kuala Lumpur

#### Philippines

- Ateneo de Manila University - Manila

#### Singapore

- Singapore Management University - Singapore

#### Taiwan

- National Chengchi University - Taipei
- National Sun Yat Sen University - Taiwan
- National Taiwan University - Taiwan

#### Thailand

- Chulalongkorn Business School - Bangkok

#### Africa

##### Egypt

- American University in Cairo, AUC – Cairo

##### Morocco

- Mohammed VI Polytechnic University - Rabat

##### Tunisia

- Esprit School of Business - Tunis

#### Oceania

##### Australia

- Curtin Business School - Perth

## DOUBLE DEGREES

- Brazil - Fundação Getulio Vargas - Sao Paulo
- Canada - Glendon College - Toronto
- China - Tongji SEM - Shanghai
- United States - Murray State University - Murray

# Build your future career

Each one of you is unique, with your own personality, desires, commitments, development potential and experience. This is why we offer you personalized support to advise you in your studies, as well as in your choice of internships and career paths.

## 1. Comprehensive support

Our Career Services department provides individual support to help you build your personal and professional project in order to ensure your employability:

- 🕒 **Workshops focusing on establishing your preferences and motivations**
- 🕒 **Conferences** providing practical information on current and future job opportunities
- 🕒 **Individual coaching sessions** to fine-tune your project
- 🕒 **Workshop on your CV and image** on social networks
- 🕒 **Company forums** to meet professionals and obtain an internship in a sector that really interests you
- 🕒 Platform dedicated to internships and job vacancies (**over 4,000 offers each year**)

The Student Service Center and the Wellness Center are also available to help you with extracurricular issues, such as funding, scholarships, housing, well-being and psychological support.

## 2. Professionalizing experience

With at least 21 months spent in companies, you will build and fine-tune your professional project, in France and abroad, in order to successfully join the job market or start an entrepreneurial adventure.

## 3. The option of starting your career or continuing your studies

At the end of your Global BBA course, you will be ready to start your career in any type of organization and sector, in France or abroad. Thanks to the Bachelor's degree and the Bac+4 approval awarded to the program, if you wish to continue your studies, you will be able to enroll on degrees such as Master of Science, Specialized Master's degree and University Master's degrees in the most prestigious institutions, whether in France or abroad.



# 34.5%

of graduates start their careers abroad



# 72.4%

students wishing to start their careers at the end of the program have already signed a contract before they are awarded their degree



# 16.5%

of 2020 graduates started an entrepreneurial project



# Grants and assistance

## Tuition fees

Fall September 2022

⦿ Admission in Year 1  
€11,500/year for 4 years

⦿ Admission in Year 2  
€ 12,500/year for 3 years

⦿ Admission in Year 3  
€ 13,000/year for 2 years

These fees include administrative costs and international mobility assistance.

**emlyon** business school is committed to diversity and wishes to enable as many deserving students as possible to follow this training of excellence in international management.

As such, the **Student Service Center** is the service dedicated to providing support for students, particularly with funding their studies.

Once you have enrolled, you will have access to our **guide to funding** which provides details of all our contacts. State-guaranteed student loans, Edbridg or Prodigy Finance solutions... they will explain everything to you so that you can start your higher education years without financial hardship.

## Payment facilities

Students can choose to pay their tuition fees in **1, 4 or 9 installments** by direct debit.

## Our partner banks

Students can benefit from special offers to fund their studies. Our partner banks have been working with us for many years. They will be attending Open Days at the beginning of the school year and throughout the month of September.



### Scholarships

A number of scholarships are available to Global BBA students, including scholarships for excellence, scholarships based on social criteria and international mobility scholarships. Students can accumulate scholarships and follow their studies without hardship.

### Student remuneration

During their studies, students carry out paid internships and can work alongside their studies thanks to a student association that lists and offers student jobs. Finally, the option of an apprenticeship contract in the final year allows students to be paid and to finance their tuition fees.

### Scholarships based on social criteria and excellence

#### Crous Scholarship

Scholarships based on social criteria for living expenses for French or European students.

#### International emlyon Foundation scholarships

Scholarships based on social criteria for international students from the first year onwards (reduced tuition fees).

#### Campus France Scholarship for international students

Scholarships managed by Campus France.





# Accommodation

## Accommodation in a CROUS residence

Any student, whether or not they are receiving a scholarship or grant, can apply for accommodation in a university hall of residence (room, bedsit or apartment with one or two bedrooms). You should submit your application at the same time as your student social file (Dossier Social Etudiant, DSE), between January 20 and May 15.

- ⊗ Lyon Crous
- ⊗ Saint-Etienne Crous

## Application for accommodation

Once your enrollment is finalized, we have several partnerships that can help you:

- ⊗ **Studapart Network:** Students who do not have a French guarantor can benefit from a rental guarantee service through this platform.

- ⊗ **LivinFrance:** A platform to find housing, perform all administrative procedures and subscribe to mandatory services, as well as receiving support before and during your arrival in France. It's easy to use and free.

- ⊗ **Colette:** Colette puts young 18 to 30-year-olds in touch with local over-60-year-olds in a concept known as “intergenerational cohabitation”.

- ⊗ **Switch:** a platform for housing exchanges between international students. It helps students swap rooms or apartments during an internship or semester abroad. Students keep their accommodation in France while they are away and pay no rent abroad.

Each year, **emlyon** business school reserves about 50 apartments for its students in university residences.

## Assistance with housing and rentals

- ⊗ **Family allowances:** Depending on your situation, you may be eligible for the APL (Aide personnalisée au logement) or ALS (Allocation de logement social). This grant is paid directly to the owner of the accommodation.

- ⊗ **Visale guarantee:** The owner or the real estate agency asks you to find a guarantor who will stand surety in the event of unpaid rent. The VISALE guarantee is a form of surety granted by Action Logement for the rental of a student's main residence. It is provided free of charge.



# How can I join the program?

Apply online on [bba.em-lyon.com](http://bba.em-lyon.com)

## Terms of admission

There are four admission paths to the Global BBA:

### in Year 1

- for holders or future holders of the French baccalaureate: SESAME competitive exam via Parcoursup
- for holders or future holders of an international diploma accepted as equivalent to the baccalaureate: Global BBA competitive entrance exam

### in Year 2 for students holding 60 ECTS credits or international equivalent: Global BBA competitive entrance exam

### in Year 3 for students with a validated baccalaureate + 2 years of study (120 ECTS credits) or international equivalent: Global BBA competitive entrance exam

## Admission to the 1st year via the SESAME competitive entrance exam Table of exams and coefficients

Written exams	Review of the Parcoursup academic record	10
	Foreign language 1 choice of : Arabic / Chinese / Dutch / English / German / Hebrew / Italian / Japanese / Portuguese / Russian / Spanish	4
	Foreign language 2 choice of : Arabic / Chinese / Dutch / English / German / Hebrew / Italian / Japanese / Portuguese / Russian / Spanish	2
	Reasoning test Digital skills Verbal skills General logic	3 3 3
	Document analysis exam and knowledge of contemporary issues Document analysis Knowledge of contemporary issues	3 2
Oral exams	Interview	7
	English language oral	3
Total coefficients		40



For personalized information,  
please contact our advisers  
Tel: +33(0) 4 27 40 50 20  
Email: [globalbba@em-lyon.com](mailto:globalbba@em-lyon.com)

## International admission in Year 1 and parallel admission in Years 2 and 3 - Global BBA competitive exam

	International admission Y1	Admission Y2	Admission Y3
Review of application	2	2	3
Digital exams			
Cognitive tests	2	2	2
Situational tests	3	3	2
Deferred video interview	3	3	3





# emlyon business school campuses

## LYON-ECULLY

23 avenue Guy de Collongue  
CS 40203  
69134 Ecully cedex - France.  
[em-lyon.com](http://em-lyon.com)

## SHANGHAI

Em lyon business school  
155 Tan Jia Tang Road  
Minhang District  
Shanghai 201199 - People's Republic of China  
[www.em-lyon.com.cn](http://www.em-lyon.com.cn)

## SAINT-ETIENNE

51 cours Fauriel  
CS 80029  
42009 Saint-Etienne cedex 2 - France  
[bba.em-lyon.com](http://bba.em-lyon.com)

## CASABLANCA

Marina de Casablanca  
Tour Ivoire 4  
20000 Casablanca - Maroc  
[casablanca.em-lyon.com](http://casablanca.em-lyon.com)

## PARIS

15 boulevard Diderot  
75012 Paris - France  
[em-lyon.com](http://em-lyon.com)

## BHUBANESWAR

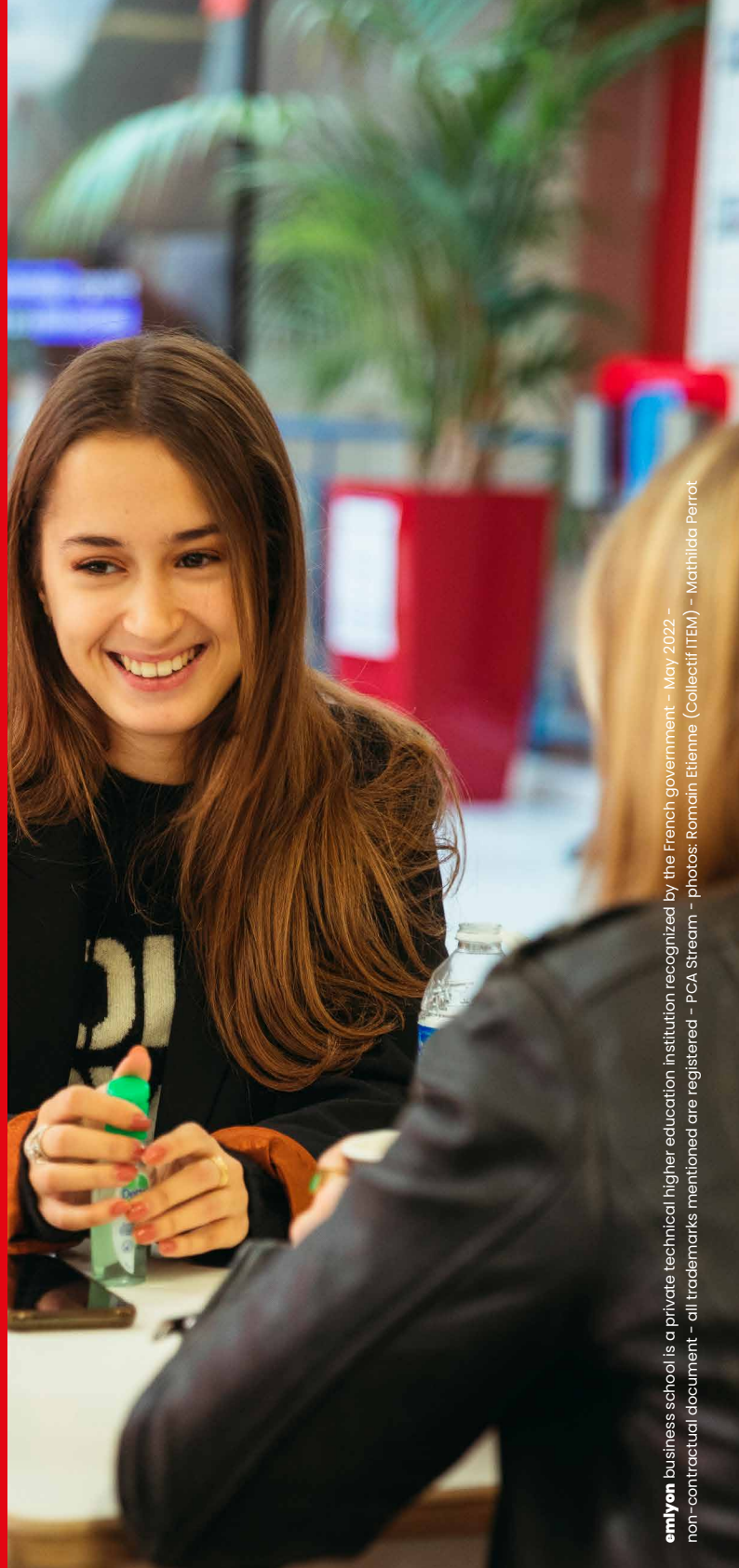
Xavier City Campus  
Plot No:12(A) - Nijigada - Kurki - Harirajpur  
Pin: 752050 - Dist.-Puri - Odisha - India  
[xebs.edu.in](http://xebs.edu.in)

## MUMBAI

emlyon Campus  
St Xavier College  
5 Mahapalika Marg  
Mumbai 400-001 - Maharashtra - India  
[xebs.edu.in](http://xebs.edu.in)



Visit our campuses on Google Street View



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