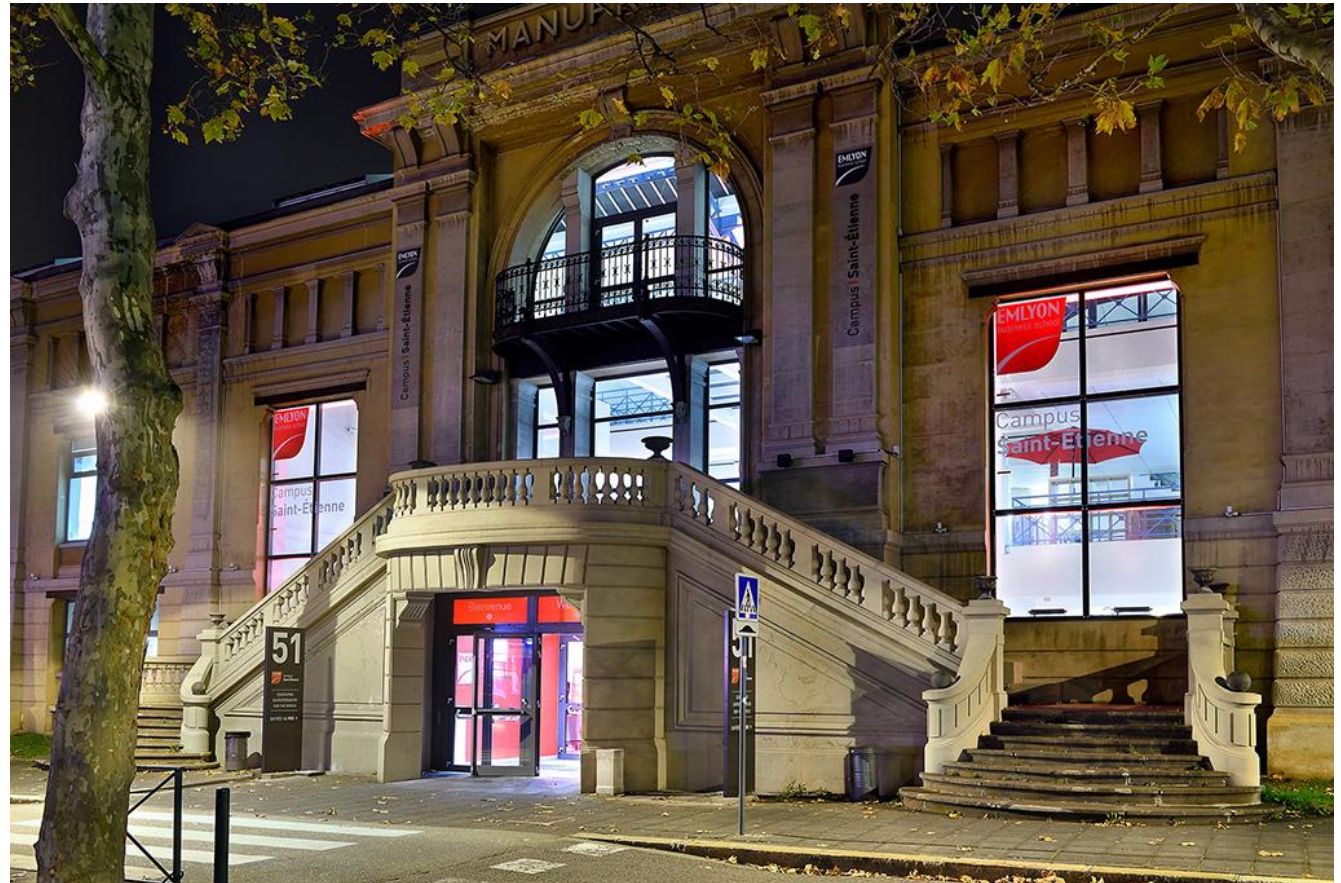


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Courses Information  
for Exchange students  
BBA Program  
**emlyon business school**  
(Saint-Etienne Campus)  
2017/2018





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# 1. About the program : Bachelor of Business Administration (B.B.A.)

- 4 year program
- The last 2 years courses are delivering in English (and accessible to exchange students)
- 4<sup>th</sup> year : core courses and specializations
- Dedicated to global management
- Possibility to take French courses (beginner, intermediate or advanced according to your level)

<http://bba.em-lyon.com/eng/bachelor-international>

<http://bba.em-lyon.com/eng/bba-em-lyon-bachelor>

<http://bba.international-students.em-lyon.com/>



## 2. Key dates

	Semester 1 (fall semester):	Semester 2 (spring semester):
Course registration platform open from :	15/06/2017 to 30/06/2017	14/11/2017 to 30/11/2017
Add and drop period	Students are permitted to add or drop a course prior to the beginning of the second class.	
Orientation week	Early September (to be defined)	Early February (to be defined)
Starting seminar	To be defined	
Courses start and end*	Mid-September-Mid December	Mid-February-end of May
Exams	To be defined	To be defined
Retake exams	To be defined	To be defined
Mid-term holidays	To be defined	To be defined
Christmas holidays	To be defined	

### 3. Course timing

On average, a course is composed of 8 sessions and it represents 24 contact hours. One session lasts 3 hours. Except for functional & sectorial specializations that are scheduled in 4-5 week blocks/seminar.

### 4. Exams & Grading System

Transcripts are sent to partner institution approximately 6 weeks after end of semester.

BBA grading system is based on a 20 point scale & follows a grading curve. Any class for which student fails to obtain at least a 10/20 will not be credited.

EMLYON Mark	ECTS MARK	Definition
15 $\geq$ to 20	A	Excellent
14 $\geq$ to <15	B	Very good
12 $\geq$ to <14	C	Good
11 $\geq$ to <12	D	Satisfactory
10 $\geq$ to <11	E	Sufficient
8 $\geq$ to <10	FX	Fail
<8	F	Fail

## 5. Courses registration

	Semester 1 (fall semester):	Semester 2 (spring semester):
Course registration platform open from : <a href="#">I want to start my course selection</a>	15/06/2017 to 30/06/2017	14/11/2017 to 30/11/2017

Exchange students must take a minimum of 3 courses per term and a maximum of 6 courses per term (an equivalent of 30 ECTS). We recommend they complete 3 courses. However, students must follow the course load requirements that are determined by their home school.

Exchange student can choose courses among the 3<sup>rd</sup> and 4<sup>th</sup> year. Nevertheless, some courses may overlap. Therefore, students can add and drop courses before the 2<sup>nd</sup> session.

## 6. Courses offered to exchange students

### 6.1. Year 3 courses offered in semester 1 & 2

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3ISMC	Information system and management control	English	1&2	24	78	5
B3FA & B3STRA*	Financial Accounting & Strategy	English	1&2	24+12	78+36	5+2.5
B3IBL	International Business Law	English	1&2	24	72	5
B3CCM	Cross Cultural Management	English	1&2	12	36	2,5
B3IM	International Marketing	English	1&2	24	72	5
B3HRM	Human Ressources Management	English	1&2	24	72	5
B3IBM	International Business Management	English	1&2	24	72	5
B3FLE	French for foreigners ( 3 levels)	English /French	1&2	12	60	2,5

\*Financial accounting & Strategy are connected.

Description of the courses are given in the following pages

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3ISMC	Information system and management control	English	1 ou 2	24	78	5

This module offers theoretical knowledge about the main approaches in Information systems. The objective of this course is to discover issues connected to the development and integration of Information Systems and Technologies. Through the study of different systems, the course will provide elements about the following themes: information systems development methods, systems integration concepts and methods.

The management controller has a role of helping to monitor and manage performance. The management controller's role is to help decision makers (the Management and operational management) to make decisions coherent with the organization's objective.

In this perspective, this course will help to:

- Understand the objectives and principles of monitoring and managing performance and of budget controlling;
- Acquire and being able to implement monitoring and management tools (cost analysis, budget and tables)

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3CCM	Cross Cultural Management	English	1 ou 2	12	36	2,5

The main objectives of this elective are the following ones:

- To provide an in depth understanding of the concept of culture (through anthropological and historical approaches).
- To provide an original analysis grid of the different national cultures.
- To supply an in depth understanding of some cultural features related, in particular, to friendship, conversation, to develop an awareness to perceive values and meanings in different cultures.
- To prepare the students to adopt adequate behaviors when they are confronted to other cultures.

The course provides tools and concepts that will help students manage complexity and take better decisions, integrating three different levels of analysis: 1) the external environment/industry level, 2) the business level and 3) the corporate level.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3IBM	International Business Management	English	1 ou 2	24	72	5





This course combines several perspectives, namely Strategic Management, International Business & Innovation studies, thereby addressing the ongoing debate about global capabilities and strategies in emerging countries. We shall focus on firms' strategies across nascent yet fast developing industries such as banking, insurance, retail, etc. by discussing and analysing case studies from large emerging markets.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3IBL	International Business Law	English	1 ou 2	24	72	5

Today, executives and managers are faced with the legal structure of business transactions in France and abroad.

This program helps to acquire a general knowledge of the rules in purchasing law.

In particular, it offers participants preventive methods to protect themselves during sales negotiations and when drawing up sales contract.

The aim of this program is to introduce and explore the main rules governing professional relationships between the purchaser and the seller, within the internal law and the international law.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3FA	Financial Accounting	English	1 ou 2	24	78	5

This course provides the students with the skills necessary to interpret financial statements. At the end of this course, the student is able to:

- Analyse financial statements and understand the strategic effects of some reporting decisions;
- Analyse the equity structure of the firm as for example in the case of the creation of a new corporation and the issue of new equities;
- Write cash flow statements and analyse them;
- Analyse the process of firm consolidations;
- Understand the effects of the international accounting rules IAS/IFRS.
- 

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3STRA	Strategy	English	1 ou 2	12	36	2,5

- Strategy is by definition both broad in its scope and integrative of all other required courses. The focus is on top management decisions relating to the external environment (competition, stakeholders, or industry trends) and internal issues (control systems, corporate structure, leadership and culture, and resources and competencies).

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3IM	International Marketing	English	1 ou 2	24	72	5

This course is designed for BBA students who wish to learning marketing.

This course aims at establishing a distinction between:

- on the one hand, general concepts and methods applying independently of any geographical area,
- and on the other hand, B2B marketing concepts.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3HRM	Human Ressources Management	English	1 ou 2	24	72	5

This course provides students with an understanding of the key issues in Human Resource Management. We will adopt the perspective of an operational manager who has to work in an organization, managers and subordinates. In this context, it is more and more each manager's responsibility to take decisions regarding HRM issues such as recruitment, expatriation, training and compensation in line with the strategy of the firm. The course will focus mainly on case studies of HRM practices in different countries. You will also hear several testimonies from HRM executives working.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B3FLE	French as a foreign language	English and French	1 ou 2	12	60	2,5

highly recommended, contact hours and or e-learning and/or small groups coaching

## 6.2 Year 4 courses (Core courses) offered in semester 1 only

Code	course	Language	Semester	Teaching hours	Additionaln workload	ECTS
B4FEP	Formalizing the Entrepreneurial Project	English	1	12	36	2,5

This module allows those who want to develop their knowledge about entrepreneurial processes and to take position towards their own entrepreneurial objectives, while developing a posture of entrepreneur through the writing of specialized documents such as a Business Plan. This module develops a posture of risk taking, responsible behaviours and a creative and different perspective.

Code	course	Language	Semester	Teaching hours	Additionaln workload	ECTS
B4CG	Corporate Governance	English	1	12	36	2,5

The objective of this course is to explain in a simple way the evolutions of shareholders, to describe the control mechanisms used by directors in the world (stock options, boards etc.) and to provide a critical perspective on the limitations of this metamorphose in order to anticipate future modifications of governance in business.

Code	course	Language	Semester	Teaching hours	Additionaln workload	ECTS
B4STRA	Strategy	English	1	12	36	2,5

Quality, delays, costs, service are the main expectations of customers. How is it possible to satisfy so many expectations while still answering the need for profitability? Competition is strong in the industrial sector. The objective of this course is to study the approaches and tools of management control that, within this context, companies mobilize in order to improve their performance and acquire sustainable competitive advantages.

This course aims at understanding basic concepts of an improvement process of quality through the discovery and practice of the PDCA (Plan-Do-Check-Act) method, which is a method that helps solve problems connected with the Total Quality Management.

Code	course	Language	Semester	Teaching hours	Additionaln workload	ECTS
B4OM	Operations Management	English	1	24	72	5

The objective of this course is to:

- Present a panorama of the different activities related to operations management (stock management, production planning, operations management, industrial organization).
- Locate these activities as they relate with other activities in the company.
- Present main problems, concepts and tools of operations management (management of flows, fitting between tasks and capacity, operational flexibility management...).

### 6.3. Year 4 courses: Functional specializations offered in semester 1 and/or 2 (see details below)

<b>Specialization Accounting, Finance, Control</b>						
Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4FDCF	Financial Diagnosis & introduction to Corporate Finance	English	1&2	24	72	5
B4MCTL	Management Control	English	1&2	24	72	5
B4AT	Accounting & Taxation	English	1&2	24	72	5
<b>Specialization International Business</b>						
Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4BTCM	Marketing BtoC	English	1&2	24	72	5
B4IB	International Business	English	1&2	24	72	5
B4IN	International Negotiation	English	1&2	24	72	5
<b>Specialization Managing People</b>						
Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4IHRM	International Human Resources Management	English	1	24	72	5
B4MCHG	Managing Change	English	1	24	72	5
B4LTM	Leadership & Team Management	English	1	24	72	5
<b>Specialization Marketing</b>						
Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4DM	Digital Marketing	English	1&2	24	72	5
B4CB	Consumer Behaviour	English	1&2	24	72	5
B4BTCM	BtoC Marketing	English	1&2	24	72	5

Description of each functional specialization are given in the following pages:

### Accounting, Finance, Control (functional specialization) offered in semester 1 & 2

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4FDCF	Financial Diagnosis & introduction to Corporate Finance	English	1&2	24	72	5

The course is aimed at students who wish to be able to evaluate the performance and prospects of firms based on publicly available data. The course will focus on the work of the financial analysts, either working from the shareholder's side or the creditor's side.

Also, the goal of this course is to give students fundamental tools to analyze companies within different dimensions. The finance structure of the company, its valuation and the different financial instruments with which it raises capital are some examples of the critical knowledge presented to students. A particular link with capital markets is going to be stressed in this course.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4MCTL	Management Control	English	1&2	24	72	5

The objective of the course is to understand how control systems provide information that allow managers to take decisions that are coherent with the company's strategy. The module allows students to determine what the right cost determination method is according to the decision that has to be made. It also allows them to build and articulate provisional budgets and to measure and analyse gaps with previsions in order to take corrective actions. Finally, the module helps measure performance through financial and non-financial measurement tools.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4AT	Accounting & Taxation	English	1&2	24	72	5

The main objective of this course is to allow participants to answer a few important accounting issues in order to:

- Improve their knowledge about the content of financial statements published in France,
- Help them prepare for other accounting courses (mergers and acquisitions).

This course also presents the main elements of the French fiscal system. Fiscal elements of persons and organizations regarding elements such as taxon added value, of industrial and commercial profits, corporate taxation and income taxation.

International Business (functional specialization) **offered in semester 1 & 2**

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4BTCM	Marketing BtoC	English	1&2	24	72	5

The course is dedicated to understanding the main tools of communication, branding and relationship marketing. The course will critically assess the consequences of marketing and the stakes faced by companies when confronted with contemporary markets.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4IB	International Business	English	1&2	24	72	5

This course allows to explain the Incoterms (International Commercial Terms) and their involvement. This course is designed to give students a look at the day-to-day side of doing business across international borders. It will focus on the whys, the hows and the structures of global international business.

code	course	Language	semester	Teaching hours	Additional workload	ECTS
B4IN	International Negotiation	English	1&2	24	72	5

Whether you are negotiating a strategic alliance with potential business partners or arranging a corporate take-over: the complexities of today's global business environment dictate the need to have solid negotiating skills. This intensely interactive program will help you to develop your negotiation ability. Through extensive video feedback, you will assess the effectiveness of your negotiating behaviour, non-verbal as well as verbal. A special interest will be laid on the intercultural dimension of negotiations.

### Managing People (functional specialization) offered in semester 1 only

code	course	Language	semester	Teaching hours	Additional workload	ECTS
B4IHRM	International Human Resources Management	English	1	24	72	5

The objective of this course is to enable participants to understand the main stakes involved with HRM and its different activities (recruitment, training, career management...) and to compare them internationally. Managers from HR departments will participate in sessions of this course. Participants will also have to do a group work that will allow them to study in detail practices of companies of their choice. This course will allow them to broaden their network and develop their knowledge of companies they are particularly interested in.

code	course	Language	semester	Teaching hours	Additional workload	ECTS
B4MCHG	Managing Change	English	1	24	72	5

Following previous elements brought by the organizational behaviour course, this course will try to study in detail elements related to collective aspects within an organization during a process of change. As future HR managers, you will constantly be solicited in order to deploy tools, elaborate action plans in order to conduct change management inside your company. In order to be a good manager, in general, it is essential to be able to understand what is happening in a constantly changing context. As a manager in charge of HR, you will have to find ways to sensitize, reassure and engage operational managers and guarantee the sustainable implementation of change. This course will provide you with elements about processes of collective resistance to change, connected to social and cultural aspects within organizations.

code	course	Language	semester	Teaching hours	Additional workload	ECTS
B4LTM	Leadership & Team Management	English	1	24	72	5

This course is designed for students who would like to develop a more thorough understanding of leadership as an influencing process. We will discuss theoretical bases of leadership, and a large part of this course will be dedicated to the current state of the art regarding behavioural sciences connected to this process. We will rely on empirical works from different fields (notably applied psychology and behavioural economics) in order to understand what efficient leadership is and the obstacles inherent to this process. We will discuss questions and ethical issues connected to leadership and notably the question of power.

Marketing (functional specialization) **offered in semester 1 & 2**

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4DM	Digital Marketing	English	1&2	24	72	5

This course is dedicated to the digital marketing. Its goal is to give the students the main tools to apprehend the role and consequences of internet marketing. The course provides a series of strategic frameworks for managing marketing strategies in the digital marketplace. The emphasis is on the development and application of conceptual models which clarify the interactions between competition, patterns of technological and market change, and the structure and development of internal firm capabilities.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4CB	Consumer Behaviour	English	1&2	24	72	5

We live in a consumer society in which consumption plays a key role. Hence, everyone is presently a consumer and the practices of buying and consuming seem obvious. This course aims at deconstructing the blackbox of consumption and at understanding the main concepts of consumer behavior.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4BTCM	BtoC Marketing	English	1&2	24	72	5

The course is dedicated to an understanding of the main tools of communication, branding and relationship marketing. The course will critically assess the consequences of marketing and the stakes faced by companies when confronted with contemporary markets.



## 6.4 Year 4 courses: Sectorial specializations in semester 1 and/or 2 (see details below)

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4GC	Specialization Growth Companies	English	1&2	24	72	5

This objective of this specialization course is to allow students to discover the environment of companies with a very important growth. They can be start-ups, companies with an intermediary size or SMEs.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4DC	Specialization Digital Companies	English	1&2	24	72	5

The rise of internet and its generalization has profoundly modified the markets. Hence, companies need to integrate more and more digital tools. Consequently, companies are becoming digital. The course touches upon the specificities of digital companies and outlines the strategic and operational consequences of such modification.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4ID	Specialization Industry & design	English	1	24	72	5

The objective of this course is to associate the industrial world with the design one. The idea is to help realize the potential of innovation in industries, and their role in an innovation strategy. The objective is also to talk about the issue of the management of innovation in industrial activities.

Code	course	Language	Semester	Teaching hours	Additional workload	ECTS
B4LUX	Specialization Luxury	English	1&2	24	72	5