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make a start

GLOBAL BBA
BACHELOR OF BUSINESS ADMINISTRATION

early
makers

em
lyon
business
school

LYON . SHANGHAI . SAINT-ETIENNE . CASABLANCA . PARIS

new world: a new educational vision and new modes of learning

The future of today's and tomorrow's students is being built in a global and digital world. A world operating in a knowledge-based economy of innovation where transformations and disruptions are constantly remodeling factors that influence competitiveness and growth. An economy of relationships where intense collaboration and network connections are the new keys to the creation of shared value. An economy of immediacy where speed, reactivity and adaptability confer unprecedented competitive advantages.

In order to face these challenges, emlyon business school is anticipating, adapting, and transforming educational models and thus offering new modes of learning.

The maker movement was born 10 years ago around the Do-It-Yourself principle. Initially a concept that applied to DIY enthusiasts, it gradually spread to the world of digital firms and start-ups, uniting a whole community of creators, artisans, entrepreneurs, artists and educators in its wake. It signaled a transformation from invention to innovation, from prototyping to the industrialization of a brilliant idea.

Today, being a maker means controlling your destiny, being the actor and entrepreneur of your own journey, and moving from Do-It-Yourself to Do-It-Together in a spirit of collaboration. This concept reflects our vision of the entrepreneur: an individual who tries something out, experiments, makes mistakes, starts again and learns from the process. An entrepreneur must now combine this dimension of doing and doing quickly with the ability to anticipate, mix and nurture ideas, glimpse possibilities and develop them before anyone else. With our Global BBA we invite you to become an **early maker**, taking the best from our model of excellence and drawing on different fields in order to achieve your goals and deliver.

entrepreneurs are makers, we make entrepreneurs

emlyon business school key facts and figures

■ **Ranked:**
#26 worldwide among business & engineering schools,
#2 French business
(November 2016, *The Times Higher Education*, the reference compiled from the choices of international recruiters)

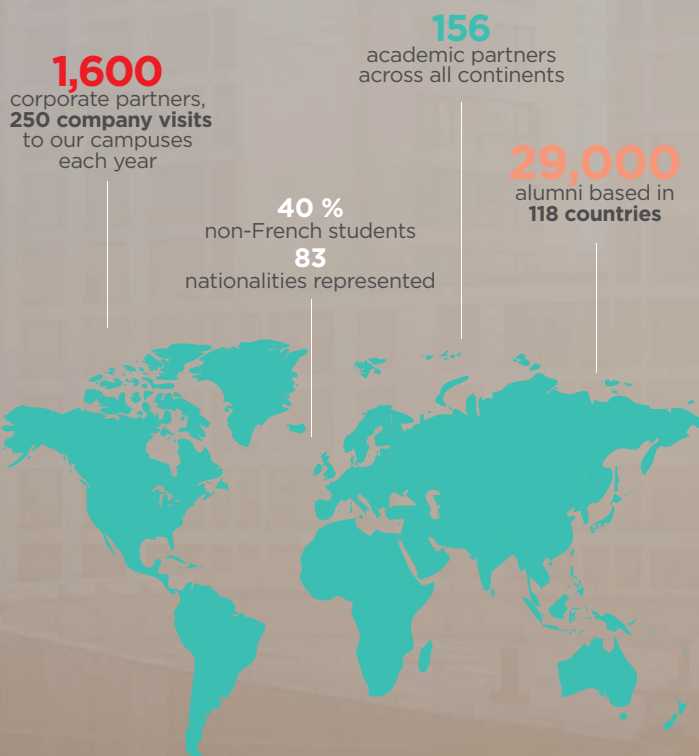



■ **Triple Crown accreditation** since 2005 (concerns only 1% of business schools in the world)



■ **20,000 internship / job offers** received directly each year for **5,100 students**

■ **7 Research Centers, 130 permanent professors, 500 visiting experts**, all driving our vision of higher education



A woman with long, dark hair is shown from the back, wearing a white mesh veil. She is looking out over a city skyline at dusk or dawn. The sky is a deep blue, and the buildings are silhouetted against the light. The overall mood is contemplative and aspirational.

I wake up early.
I capture a thousand
ideas, shake and share them,
focus and turn good ones
into opportunities.

I move forward to make it
happen, try, fail, do it again,
make it work and improve it
with the help of others.

I am more
than an entrepreneur.
I am a **maker.**

a world without frontiers.

Innovative learning responses to meet the global challenges

The unique personality of the Global BBA programme lies in a pedagogical approach based on experiential learning and the opportunities for a multi-campus experience.

With a diverse choice of campuses ready to welcome you at different moments during your studies, we nevertheless guarantee a coherent learning and action approach. Depending on your degree and country of origin, we provide an adapted admissions process to the emlyon business school Global BBA and open up specific study paths. Each campus offers local perspectives as well as global mobility.

Beyond classwork, alternative learning modes through hands-on projects. The numerous activities fully integrated into the programme will give students a chance to:

- conduct client surveys, assess and critically monitor websites, study brand image and awareness
- carry out a social audit, launch a marketing project, adapt a company's merchandising policy
- participate in induction seminars, business games, idea-generation workshops
- manage an innovation or business creation project from scratch: the challenge in launching a new product or service or opening up a new market will require you to draw on the whole range of fundamental courses, integrate diverse areas of knowledge (finance, marketing, law, management...), and thus deliver both an innovative and solid business proposal

These projects and missions are defined and hosted by firms and establishments in services, transport & logistics, food industry, fashion, leisure activities, tourism, oil drilling, real estate.



Global BBA key facts

- A **top-level 4-year** Bachelor programme
- **50% of the courses** structured around experiential learning
- Modes of **learning inspired by design thinking** and developed through our partnerships with engineering schools: Ecole Centrale de Lyon, Ecole des Mines de Saint-Etienne
- A **cross-disciplinary learning approach**, even beyond the traditional fields of management, drawing on testimonies and insights from partners and experts,
- A **dedicated academic team** comprising permanent faculty professors and professional experts from the business world
- **9 to 18 months'** professional experience
- **Freedom to choose from a wide range of opportunities** and thus construct one's own study path
- Take advantage of at least one year's international experience
- Approx. **50 international academic partnerships** reserved for the program
- An opportunity to experience up to **3 campuses**: **Shanghai ■ Saint-Etienne ■ Casablanca ■ Paris**

emlyon business school Global BBA: develop the entrepreneur inside you, expand and reshape your horizons. become a maker who creates value!

careers opportunities

- emlyon business school careers services are recognized by companies and students alike for their efficient support and guidance. 90 % of our graduates sign a contract for a high-quality job within 6 months of graduation.
- In order to orient you and prepare your employability, a full range of tools, workshops, conferences and events are made available to you. Careers training may include individual coaching and meetings with the relevant experts ready to help you reflect on your areas of interests, identify relevant opportunities, master your digital image, and market yourself to company recruiters.
- 29,000 alumni in 118 countries, 100 ambassadors across all continents to support you in your international mobility
- Access to the online alumni directory
- Access to 25 business clubs (luxury, China, new technologies, finance...)

Jobs offers and prospects upon graduation will open a wide vista of opportunities in all sectors of activity including control & finance, marketing & communication, sales & business development, international projects & negotiation, with functions such as international business coordinator, financial analyst, external auditor, business manager, area manager, marketing officer, quality manager, global purchaser.

An alternative option after your Global BBA may be to pursue your studies. emlyon business school's diverse offering of specialized graduate programs represents one immediate opportunity, while your 4-year Bachelor's degree and wide-ranging experience will put many degree programmes in other top institutions abroad well within your reach.

"We have regular openings for operational managers in our 270 duty free shops. emlyon business school's Global BBA programme, with its focus on entrepreneurship, innovation and globalization fully corresponds to our needs and expectations in an airport environment where travelers from all over the world pass through looking for luxury brands and quality service."

Olivia Lepinoux // Recruitment manager, Lagardère Group subsidiary

examples of emlyon business school partners



emlyon business school Global BBA: in Europe, Asia, Africa and worldwide

Whether you start your Global BBA in Paris, Saint-Etienne, Casablanca or Shanghai, the programme DNA is always present. Courses are designed and supervised by **emlyon business school's** leading faculty and enriched by the 3 research and knowledge clusters recently launched in the context of the School's forward-looking strategy. These 3 clusters bring together, in a coordinated structure, research activities, programme development, company input and perspectives with a view to generating new academic and educational responses, while integrating global vision and specific local practices. The clusters focus on themes that impact the future professional environment: work & organization; entrepreneurship & growth; lifestyles & consumption.

The global perspective on business will be prevalent in course content and missions, in internships abroad as well as in the framework for further development of your foreign language skills, for example, in Chinese, Russian, German, Japanese, Spanish, Italian, Portuguese or French as a foreign language.

In addition to the multi-campus experience, double degree programmes and academic exchanges are another way to develop your international exposure.

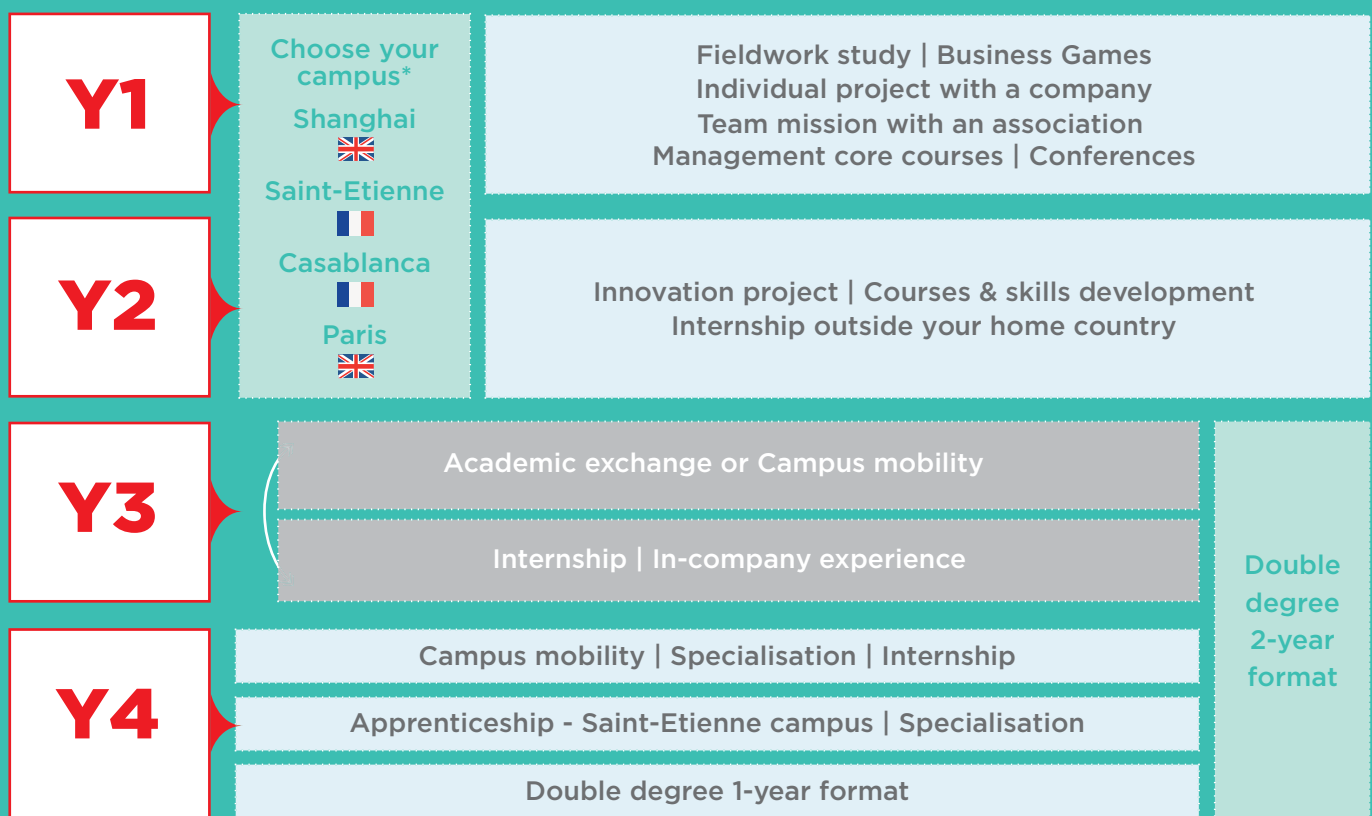
Currently, approx. 70 partners of **emlyon business school** already offer specific exchange opportunities for the Global BBA students, amongst which:

Brazil FGV, São Paulo | Canada HEC Montréal | China College of Business, City University of Hong Kong | Finland Aalto University School of Business | Germany Universität Mannheim | Italy Bocconi University | Japan Waseda University | Russia University of Finance | Australia Faculty of Business and Economics, Monash University.

"When I took up my internship offer in Hanoi, I was leaving for the unknown. Once there, I had Japanese, Filipino, French, Nigerian and of course Vietnamese colleagues. The greatest impact came from this intercultural environment; every day I learnt something new from this invaluable experience, and this can only support me throughout my future career."

Céline Bacconnet // 3rd year BBA student // intern in a travel agency in Hanoi, Vietnam

programme **architecture**



* The choice of the campus is for the 1st two year



want to know how to join the program?

Selection for the **Global BBA** is competitive

admissions

Requirements

High school diploma (IB or National Baccalaureate, GCE A-Levels...) from a nationally accredited educational institution outside France.

Procedures

Applicants are evaluated on the content and quality of their high school course work, their grades, their English skills, a prepared personal presentation (E-portfolio), and an interview.

Selection:

- Evaluation of academic record: transcripts from the last 2 / 3 years of high school
- English skills: a TOEIC, TOEFL, or IELTS official score report is required
- A prepared personal presentation (E-portfolio) in a creative digital format

Oral interview:

- lasting 30 minutes and focusing on the candidate's personality and motivation

Admissions sessions are organized until September 2017

Find out more about our online application procedures at bba.em-lyon.com/eng

Candidates whose mother tongue is French can submit their applications through the French competitive exam procedure. More information at bba.em-lyon.com

Fees

Application fees: 100€ (free for grant-assisted candidates)
Tuition fees including emlyon business school lifelong membership, administrative fees, and international mobility insurance: 10,500€ per academic year.

Ask us for some information and assistance on how to finance your emlyon business school Global BBA and your return on investment.

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn". Alvin Toffler

emlyon business school CAMPUSES

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 Visit our campuses on google street view

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affiliated to



ambassador

