



Lyon Institute For Geostrategy
and Multicultural Relations



ENGLISH

MASTER OF **BUSINESS ADMINISTRATION**

MBA PROGRAM – INTERNATIONAL BUSINESS

We offer a two-year MBA program with the possibility of a sandwich course starting in the second year, ideal for students wishing to gain valuable professional experience while continuing their studies.

This flexible program allows students to take face-to-face courses and complete a long-term six-month internship, thus offering them a balance between theoretical and practical training.

Financing Options for Initial Training

- **Classical curriculum:** The student assumes the financing of their studies while completing a long-term paid internship.
- **Partial work-study course:** This flexible program allows the student to work part-time in a field related to their study program, while continuing their initial training.

MBA Objectives

- ✓ Develop the managerial skills and knowledge needed in an international context.
- ✓ Gain an in-depth understanding of international markets and businesses.
- ✓ Cultivate a global strategic vision and the ability to adapt to different cultures.
- ✓ Master the tools and techniques of international management.

Teaching methods

- ✓ Lectures
- ✓ Tutorial
- ✓ Case studies
- ✓ Simulations
- ✓ Professional presentations
- ✓ Group projects
- ✓ Master Class
- ✓ Internship abroad or international academic exchange

Career opportunities

- ✓ International management consultant
- ✓ International project manager
- ✓ Export Sales Manager
- ✓ International Marketing Director
- ✓ Managing Director of a foreign subsidiary
- ✓ Contractor
- ✓ Sales coordinator
- ✓ Business Unit Manager

1st year

- Intake

23 September 2024

Block 1 Management Fundamentals (16 ECTS)

- ✓ Business Administration
- ✓ Business Intelligence
- ✓ Accounting and Corporate Finance
- ✓ Human Resources Management

Block 2 Cross-Disciplinary Skills (14 ECTS)

- ✓ Corporate Social Responsibility
- ✓ Intercultural Negotiation
- ✓ International Business Law
- ✓ Modern Language 1: French

Block 3 Marketing and Strategy (16 ECTS)

- ✓ International Marketing
- ✓ International Finance
- ✓ Business Strategy
- ✓ Business Data Analysis

Block 4 Intercultural Management (14 ECTS)

- ✓ Diversity and Inclusion
- ✓ Intercultural Management
- ✓ Modern Language 2: French
- ✓ Master Classes

Join the LIGMR school and prepare for a successful international career!

2nd year

In collaboration with **MBway College**

Block 1 BUSINESS UNIT (10 ECTS)

- ✓ International negotiation
- ✓ E-business
- ✓ Key account management
- ✓ Innovation development
- ✓ Case study

Block 2 BUSINESS AND SERVICE MANAGEMENT (22 ECTS)

- ✓ Sales management
- ✓ Team management
- ✓ Strategic business development
- ✓ Distribution network development
- Supply chain
- ✓ Strategic management
- ✓ International taxation
- ✓ Case study

Block 3 ENTREPRENEURSHIP AND MANAGEMENT (10 ECTS)

- ✓ Financial engineering and business planning
- ✓ Business valuation
- ✓ Negotiation
- ✓ Auditing
- ✓ Business management
- ✓ Performance control
- ✓ Entrepreneurial project management
- ✓ Case studies

Block 4 PROFESSIONAL WORK (18 ECTS)

- ✓ Foreign languages
- ✓ Professional practice
- ✓ IT and digital transition
- ✓ Personal Branding & Employability Corporate memory

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Do not hesitate to contact us to learn more about this program.

[Download the Program](#)