



Groupe
École de Commerce
de Lyon*

LYON INTERNATIONAL BUSINESS SCHOOL



Bachelor of Business
Première année

Référentiel 2017-2018



Référentiel de l'Ecole de Commerce de Lyon

Le contenu des modules et référentiels peuvent être mis à jour et peuvent donc être différentes des progressions communiquées sur le site internet de l'école.

Toutes informations et conditions des cours sont disponibles auprès du service pédagogique.

Afin d'être informé de toutes nouveautés, nous vous invitons à contacter le service pédagogique :

Par courrier

Service Pédagogique
Ecole de Commerce de Lyon®
25 rue Bossuet
69006 Lyon
France

Téléphone : +33 (0)4 78 41 41 41

Email : pedagogie@eclyon.fr

Site: <https://ecole-de-commerce-de-lyon.fr/>

Accueil étudiant

Bureau pédagogique
2ème étage,
25 rue Bossuet,
69006 Lyon



Teaching Units IBBA1 2017-2018

ECL Reference	Teaching Units	ECTS	Face-to-face hours	Hours of autonomy	Hours per session	Number of sessions	Number of exam hours
ECLAB1PUR	Purchasing and logistics	2	16	34	4	4	2
ECLAB1LV2SPA	Spanish	2	40	10	4	10	2
ECLAB1SD	Sales and distribution	2	24	26	4	6	2
ECLAB1BG	Business Game	2	24	1	4	6	
ECLAB1BP	Business Plan	15	20	355	4	5	0.5
ECLAB1COM	Company communication	2	20	30	4	5	2
ECLAB1SCIPO	Political sciences	2	16	9	4	4	2
ECLAB1LAW	Law	2	20	30	4	5	2
ECLAB1ECO	Economics	2	20	5	4	5	2
ECLAB1FI	Finance	2	32	18	4	8	2
ECLAB1START	Job Starter Program		12	-12	4	3	
ECLAB1MAN	Management	2	20	30	4	5	2
ECLAB1MARK	Marketing	2	24	26	4	6	2
ECLAB1IT	International Trade	2	20	30	4	5	2
ECLAB1HR	Human Resources	2	20	30	4	5	2
ECLAB1PRO	Professional presentation		12		4	2,75	
ECLAB1TH	Thesis and research	15	20	355	4	5	0.5
ECLAB1STRAT	Corporate strategy	2	20	30	4	5	2
ECLAB1CHI	Mandarin	2	20	30	4	5	2
ECLAB1HRS	Extra HR	2	20	30	4	5	2
ECLAB1FIS	Extra Finance	2	20	30	4	5	2
ECLAB1RUS	Russian	2	20	30	4	5	2
Total		66	460	1037	88	114,75	34



LIBS Study Programme

All the class contents and pedagogical progressions for BTS, Bachelors & MBAs of Ecole de Commerce de Lyon® are available on the pedagogy platform.

The unit and programme contents may be updated during the year and may therefore be different to the ones displayed on the school website or any other school material.

All information and conditions for the classes are available from the pedagogy department.

You can contact the pedagogy department:

By post

Service Pédagogique
Ecole de Commerce de Lyon®
25 rue Bossuet
69006 Lyon
France

Phone number: +33 (0)4 78 41 41 41

Email: pedagogie@eclyon.fr

Site: <http://ecole-de-commerce-de-lyon.fr/demande-de-renseignement/>

Student reception

Pedagogy office
2nd floor,
25 rue Bossuet,
69006 Lyon

Student reception (no appointment needed):

Thursday: 13:30-17:00

In case of emergency

Outside of office hours, the pedagogy office is reachable by phone in case of emergency, and it can receive students by appointment only. In order to make an appointment, please send us an email with your availabilities to pedagogie@eclyon.fr



Core subjects

ECLAB1PUR Purchasing and logistics

Ref	Title	Hours
ECLAB1PUR101	Purchasing and Logistics: Provider relations	4
ECLAB1PUR102	Purchasing and Logistics: Responsible purchasing (CSR)	4
ECLAB1PUR103	Purchasing and Logistics: Understanding outsourcing and subcontracting	4
ECLAB1PUR104	Purchasing and Logistics: Purchasing with high stakes. Requirements specification and responses analysis	4
Total		16

ECLAB1SD Sales and distribution

Ref	Title	Hours
ECLAB1SD101	Choice and application of a negotiation process and a customized sales plan	4
ECLAB1SD102	Sales and distribution: Elaboration (with the client) of a business solution via distribution channels	4
ECLAB1SD103	Sales and distribution: Agreement negotiation, solution implementation Assessment of negotiation efficiency in the short and medium term	4
ECLAB1SD104	Sales and distribution: Active listening and issue resolution	4
ECLAB1SD105	Sales and distribution: Case tracking and application of collaboration and partnership conditions	4
ECLAB1SD106	Sales and distribution: Management of the sales team	
Total		20



ECLAB1BG Business Game

Ref	Title	Hours
ECLAB1BG101	Business Game: Introduction, your company and your resources	4
ECLAB1BG102	Business Game: Management team and operational decisions	4
ECLAB1BG103	Business Game: Corporate environment	4
ECLAB1BG104	Business Game: Human Resources policies	4
ECLAB1BG105	Business Game: Corporate strategy	4
ECLAB1BG106	Business Game: Presentation & Assessment	4
Total		24

ECLAB1BP Business Plan

Ref	Title	Hours
ECLAB1BP101	Business Plan: Introduction, planning	4
ECLAB1BP102	Business Plan: Choice of product or business service	4
ECLAB1BP103	Business Plan: Management summary, fact sheet and status	4
ECLAB1BP104	Business Plan: Product or service description and marketing plan	4
ECLAB1BP105	Business Plan: Investment plan for tangibles/intangibles	4
Total		20

ECLAB1COM Corporate communication

Ref	Title	Hours
ECLAB1COM101	Communication: Professional press	4
ECLAB1COM102	Communication: Publicity & Advertising	4



Ref	Title	Hours
ECLAB1COM103	Communication: B2B and B2C Communication	4
ECLAB1COM104	Communication: Lobbying, public relations and press	4
ECLAB1COM105	Communication: Promotion, direct marketing and sponsoring	4
Total		20

ECLAB1SP Political sciences

Ref	Title	Hours
ECLAB1SP101	Political science: The big international organisations in relation with Europe	4
ECLAB1SP102	Political science: Specialised institutions	4
ECLAB1SP103	Political science: the Council of Europe, the Organisation for Security and Co-operation in Europe (OSCE)	4
ECLAB1SP104	Political science: International non-governmental organisations (OING)	4
Total		16

ECLAB1LAW Law

Ref	Title	Hours
ECLAB1LAW101	Law: Commercial Litigation	4
ECLAB1LAW102	Law: Unionism and collective agreements	4
ECLAB1LAW103	Law: Employment tribunals and occupational authority	4
ECLAB1LAW104	Law: Leadership team and day-to-day operations of the company	4
ECLAB1LAW105	Law: Intellectual property Law : brands and patents	4
Total		20



ECLAB1ECO Economics

Ref	Title	Hours
ECLAB1ECO101	Economics: Multinationals in the global economy	4
ECLAB1ECO102	Economics: The economic situation	4
ECLAB1ECO103	Economics: Economic policies	4
ECLAB1ECO104	Economics: Short-term economic policy	4
ECLAB1ECO105	Economics: Structural policy	4
Total		20

ECLAB1FI Finance/Financial management

Ref	Title	Hours
ECLAB1FI101	Finance and financial management: Corporate economic diagnostics	4
ECLAB1FI102	Finance and financial management: Typical plan for financial analysis	4
ECLAB1FI103	Finance and financial management: The different analytical methods	4
ECLAB1FI104	Finance and financial management: Margin analysis	4
ECLAB1FI105	Finance and financial management: Analysis of the needs for investments and working capital	4
ECLAB1FI106	Finance and financial management: Analysis of funding	4
ECLAB1FI107	Finance and financial management: Accounting profitability analysis or leverage effect	4
ECLAB1FI108	Finance and financial management: Conclusion for financial diagnostics	4
Total		32

ECLAB1START Job Starter Program

Ref	Title	Hours
ECLAB1START101	Internship or alternance search	4
ECLAB1START102	CV and supporting statement	4



Ref	Title	Hours
ECLAB1START103	Job interview	4
Total		12

ECLAB1MAN Management

Ref	Title	Hours
ECLAB1MAN101	Management : the company and its structures, corporate culture: organizational variable	4
ECLAB1MAN102	Management: the new managerial context, globalisation and digitalisation	4
ECLAB1MAN103	Management: the job, the stakes and the evolution of managers The skills, traits and dysfunctional characteristics of managers.	4
ECLAB1MAN104	Management: piloting and assessing the performance of a unit.	4
ECLAB1MAN105	Management: supervising teams and developing skills.	4
Total		20

ECLAB1LV2SPA SPANISH

Ref	Title	Hours
ECLAB1LV2SPA109	Session 9	4
ECLAB1LV2SPA110	Session 10	4
Total		40



ECLAB1MARK Marketing

Ref	Title	Hours
ECLAB1MARK101	Marketing: distribution policy, distribution channel. E-commerce and omni-channel distribution	4
ECLAB1MARK102	Marketing: Sales promotion and direct marketing, classical media. Offline and online Marketing.	4
ECLAB1MARK103	Marketing: Relational marketing, client satisfaction and loyalty.	4
ECLAB1MARK104	Marketing: Social network marketing. Definition of the objectives and community creation.	4
ECLAB1MARK105	Marketing: defining a marketing strategy, competitive advantage. Marketing matrix.	4
ECLAB1MARK106	Implementation process for a marketing strategy, different types of marketing. Multichannel Marketing.	4
Total		24

ECLAB1IT International Trade

Ref	Title	Hours
ECLAB1IT101	International Business: payment methods and techniques	4
ECLAB1IT102	International Business: International Operations funding.	4
ECLAB1IT103	International Business: Analysis of international markets.	4
ECLAB1IT104	International Business: International prospection: Techniques & tools/trade events	4
ECLAB1IT105	International Business: Négociation int.: Intercultural aspect/ Harvard Concept/Relations Marketing/Styles/Strategy	4
Total		20



ECLAB1HR Human Resources

Ref	Title	Hours
ECLAB1HR101	Human Resources: Social law of HR and regulatory framework	4
ECLAB1HR102	Human Resources: Recruitment stakes for a company	4
ECLAB1HR103	Human Resources: Diversity: provisional management of GPEC	4
ECLAB1HR104	Human Resources: Methods and recruitment tools ; employee administration	4
ECLAB1HR105	Human Resources: Performance Management	4
Total		20

ECLAB1PRO Professional presentation

Ref	Title	Hours
ECLAB1PRO101	Professional presentation Session 01	4
ECLAB1PRO102	Professional presentation Session 02	4
ECLAB1PRO103	Professional presentation Session 03	3
Total		12

ECLAB1STRAT Corporate strategy

Ref	Title	Hours
ECLAB1STRAT101	Corporate strategy: strategy implementation	4
ECLAB1STRAT102	Corporate strategy: Choix et raison d'être d'une structure	4
ECLAB1STRAT103	Corporate strategy: main structural configurations	4

Ref	Title	Hours
ECLAB1STRAT104	Corporate strategy: how to make the structure evolve, structural flexible configurations and the structural dynamics	4
ECLAB1STRAT105	Corporate strategy : Case study	4
Total		20

ECLAB1TH Thesis and Research

Ref	Title	Hours
ECLAB1TH101	Dissertation: explanation and expectations	4
ECLAB1TH102	Dissertation: Steps for writing the dissertation	4
ECLAB1TH103	Dissertation: Creation a dissertation plan	4
ECLAB1TH104	Dissertation: writing the dissertation	4
ECLAB1TH105	Dissertation: presentation	4
Total		20

ECLAB1CHI MANDARIN

Ref	Title	Hours
ECLAB1CHI101	Session 1	4
ECLAB1CHI102	Session 2	4
ECLAB1CHI103	Session 3	4
ECLAB1CHI104	Session 4	4
ECLAB1CHI105	Session 5	4
Total		20