



Groupe
École de Commerce
de Lyon*



LYON INTERNATIONAL BUSINESS SCHOOL



Bachelor of Business Deuxième 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

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Accueil étudiant

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69006 Lyon



Teaching Units IBBA2

ECL Reference	Teaching Units	ECTS	Face-to-face hours	Hours of autonomy	Hours per session	Number of sessions	Number of exam hours
ECLAB2PUR	Purchasing and logistics	2	16	34	4	4	2
ECLAB2LV2SPA	Spanish	2	40	10	4	10	2
ECLAB2SD	Sales and distribution	2	24	26	4	6	2
ECLAB2BG	Business Game	2	24	1	4	6	
ECLAB2BP	Business Plan	15	20	355	4	5	0.5
ECLAB2COM	Company communication	2	20	30	4	5	2
ECLAB2SP	Political sciences	2	16	9	4	4	2
ECLAB2LAW	Law	2	20	30	4	5	2
ECLAB2ECO	Economics	2	20	5	4	5	2
ECLAB2FI	Finance	2	32	18	4	8	2
ECLAB2START	Job Starter Program		12	-12	4	3	
ECLAB2MAN	Management	2	20	30	4	5	2
ECLAB2MARK	Marketing	2	24	26	4	6	2
ECLAB2IT	International Trade	2	20	30	4	5	2
ECLAB2HR	Human Resources	2	20	30	4	5	2
ECLAB2PRO	Professional presentation		12		4	2,75	
ECLAB2TH	Thesis and research	15	20	355	4	5	0.5
ECLAB2STRAT	Corporate strategy	2	20	30	4	5	2
ECLAB2CHI	Mandarin	2	20	30	4	5	2
ECLAB2HRS	Extra HR	2	20	30	4	5	2
ECLAB2FIS	Extra Finance	2	20	30	4	5	2
ECLAB2RUS	Russian	2	20	30	4	5	2
Total		66	460	1037	88	114,75	34



Core subjects

ECLAB2PUR Purchasing and logistics

Ref	Title	Hours
ECLAB2PUR201	Purchasing and Logistics: Provider relations	4
ECLAB2PUR202	Purchasing and Logistics: Responsible purchasing (CSR)	4
ECLAB2PUR203	Purchasing and Logistics: Understanding outsourcing and subcontracting	4
ECLAB2PUR204	Purchasing and Logistics: Purchasing with high stakes. Requirements specification and responses analysis	4
Total		16

ECLAB2SD Sales and distribution

Ref	Title	Hours
ECLAB2SD201	Choice and application of a negotiation process and a customized sales plan	4
ECLAB2SD202	Sales and distribution: Elaboration (with the client) of a business solution via distribution channels	4
ECLAB2SD203	Sales and distribution: Agreement negotiation, solution implementation Assessment of negotiation efficiency in the short and medium term	4
ECLAB2SD204	Sales and distribution: Active listening and issue resolution	4
ECLAB2SD205	Sales and distribution: Case tracking and application of collaboration and partnership conditions	4
ECLAB2SD206	Sales and distribution: Management of the sales team	
Total		20



ECLAB2BG Business Game

Ref	Title	Hours
ECLAB2BG201	Business Game: Introduction, your company and your resources	4
ECLAB2BG202	Business Game: Management team and operational decisions	4
ECLAB2BG203	Business Game: Corporate environment	4
ECLAB2BG204	Business Game: Human Resources policies	4
ECLAB2BG205	Business Game: Corporate strategy	4
ECLAB2BG206	Business Game: Presentation & Assessment	4
Total		24

ECLAB2BP Business Plan

Ref	Title	Hours
ECLAB2BP201	Business Plan: Introduction, planning	4
ECLAB2BP202	Business Plan: Choice of product or business service	4
ECLAB2BP203	Business Plan: Management summary, fact sheet and status	4
ECLAB2BP204	Business Plan: Product or service description and marketing plan	4
ECLAB2BP205	Business Plan: Investment plan for tangibles/intangibles	4
Total		20

ECLAB2COM Corporate communication

Ref	Title	Hours
ECLAB2COM201	Communication: Professional press	4
ECLAB2COM202	Communication: Publicity & Advertising	4



Ref	Title	Hours
ECLAB2COM203	Communication: B2B and B2C Communication	4
ECLAB2COM204	Communication: Lobbying, public relations and press	4
ECLAB2COM205	Communication: Promotion, direct marketing and sponsoring	4
Total		20

ECLAB2SP Political sciences

Ref	Title	Hours
ECLAB2SP201	Political science: The big international organisations in relation with Europe	4
ECLAB2SP202	Political science: Specialised institutions	4
ECLAB2SP203	Political science: the Council of Europe, the Organisation for Security and Co-operation in Europe (OSCE)	4
ECLAB2SP204	Political science: International non-governmental organisations (OING)	4
Total		16

ECLAB2LAW Law

Ref	Title	Hours
ECLAB2LAW201	Law: Commercial Litigation	4
ECLAB2LAW202	Law: Unionism and collective agreements	4
ECLAB2LAW203	Law: Employment tribunals and occupational authority	4
ECLAB2LAW204	Law: Leadership team and day-to-day operations of the company	4
ECLAB2LAW205	Law: Intellectual property Law : brands and patents	4
Total		20



ECLAB2ECO Economics

Ref	Title	Hours
ECLAB2ECO201	Economics: Multinationals in the global economy	4
ECLAB2ECO202	Economics: The economic situation	4
ECLAB2ECO203	Economics: Economic policies	4
ECLAB2ECO204	Economics: Short-term economic policy	4
ECLAB2ECO205	Economics: Structural policy	4
Total		20

ECLAB2FI Finance/Financial management

Ref	Title	Hours
ECLAB2FI201	Finance and financial management: Corporate economic diagnostics	4
ECLAB2FI202	Finance and financial management: Typical plan for financial analysis	4
ECLAB2FI203	Finance and financial management: The different analytical methods	4
ECLAB2FI204	Finance and financial management: Margin analysis	4
ECLAB2FI205	Finance and financial management: Analysis of the needs for investments and working capital	4
ECLAB2FI206	Finance and financial management: Analysis of funding	4
ECLAB2FI207	Finance and financial management: Accounting profitability analysis or leverage effect	4
ECLAB2FI208	Finance and financial management: Conclusion for financial diagnostics	4
Total		32

ECLB2START Job Starter Program

Ref	Title	Hours
ECLAB2START201	Internship or alternance search	4



Ref	Title	Hours
ECLAB2START202	CV and supporting statement	4
ECLAB2START203	Job interview	4
Total		12

ECLAB2MAN Management

Ref	Title	Hours
ECLAB2MAN201	Management : the company and its structures, corporate culture: organizational variable	4
ECLAB2MAN202	Management: the new managerial context, globalisation and digitalisation	4
ECLAB2MAN203	Management: the job, the stakes and the evolution of managers The skills, traits and dysfunctional characteristics of managers.	4
ECLAB2MAN204	Management: piloting and assessing the performance of a unit.	4
ECLAB2MAN205	Management: supervising teams and developing skills.	4
Total		20

ECLAB2LV2SPA SPANISH

Ref	Title	Hours
ECLAB2LV2SPA201	Session 1	4
ECLAB2LV2SPA202	Session 2	4
ECLAB2LV2SPA203	Session 3	4
ECLAB2LV2SPA204	Session 4	4
ECLAB2LV2SPA205	Session 5	4
ECLAB2LV2SPA206	Session 6	4
ECLAB2LV2SPA207	Session 7	4



Ref	Title	Hours
ECLAB2LV2SPA208	Session 8	4
ECLAB2LV2SPA209	Session 9	4
ECLAB2LV2SPA210	Session 10	4
Total		40

ECLAB2MARK Marketing

Ref	Title	Hours
ECLAB2MARK201	Marketing: distribution policy, distribution channel. E-commerce and omni-channel distribution	4
ECLAB2MARK202	Marketing: Sales promotion and direct marketing, classical media. Offline and online Marketing.	4
ECLAB2MARK203	Marketing: Relational marketing, client satisfaction and loyalty.	4
ECLAB2MARK204	Marketing: Social network marketing. Definition of the objectives and community creation.	4
ECLAB2MARK205	Marketing: defining a marketing strategy, competitive advantage. Marketing matrix.	4
ECLAB2MARK206	Implementation process for a marketing strategy, different types of marketing. Multichannel Marketing.	4
Total		24

ECLAB2IT International Trade

Ref	Title	Hours
ECLAB2IT201	International Business: payment methods and techniques	4
ECLAB2IT202	International Business: International Operations funding.	4
ECLAB2IT203	International Business: Analysis of international markets.	4
ECLAB2IT204	International Business: International prospection: Techniques & tools/trade events	4
ECLAB2IT205	International Business: Négociation int.: Intercultural aspect/ Harvard Concept/Relations Marketing/Styles/Strategy	4
Total		20



ECLAB2HR Human Resources

Ref	Title	Hours
ECLAB2HR201	Human Resources: Social law of HR and regulatory framework	4
ECLAB2HR202	Human Resources: Recruitment stakes for a company	4
ECLAB2HR203	Human Resources: Diversity: provisional management of GPEC	4
ECLAB2HR204	Human Resources: Methods and recruitment tools ; employee administration	4
ECLAB2HR205	Human Resources: Performance Management	4
Total		20

ECLAB2PRO Professional presentation

Ref	Title	Hours
ECLAB2PRO201	Professional presentation Session 01	4
ECLAB2PRO202	Professional presentation Session 02	4
ECLAB2PRO203	Professional presentation Session 03	3
Total		11

ECLAB2STRAT Corporate strategy

Ref	Title	Hours
ECLAB2STRAT201	Corporate strategy: strategy implementation	4
ECLAB2STRAT202	Corporate strategy: Choix et raison d'être d'une structure	4



Ref	Title	Hours
ECLAB2STRAT203	Corporate strategy: main structural configurations	4
ECLAB2STRAT204	Corporate strategy: how to make the structure evolve, structural flexible configurations and the structural dynamics	4
ECLAB2STRAT205	Corporate strategy : Case study	4
Total		20

ECLAB2TH Thesis and Research

Ref	Title	Hours
ECLAB2TH201	Dissertation: explanation and expectations	4
ECLAB2TH202	Dissertation: Steps for writing the dissertation	4
ECLAB2TH203	Dissertation: Creation a dissertation plan	4
ECLAB2TH204	Dissertation: writing the dissertation	4
ECLAB2TH205	Dissertation: presentation	4
Total		20

ECLAB2LV3MAN MANDARIN

Ref	Title	Hours
ECLAB2LV3MAN201	Session 1	4
ECLAB2LV3MAN202	Session 2	4
ECLAB2LV3MAN203	Session 3	4
ECLAB2LV3MAN204	Session 4	4
ECLAB2LV3MAN205	Session 5	4
Total		20