



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

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 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 |