



Groupe  
École de Commerce  
de Lyon\*



# LYON INTERNATIONAL BUSINESS SCHOOL



Bachelor of Business  
Troisième 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  
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**Site:** <https://ecole-de-commerce-de-lyon.fr/>

### Accueil étudiant

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



## Teaching Units IBBA3

ECL Reference	Teaching Units	ECTS	Face-to-face hours	Hours of autonomy	Hours per session	Number of sessions	Number of exam hours
ECLAB3PUR	Purchasing and logistics	2	16	34	4	4	2
ECLAB3LV2SPA	Spanish	2	40	10	4	10	2
ECLAB3SD	Sales and distribution	2	24	26	4	6	2
ECLAB3BG	Business Game	2	24	1	4	6	
ECLAB3BP	Business Plan	15	20	355	4	5	0.5
ECLAB3COM	Company communication	2	20	30	4	5	2
ECLAB3SP	Political sciences	2	16	9	4	4	2
ECLAB3LAW	Law	2	20	30	4	5	2
ECLAB3ECO	Economics	2	20	5	4	5	2
ECLAB3FI	Finance	2	32	18	4	8	2
ECLAB3START	Job Starter Program		12	-12	4	3	
ECLAB3MAN	Management	2	20	30	4	5	2
ECLAB3MARK	Marketing	2	24	26	4	6	2
ECLAB3IT	International Trade	2	20	30	4	5	2
ECLAB3HR	Human Resources	2	20	30	4	5	2
ECLAB3PRO	Professional presentation		12		4	2,75	
ECLAB3TH	Thesis and research	15	20	355	4	5	0.5
ECLAB3STRAT	Corporate strategy	2	20	30	4	5	2
ECLAB3CHI	Mandarin	2	20	30	4	5	2
ECLAB3HRS	Extra HR	2	20	30	4	5	2
ECLAB3FIS	Extra Finance	2	20	30	4	5	2
ECLAB3RUS	Russian	2	20	30	4	5	2
<b>Total</b>		<b>66</b>	<b>460</b>	<b>1037</b>	<b>88</b>	<b>114,75</b>	<b>34</b>



## Core subjects

### ECLAB3PUR Purchasing and logistics

Ref	Title	Hours
ECLAB3PUR301	Purchasing and Logistics: Provider relations	4
ECLAB3PUR302	Purchasing and Logistics: Responsible purchasing (CSR)	4
ECLAB3PUR303	Purchasing and Logistics: Understanding outsourcing and subcontracting	4
ECLAB3PUR304	Purchasing and Logistics: Purchasing with high stakes. Requirements specification and responses analysis	4
Total		16

### ECLAB3SD Sales and distribution

Ref	Title	Hours
ECLAB3SD301	Choice and application of a negotiation process and a customized sales plan	4
ECLAB3SD302	Sales and distribution: Elaboration (with the client) of a business solution via distribution channels	4
ECLAB3SD303	Sales and distribution: Agreement negotiation, solution implementation Assessment of negotiation efficiency in the short and medium term	4
ECLAB3SD304	Sales and distribution: Active listening and issue resolution	4
ECLAB3SD305	Sales and distribution: Case tracking and application of collaboration and partnership conditions	4
ECLAB3SD306	Sales and distribution: Management of the sales team	
Total		20



## ECLAB3BG Business Game

Ref	Title	Hours
ECLAB3BG301	Business Game: Introduction, your company and your resources	4
ECLAB3BG302	Business Game: Management team and operational decisions	4
ECLAB3BG303	Business Game: Corporate environment	4
ECLAB3BG304	Business Game: Human Resources policies	4
ECLAB3BG305	Business Game: Corporate strategy	4
ECLAB3BG306	Business Game: Presentation & Assessment	4
Total		24

## ECLAB3BP Business Plan

Ref	Title	Hours
ECLAB3BP301	Business Plan: Introduction, planning	4
ECLAB3BP302	Business Plan: Choice of product or business service	4
ECLAB3BP303	Business Plan: Management summary, fact sheet and status	4
ECLAB3BP304	Business Plan: Product or service description and marketing plan	4
ECLAB3BP305	Business Plan: Investment plan for tangibles/intangibles	4
Total		20

## ECLAB3COM Corporate communication

Ref	Title	Hours
ECLAB3COM301	Communication: Professional press	4
ECLAB3COM302	Communication: Publicity & Advertising	4



Ref	Title	Hours
ECLAB3COM303	Communication: B2B and B2C Communication	4
ECLAB3COM304	Communication: Lobbying, public relations and press	4
ECLAB3COM305	Communication: Promotion, direct marketing and sponsoring	4
Total		20

### ECLAB3SP Political sciences

Ref	Title	Hours
ECLAB3SP301	Political science: The big international organisations in relation with Europe	4
ECLAB3SP302	Political science: Specialised institutions	4
ECLAB3SP303	Political science: the Council of Europe, the Organisation for Security and Co-operation in Europe (OSCE)	4
ECLAB3SP304	Political science: International non-governmental organisations (OING)	4
Total		16

### ECLAB3LAW Law

Ref	Title	Hours
ECLAB3LAW301	Law: Commercial Litigation	4
ECLAB3LAW302	Law: Unionism and collective agreements	4
ECLAB3LAW303	Law: Employment tribunals and occupational authority	4
ECLAB3LAW304	Law: Leadership team and day-to-day operations of the company	4
ECLAB3LAW305	Law: Intellectual property Law : brands and patents	4
Total		20



## ECLAB3ECO Economics

Ref	Title	Hours
ECLAB3ECO301	Economics: Multinationals in the global economy	4
ECLAB3ECO302	Economics: The economic situation	4
ECLAB3ECO303	Economics: Economic policies	4
ECLAB3ECO304	Economics: Short-term economic policy	4
ECLAB3ECO305	Economics: Structural policy	4
Total		20

## ECLAB3FI Finance/Financial management

Ref	Title	Hours
ECLAB3FI301	Finance and financial management: Corporate economic diagnostics	4
ECLAB3FI302	Finance and financial management: Typical plan for financial analysis	4
ECLAB3FI303	Finance and financial management: The different analytical methods	4
ECLAB3FI304	Finance and financial management: Margin analysis	4
ECLAB3FI305	Finance and financial management: Analysis of the needs for investments and working capital	4
ECLAB3FI306	Finance and financial management: Analysis of funding	4
ECLAB3FI307	Finance and financial management: Accounting profitability analysis or leverage effect	4
ECLAB3FI308	Finance and financial management: Conclusion for financial diagnostics	4
Total		32

## ECLAB3START Job Starter Program

Ref	Title	Hours
ECLAB3START301	Internship or alternance search	4
ECLAB3START302	CV and supporting statement	4



Ref	Title	Hours
ECLAB3START303	Job interview	4
Total		12

## ECLAB3MAN Management

Ref	Title	Hours
ECLAB3MAN301	Management : the company and its structures, corporate culture: organizational variable	4
ECLAB3MAN302	Management: the new managerial context, globalisation and digitalisation	4
ECLAB3MAN303	Management: the job, the stakes and the evolution of managers The skills, traits and dysfunctional characteristics of managers.	4
ECLAB3MAN304	Management: piloting and assessing the performance of a unit.	4
ECLAB3MAN305	Management: supervising teams and developing skills.	4
Total		20

## ECLAB3LV2SPA SPANISH

Ref	Title	Hours
ECLAB3LV2SPA301	Session 1	4
ECLAB3LV2SPA302	Session 2	4
ECLAB3LV2SPA303	Session 3	4
ECLAB3LV2SPA304	Session 4	4
ECLAB3LV2SPA305	Session 5	4
ECLAB3LV2SPA306	Session 6	4
ECLAB3LV2SPA307	Session 7	4
ECLAB3LV2SPA308	Session 8	4





Ref	Title	Hours
ECLAB3LV2SPA309	Session 9	4
ECLAB3LV2SPA310	Session 10	4
Total		40

## ECLAB3MARK Marketing

Ref	Title	Hours
ECLAB3MARK301	Marketing: distribution policy, distribution channel. E-commerce and omni-channel distribution	4
ECLAB3MARK302	Marketing: Sales promotion and direct marketing, classical media. Offline and online Marketing.	4
ECLAB3MARK303	Marketing: Relational marketing, client satisfaction and loyalty.	4
ECLAB3MARK304	Marketing: Social network marketing. Definition of the objectives and community creation.	4
ECLAB3MARK305	Marketing: defining a marketing strategy, competitive advantage. Marketing matrix.	4
ECLAB3MARK306	Implementation process for a marketing strategy, different types of marketing. Multichannel Marketing.	4
Total		24

## ECLAB3IT International Trade

Ref	Title	Hours
ECLAB3IT301	International Business: payment methods and techniques	4
ECLAB3IT302	International Business: International Operations funding.	4
ECLAB3IT303	International Business: Analysis of international markets.	4
ECLAB3IT304	International Business: International prospection: Techniques & tools/trade events	4
ECLAB3IT305	International Business: Négociation int.: Intercultural aspect/ Harvard Concept/Relations Marketing/Styles/Strategy	4
Total		20



## ECLAB3HR Human Resources

Ref	Title	Hours
ECLAB3HR301	Human Resources: Social law of HR and regulatory framework	4
ECLAB3HR302	Human Resources: Recruitment stakes for a company	4
ECLAB3HR303	Human Resources: Diversity: provisional management of GPEC	4
ECLAB3HR304	Human Resources: Methods and recruitment tools ; employee administration	4
ECLAB3HR305	Human Resources: Performance Management	4
Total		20

## ECLAB3PRO Professional presentation

Ref	Title	Hours
ECLAB3PRO301	Professional presentation Session 01	4
ECLAB3PRO302	Professional presentation Session 02	4
ECLAB3PRO303	Professional presentation Session 03	3
Total		11

## ECLAB3STRAT Corporate strategy

Ref	Title	Hours
ECLAB3STRAT301	Corporate strategy: strategy implementation	4
ECLAB3STRAT302	Corporate strategy: Choix et raison d'être d'une structure	4
ECLAB3STRAT303	Corporate strategy: main structural configurations	4



Ref	Title	Hours
ECLAB3STRAT304	Corporate strategy: how to make the structure evolve, structural flexible configurations and the structural dynamics	4
ECLAB3STRAT305	Corporate strategy : Case study	4
<b>Total</b>		<b>20</b>

### ECLB3TH Thesis and Research

Ref	Title	Hours
ECLAB3TH301	Dissertation: explanation and expectations	4
ECLAB3TH302	Dissertation: Steps for writing the dissertation	4
ECLAB3TH303	Dissertation: Creation a dissertation plan	4
ECLAB3TH304	Dissertation: writing the dissertation	4
ECLAB3TH305	Dissertation: presentation	4
<b>Total</b>		<b>20</b>

### ECLAB3LV3MAN MANDARIN

Ref	Title	Hours
ECLAB3LV3MAN301	Session 1	4
ECLAB3LV3MAN302	Session 2	4
ECLAB3LV3MAN303	Session 3	4
ECLAB3LV3MAN304	Session 4	4
ECLAB3LV3MAN305	Session 5	4
<b>Total</b>		<b>20</b>