



Groupe
École de Commerce
de Lyon*



LYON INTERNATIONAL BUSINESS SCHOOL



MBA

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

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Accueil étudiant

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Teaching Units IMBA1

ECL Reference	Teaching Units	ECTS	Face-to-face hours	Hours of autonomy	Hours per session	Number of sessions	Number of exam hours
ECLAMBA1PUR	Purchasing and logistics	2	16	34	4	4	2
ECLAMBA1LV2SPA	Spanish	2	40	10	4	10	2
ECLAMBA1SD	Sales and distribution	2	24	26	4	6	2
ECLAMBA1BG	Business Game	2	24	1	4	6	
ECLAMBA1BP	Business Plan	15	20	355	4	5	0.5
ECLAMBA1COM	Company communication	2	20	30	4	5	2
ECLAMBA1SP	Political sciences	2	16	9	4	4	2
ECLAMBA1LAW	Law	2	20	30	4	5	2
ECLAMBA1ECO	Economics	2	20	5	4	5	2
ECLAMBA1FI	Finance	2	32	18	4	8	2
ECLAMBA1START	Job Starter Program		12	-12	4	3	
ECLAMBA1MAN	Management	2	20	30	4	5	2
ECLAMBA1MARK	Marketing	2	24	26	4	6	2
ECLAMBA1IT	International Trade	2	20	30	4	5	2
ECLAMBA1HR	Human Resources	2	20	30	4	5	2
ECLAMBA1PRO	Professional presentation		12		4	2,75	
ECLAMBA1TH	Thesis and research	15	20	355	4	5	0.5
ECLAMBA1STRAT	Corporate strategy	2	20	30	4	5	2
ECLAMBA1CHI	Mandarin	2	20	30	4	5	2
ECLAMBA1HRS	Extra HR	2	20	30	4	5	2
ECLAMBA1FIS	Extra Finance	2	20	30	4	5	2
ECLAMBA1RUS	Russian	2	20	30	4	5	2
Total		66	460	1037	88	114,75	34



Core subjects

ECLAMBA1PUR Purchasing and logistics

Ref	Title	Hours
ECLAMBA1PUR101	Purchasing and Logistics: Provider relations	4
ECLAMBA1PUR102	Purchasing and Logistics: Responsible purchasing (CSR)	4
ECLAMBA1PUR103	Purchasing and Logistics: Understanding outsourcing and subcontracting	4
ECLAMBA1PUR104	Purchasing and Logistics: Purchasing with high stakes. Requirements specification and responses analysis	4
Total		16

ECLAMBA1SD Sales and distribution

Ref	Title	Hours
ECLAMBA1SD101	Choice and application of a negotiation process and a customized sales plan	4
ECLAMBA1SD102	Sales and distribution: Elaboration (with the client) of a business solution via distribution channels	4
ECLAMBA1SD103	Sales and distribution: Agreement negotiation, solution implementation Assessment of negotiation efficiency in the short and medium term	4
ECLAMBA1SD104	Sales and distribution: Active listening and issue resolution	4
ECLAMBA1SD105	Sales and distribution: Case tracking and application of collaboration and partnership conditions	4
ECLAMBA1SD106	Sales and distribution: Management of the sales team	
Total		20



ECLAMBA1BG Business Game

Ref	Title	Hours
ECLAMBA1BG101	Business Game: Introduction, your company and your resources	4
ECLAMBA1BG102	Business Game: Management team and operational decisions	4
ECLAMBA1BG103	Business Game: Corporate environment	4
ECLAMBA1BG104	Business Game: Human Resources policies	4
ECLAMBA1BG105	Business Game: Corporate strategy	4
ECLAMBA1BG106	Business Game: Presentation & Assessment	4
Total		24

ECLAMBA1BP Business Plan

Ref	Title	Hours
ECLAMBA1BP101	Business Plan: Introduction, planning	4
ECLAMBA1BP102	Business Plan: Choice of product or business service	4
ECLAMBA1BP103	Business Plan: Management summary, fact sheet and status	4
ECLAMBA1BP104	Business Plan: Product or service description and marketing plan	4
ECLAMBA1BP105	Business Plan: Investment plan for tangibles/intangibles	4
Total		20

ECLAMBA1COM Corporate communication

Ref	Title	Hours
ECLAMBA1COM101	Communication: Professional press	4
ECLAMBA1COM102	Communication: Publicity & Advertising	4



Ref	Title	Hours
ECLAMBA1COM103	Communication: B2B and B2C Communication	4
ECLAMBA1COM104	Communication: Lobbying, public relations and press	4
ECLAMBA1COM105	Communication: Promotion, direct marketing and sponsoring	4
Total		20

ECLAMBA1SP Political sciences

Ref	Title	Hours
ECLAMBA1SP101	Political science: The big international organisations in relation with Europe	4
ECLAMBA1SP102	Political science: Specialised institutions	4
ECLAMBA1SP103	Political science: the Council of Europe, the Organisation for Security and Co-operation in Europe (OSCE)	4
ECLAMBA1SP104	Political science: International non-governmental organisations (OING)	4
Total		16

ECLAMBA1LAW Law

Ref	Title	Hours
ECLAMBA1LAW101	Law: Commercial Litigation	4
ECLAMBA1LAW102	Law: Unionism and collective agreements	4
ECLAMBA1LAW103	Law: Employment tribunals and occupational authority	4
ECLAMBA1LAW104	Law: Leadership team and day-to-day operations of the company	4
ECLAMBA1LAW105	Law: Intellectual property Law : brands and patents	4
Total		20



ECLAMBA1ECO Economics

Ref	Title	Hours
ECLAMBA1ECO101	Economics: Multinationals in the global economy	4
ECLAMBA1ECO102	Economics: The economic situation	4
ECLAMBA1ECO103	Economics: Economic policies	4
ECLAMBA1ECO104	Economics: Short-term economic policy	4
ECLAMBA1ECO105	Economics: Structural policy	4
Total		20

ECLAMBA1FI Finance/Financial management

Ref	Title	Hours
ECLAMBA1FI101	Finance and financial management: Corporate economic diagnostics	4
ECLAMBA1FI102	Finance and financial management: Typical plan for financial analysis	4
ECLAMBA1FI103	Finance and financial management: The different analytical methods	4
ECLAMBA1FI104	Finance and financial management: Margin analysis	4
ECLAMBA1FI105	Finance and financial management: Analysis of the needs for investments and working capital	4
ECLAMBA1FI106	Finance and financial management: Analysis of funding	4
ECLAMBA1FI107	Finance and financial management: Accounting profitability analysis or leverage effect	4
ECLAMBA1FI108	Finance and financial management: Conclusion for financial diagnostics	4
Total		32

ECLAMBA1START Job Starter Program

Ref	Title	Hours
ECLAMBA1START101	Internship or alternance search	4
ECLAMBA1START102	CV and supporting statement	4



Ref	Title	Hours
ECLAMBA1START103	Job interview	4
Total		12

ECLAMBA1MAN Management

Ref	Title	Hours
ECLAMBA1MAN101	Management : the company and its structures, corporate culture: organizational variable	4
ECLAMBA1MAN102	Management: the new managerial context, globalisation and digitalisation	4
ECLAMBA1MAN103	Management: the job, the stakes and the evolution of managers The skills, traits and dysfunctional characteristics of managers.	4
ECLAMBA1MAN104	Management: piloting and assessing the performance of a unit.	4
ECLAMBA1MAN105	Management: supervising teams and developing skills.	4
Total		20

ECLAMBA1LV2SPA SPANISH

Ref	Title	Hours
ECLAMBA1LV2SPA101	Session 1	4
ECLAMBA1LV2SPA102	Session 2	4
ECLAMBA1LV2SPA103	Session 3	4
ECLAMBA1LV2SPA104	Session 4	4
ECLAMBA1LV2SPA205	Session 5	4
ECLAMBA1LV2SPA206	Session 6	4
ECLAMBA1LV2SPA207	Session 7	4
ECLAMBA1LV2SPA208	Session 8	4



Ref	Title	Hours
ECLAMBA1LV2SPA209	Session 9	4
ECLAMBA1LV2SPA210	Session 10	4
Total		40

ECLAMBA1MARK Marketing

Ref	Title	Hours
ECLAMBA1MARK101	Marketing: distribution policy, distribution channel. E-commerce and omni-channel distribution	4
ECLAMBA1MARK102	Marketing: Sales promotion and direct marketing, classical media. Offline and online Marketing.	4
ECLAMBA1MARK103	Marketing: Relational marketing, client satisfaction and loyalty.	4
ECLAMBA1MARK104	Marketing: Social network marketing. Definition of the objectives and community creation.	4
ECLAMBA1MARK105	Marketing: defining a marketing strategy, competitive advantage. Marketing matrix.	4
ECLAMBA1MARK106	Implementation process for a marketing strategy, different types of marketing. Multichannel Marketing.	4
Total		24

ECLAMBA1IT International Trade

Ref	Title	Hours
ECLAMBA1IT101	International Business: payment methods and techniques	4
ECLAMBA1IT102	International Business: International Operations funding.	4
ECLAMBA1IT103	International Business: Analysis of international markets.	4
ECLAMBA1IT104	International Business: International prospection: Techniques & tools/trade events	4
ECLAMBA1IT105	International Business: Négociation int.: Intercultural aspect/ Harvard Concept/Relations Marketing/Styles/Strategy	4
Total		20



ECLAMBA1HR Human Resources

Ref	Title	Hours
ECLAMBA1HR101	Human Resources: Social law of HR and regulatory framework	4
ECLAMBA1HR102	Human Resources: Recruitment stakes for a company	4
ECLAMBA1HR103	Human Resources: Diversity: provisional management of GPEC	4
ECLAMBA1HR104	Human Resources: Methods and recruitment tools ; employee administration	4
ECLAMBA1HR105	Human Resources: Performance Management	4
Total		20

ECLAMBA1PRO Professional presentation

Ref	Title	Hours
ECLAMBA1PRO101	Professional presentation Session 01	4
ECLAMBA1PRO102	Professional presentation Session 02	4
ECLAMBA1PRO103	Professional presentation Session 03	3
Total		11

ECLAMBA1STRAT Corporate strategy

Ref	Title	Hours
ECLAMBA1STRAT101	Corporate strategy: strategy implementation	4
ECLAMBA1STRAT102	Corporate strategy: Choix et raison d'être d'une structure	4



Ref	Title	Hours
ECLAMBA1STRAT103	Corporate strategy: main structural configurations	4
ECLAMBA1STRAT104	Corporate strategy: how to make the structure evolve, structural flexible configurations and the structural dynamics	4
ECLAMBA1STRAT105	Corporate strategy : Case study	4
Total		20

ECLAMBA1TH Thesis and Research

Ref	Title	Hours
ECLAMBA1TH101	Dissertation: explanation and expectations	4
ECLAMBA1TH102	Dissertation: Steps for writing the dissertation	4
ECLAMBA1TH103	Dissertation: Creation a dissertation plan	4
ECLAMBA1TH104	Dissertation: writing the dissertation	4
ECLAMBA1TH105	Dissertation: presentation	4
Total		20

ECLAMBA1LV3MAN MANDARIN

Ref	Title	Hours
ECLAMBA1LV3MAN101	Session 1	4
ECLAMBA1LV3MAN102	Session 2	4
ECLAMBA1LV3MAN103	Session 3	4
ECLAMBA1LV3MAN104	Session 4	4
ECLAMBA1LV3MAN105	Session 5	4
Total		20