



École de Commerce de Lyon®



MBA
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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Teaching Units IMBA2

ECL Reference	Teaching Units	ECTS	Face-to-face hours	Hours of autonomy	Hours per session	Number of sessions	Number of exam hours
ECLAMBA2PUR	Purchasing and logistics	2	16	34	4	4	2
ECLAMBA2LV2SPA	Spanish	2	40	10	4	10	2
ECLAMBA2SD	Sales and distribution	2	24	26	4	6	2
ECLAMBA2BG	Business Game	2	24	1	4	6	
ECLAMBA2BP	Business Plan	15	20	355	4	5	0.5
ECLAMBA2COM	Company communication	2	20	30	4	5	2
ECLAMBA2SP	Political sciences	2	16	9	4	4	2
ECLAMBA2LAW	Law	2	20	30	4	5	2
ECLAMBA2ECO	Economics	2	20	5	4	5	2
ECLAMBA2FI	Finance	2	32	18	4	8	2
ECLAMBA2START	Job Starter Program		12	-12	4	3	
ECLAMBA2MAN	Management	2	20	30	4	5	2
ECLAMBA2MARK	Marketing	2	24	26	4	6	2
ECLAMBA2IT	International Trade	2	20	30	4	5	2
ECLAMBA2HR	Human Resources	2	20	30	4	5	2
ECLAMBA2PRO	Professional presentation		12		4	2,75	
ECLAMBA2TH	Thesis and research	15	20	355	4	5	0.5
ECLAMBA2STRAT	Corporate strategy	2	20	30	4	5	2
ECLAMBA2CHI	Mandarin	2	20	30	4	5	2
ECLAMBA2HRS	Extra HR	2	20	30	4	5	2
ECLAMBA2FIS	Extra Finance	2	20	30	4	5	2
ECLAMBA2RUS	Russian	2	20	30	4	5	2
Total		66	460	1037	88	114,75	34



Core subjects

ECLAMBA2PUR Purchasing and logistics

Ref	Title	Hours
ECLAMBA2PUR201	Purchasing and Logistics: Provider relations	4
ECLAMBA2PUR202	Purchasing and Logistics: Responsible purchasing (CSR)	4
ECLAMBA2PUR203	Purchasing and Logistics: Understanding outsourcing and subcontracting	4
ECLAMBA2PUR204	Purchasing and Logistics: Purchasing with high stakes. Requirements specification and responses analysis	4
Total		16

ECLAMBA2SD Sales and distribution

Ref	Title	Hours
ECLAMBA2SD201	Choice and application of a negotiation process and a customized sales plan	4
ECLAMBA2SD202	Sales and distribution: Elaboration (with the client) of a business solution via distribution channels	4
ECLAMBA2SD203	Sales and distribution: Agreement negotiation, solution implementation Assessment of negotiation efficiency in the short and medium term	4
ECLAMBA2SD204	Sales and distribution: Active listening and issue resolution	4
ECLAMBA2SD205	Sales and distribution: Case tracking and application of collaboration and partnership conditions	4
ECLAMBA2SD206	Sales and distribution: Management of the sales team	
Total		20



ECLAMBA2BG Business Game

Ref	Title	Hours
ECLAMBA2BG201	Business Game: Introduction, your company and your resources	4
ECLAMBA2BG202	Business Game: Management team and operational decisions	4
ECLAMBA2BG203	Business Game: Corporate environment	4
ECLAMBA2BG204	Business Game: Human Resources policies	4
ECLAMBA2BG205	Business Game: Corporate strategy	4
ECLAMBA2BG206	Business Game: Presentation & Assessment	4
Total		24

ECLAMBA2BP Business Plan

Ref	Title	Hours
ECLAMBA2BP201	Business Plan: Introduction, planning	4
ECLAMBA2BP202	Business Plan: Choice of product or business service	4
ECLAMBA2BP203	Business Plan: Management summary, fact sheet and status	4
ECLAMBA2BP204	Business Plan: Product or service description and marketing plan	4
ECLAMBA2BP205	Business Plan: Investment plan for tangibles/intangibles	4
Total		20

ECLAMBA2COM Corporate communication

Ref	Title	Hours
ECLAMBA2COM201	Communication: Professional press	4
ECLAMBA2COM202	Communication: Publicity & Advertising	4



Ref	Title	Hours
ECLAMBA2COM203	Communication: B2B and B2C Communication	4
ECLAMBA2COM204	Communication: Lobbying, public relations and press	4
ECLAMBA2COM205	Communication: Promotion, direct marketing and sponsoring	4
Total		20

ECLAMBA2SP Political sciences

Ref	Title	Hours
ECLAMBA2SP201	Political science: The big international organisations in relation with Europe	4
ECLAMBA2SP202	Political science: Specialised institutions	4
ECLAMBA2SP203	Political science: the Council of Europe, the Organisation for Security and Co-operation in Europe (OSCE)	4
ECLAMBA2SP204	Political science: International non-governmental organisations (OING)	4
Total		16

ECLAMBA2LAW Law

Ref	Title	Hours
ECLAMBA2LAW201	Law: Commercial Litigation	4
ECLAMBA2LAW202	Law: Unionism and collective agreements	4
ECLAMBA2LAW203	Law: Employment tribunals and occupational authority	4
ECLAMBA2LAW204	Law: Leadership team and day-to-day operations of the company	4
ECLAMBA2LAW205	Law: Intellectual property Law : brands and patents	4
Total		20



ECLAMBA2ECO Economics

Ref	Title	Hours
ECLAMBA2ECO201	Economics: Multinationals in the global economy	4
ECLAMBA2ECO202	Economics: The economic situation	4
ECLAMBA2ECO203	Economics: Economic policies	4
ECLAMBA2ECO204	Economics: Short-term economic policy	4
ECLAMBA2ECO205	Economics: Structural policy	4
Total		20

ECLAMBA2FI Finance/Financial management

Ref	Title	Hours
ECLAMBA2FI201	Finance and financial management: Corporate economic diagnostics	4
ECLAMBA2FI202	Finance and financial management: Typical plan for financial analysis	4
ECLAMBA2FI203	Finance and financial management: The different analytical methods	4
ECLAMBA2FI204	Finance and financial management: Margin analysis	4
ECLAMBA2FI205	Finance and financial management: Analysis of the needs for investments and working capital	4
ECLAMBA2FI206	Finance and financial management: Analysis of funding	4
ECLAMBA2FI207	Finance and financial management: Accounting profitability analysis or leverage effect	4
ECLAMBA2FI208	Finance and financial management: Conclusion for financial diagnostics	4
Total		32

ECLAMBA2START Job Starter Program

Ref	Title	Hours
ECLAMBA2START201	Internship or alternance search	4
ECLAMBA2START202	CV and supporting statement	4



Ref	Title	Hours
ECLAMBA2START203	Job interview	4
Total		12

ECLAMBA2MAN Management

Ref	Title	Hours
ECLAMBA2MAN201	Management : the company and its structures, corporate culture: organizational variable	4
ECLAMBA2MAN202	Management: the new managerial context, globalisation and digitalisation	4
ECLAMBA2MAN203	Management: the job, the stakes and the evolution of managers The skills, traits and dysfunctional characteristics of managers.	4
ECLAMBA2MAN204	Management: piloting and assessing the performance of a unit.	4
ECLAMBA2MAN205	Management: supervising teams and developing skills.	4
Total		20

ECLAMBA2LV2SPA SPANISH

Ref	Title	Hours
ECLAMBA2LV2SPA201	Session 1	4
ECLAMBA2LV2SPA202	Session 2	4
ECLAMBA2LV2SPA203	Session 3	4
ECLAMBA2LV2SPA204	Session 4	4
ECLAMBA2LV2SPA205	Session 5	4
ECLAMBA2LV2SPA206	Session 6	4
ECLAMBA2LV2SPA207	Session 7	4
ECLAMBA2LV2SPA208	Session 8	4



Ref	Title	Hours
ECLAMBA2LV2SPA209	Session 9	4
ECLAMBA2LV2SPA210	Session 10	4
Total		40

ECLAMBA2MARK Marketing

Ref	Title	Hours
ECLAMBA2MARK201	Marketing: distribution policy, distribution channel. E-commerce and omni-channel distribution	4
ECLAMBA2MARK202	Marketing: Sales promotion and direct marketing, classical media. Offline and online Marketing.	4
ECLAMBA2MARK203	Marketing: Relational marketing, client satisfaction and loyalty.	4
ECLAMBA2MARK204	Marketing: Social network marketing. Definition of the objectives and community creation.	4
ECLAMBA2MARK205	Marketing: defining a marketing strategy, competitive advantage. Marketing matrix.	4
ECLAMBA2MARK206	Implementation process for a marketing strategy, different types of marketing. Multichannel Marketing.	4
Total		24

ECLAMBA2IT International Trade

Ref	Title	Hours
ECLAMBA2IT201	International Business: payment methods and techniques	4
ECLAMBA2IT202	International Business: International Operations funding.	4
ECLAMBA2IT203	International Business: Analysis of international markets.	4
ECLAMBA2IT204	International Business: International prospection: Techniques & tools/trade events	4
ECLAMBA2IT205	International Business: Négociation int.: Intercultural aspect/ Harvard Concept/Relations Marketing/Styles/Strategy	4
Total		20



ECLAMBA2HR Human Resources

Ref	Title	Hours
ECLAMBA2HR201	Human Resources: Social law of HR and regulatory framework	4
ECLAMBA2HR202	Human Resources: Recruitment stakes for a company	4
ECLAMBA2HR203	Human Resources: Diversity: provisional management of GPEC	4
ECLAMBA2HR204	Human Resources: Methods and recruitment tools ; employee administration	4
ECLAMBA2HR205	Human Resources: Performance Management	4
Total		20

ECLAMBA2PRO Professional presentation

Ref	Title	Hours
ECLAMBA2PRO201	Professional presentation Session 01	4
ECLAMBA2PRO202	Professional presentation Session 02	4
ECLAMBA2PRO203	Professional presentation Session 03	3
Total		11

ECLAMBA2STRAT Corporate strategy

Ref	Title	Hours
ECLAMBA2STRAT201	Corporate strategy: strategy implementation	4
ECLAMBA2STRAT202	Corporate strategy: Choix et raison d'être d'une structure	4
ECLAMBA2STRAT203	Corporate strategy: main structural configurations	4



Ref	Title	Hours
ECLAMBA2STRAT204	Corporate strategy: how to make the structure evolve, structural flexible configurations and the structural dynamics	4
ECLAMBA2STRAT205	Corporate strategy : Case study	4
Total		20

ECLAMBA2TH Thesis and Research

Ref	Title	Hours
ECLAMBA2TH201	Dissertation: explanation and expectations	4
ECLAMBA2TH202	Dissertation: Steps for writing the dissertation	4
ECLAMBA2TH203	Dissertation: Creation a dissertation plan	4
ECLAMBA2TH204	Dissertation: writing the dissertation	4
ECLAMBA2TH205	Dissertation: presentation	4
Total		20

ECLAMBA2LV3MAN MANDARIN

Ref	Title	Hours
ECLAMBA2LV3MAN201	Session 1	4
ECLAMBA2LV3MAN202	Session 2	4
ECLAMBA2LV3MAN203	Session 3	4
ECLAMBA2LV3MAN204	Session 4	4
ECLAMBA2LV3MAN205	Session 5	4
Total		20