



early makers  
since 1872

**em**  
**lyon**  
business  
school

# Summer School

**Postgraduate  
Programs**

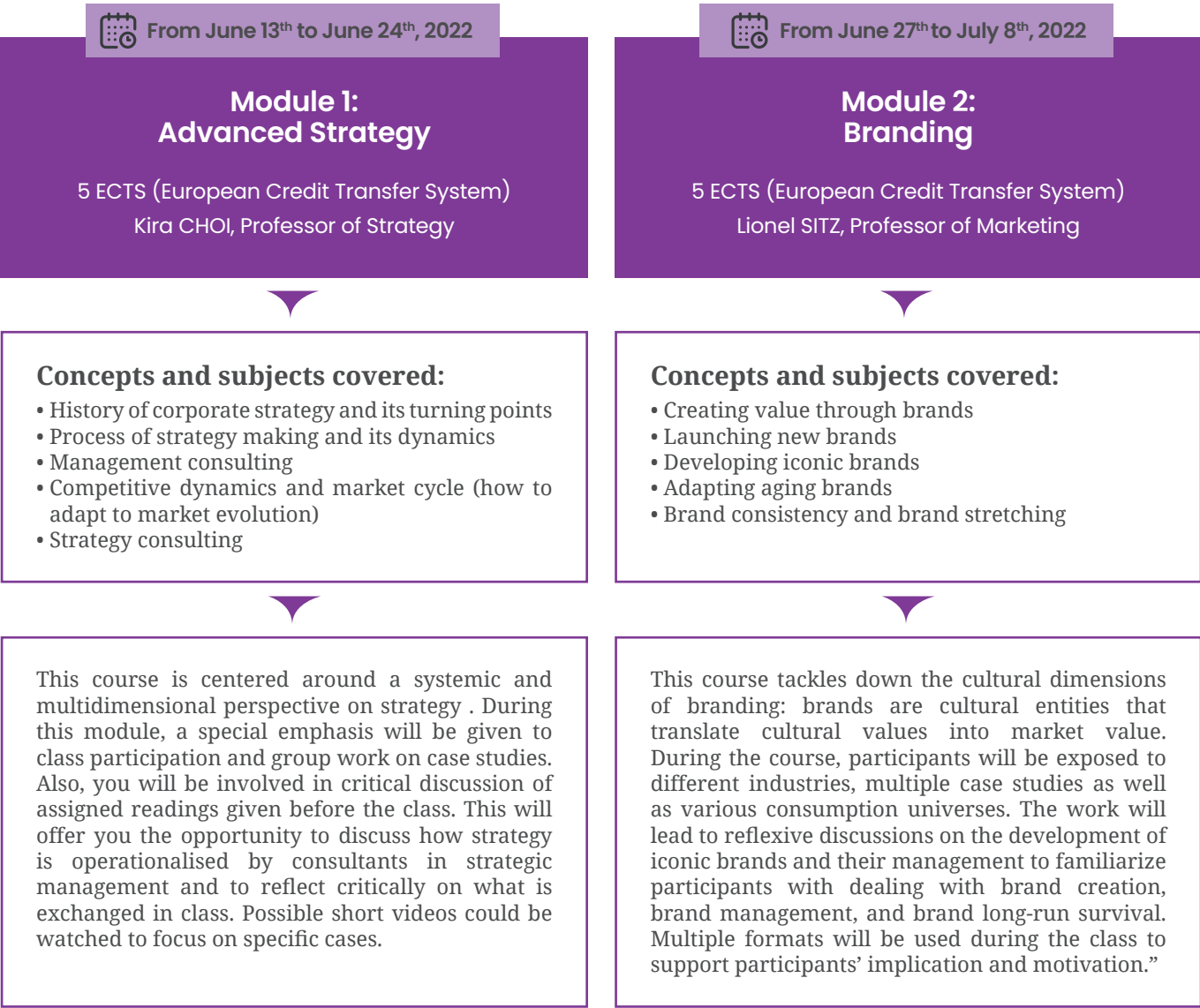
Lyon-Ecully  
From June 13<sup>th</sup>  
to July, 8<sup>th</sup> 2022



# Summer School: Dive into international experience and French culture

This program is designed for graduate students who want to examine the fascinating world of brands and the amazing tools of advanced strategy. Based in Lyon, the program is designed to give a French and European experience to participants

## Program structure\*



# Course descriptions

## Advanced strategy

The field of strategy, and this course, attempts to address the central issue in business: why do some firms outperform other firms? It is empirically evident that there are significant profitability differences between industries, and there are significant profitability differences between firms within industries. In the three modules in this course, we will develop an understanding of what underlies such inter-industry and inter-firm profitability differences.

In the first module, we will systematically examine what drives inter-industry profitability differences and how firms can engage in effective strategy-making. Then, we transition to understanding intra-industry, inter-firm profitability differences and examine the role of firm strategy in discriminating between good and bad performance. This module mainly focuses on how businesses should compete within industries. Module three examines corporate strategy, i.e., which industries should firms compete in and what instruments are available to do so effectively, by entering new geographic market or launching new products. The final module aims to sensitize students to the societal context within which business operates and how this might constrain the choice of strategy.

The goal of this course is to equip students with tools, frameworks, and vocabularies to analyse and communicate a firm's strategy.

## Branding

Branding has become a topic of high interest to businesses, not just in its traditional area of consumer markets, but across B to B, Services, drugs and vaccines, and other markets. Branding is not only concerned with advertising or logo design, but entails a variety of elements that, together, contribute to create value.

Brands are ubiquitous. They appear omnipresent in our society and play a vital role in most markets. The course dives into their functioning and centers itself around their sociocultural significance.

The course will explore what branding means and its profound implications for the company as a whole. Consumer goods are the starting point because it is in this arena that branding concepts are most established, but their application to other industries will be also discussed.



\* All courses are fully taught in English



# Cultural Activities

## Lyon City Card: an indispensable and unvaluable pass



Coming to Lyon – France also means discovering its cultural heritage, participating in exciting and original activities and enjoying the French cuisine!

To allow each student to fully enjoy their stay with us in Lyon, they will receive a 4-day Lyon City Card.

This special pass gives you free access to more than 38 activities including 23 museums and their temporary exhibitions, guided visits, mini-cruises... for 4 consecutive days.

Each student will have the opportunity to choose as many activities as they want, according to their own interests.

For more information and details about the activities:  
<https://en.lyoncitycard.com/>



# Corporate Visits

We are convinced that companies and school must work hand in hand to face major economic and societal disruptions and together provide new answers to the world's challenges.

Thanks to our large network of corporate partners, company visits are also planned. These visits, designed to provide participants with a first hand look at "real world" business contexts in France are fully integrated into the Summer School' program.

## Examples of corporate visits:



Club Med



HSBC

L'ORÉAL

Limagrain

mazars



SIAPARTNERS

sopra

steria  
next

VOLVO







Annie / Rollins College / 2019 Summer School

“Studying abroad is a memory that lasts a lifetime. At **emlyon** business school, I was able to do more than further my business education. By collaborating with students from across the globe – America, Hong Kong, Canada, Morocco, Italy, Guatemala, Russia – I learned to see the world differently. I made new friends that I still keep in touch with today. And I was able to experience so much of the beauty, history and cultural value of the city of Lyon. It was truly unforgettable!”



Letizia / Luiss Business School / 2019 Summer School

“**emlyon** business school is well organized and very oriented to innovation also thanks to its famous incubator of startups. Our class was composed by students from all over the world: USA, Canada, China, Morocco and Russia. This mix of different cultures permitted us to live a very constructive experience. The course was interesting even if short. We talked a lot about business and we had moments of discussion in class. Lyon is one of the most beautiful European cities that I have visited: full of young people, bars, music, places to visit and things to do! I loved it.”



Michelle / Rollins College / 2019 Summer School

“I greatly enjoyed my study abroad experience at emlyon business school. The professors helped us learn so much more about French and European business culture. The other students were from all over the world so it was truly a multi-cultural experience.”

# How to join the Summer School program

## Application process

Application to our Summer School is done online through our website: [masters.em-lyon.com/en/Summer-School](https://masters.em-lyon.com/en/Summer-School)

Deadline for application is April 30<sup>th</sup>.

We recommend early applications for more chances to enroll in the program and housing. Application may be considered after this date if places are still available. Applications are considered on a rolling basis.

Deadline for partner institution nominations for the Summer School is March 1<sup>st</sup>.

For more information on admission conditions: [incoming.master@em-lyon.com](mailto:incoming.master@em-lyon.com)

## Entry requirements

- Being enrolled in a master level program
- Transcript or provisional transcript
- CV
- Cover letter
- Equivalent to B2 English level

Exchange students nominated by **emlyon** business school partner institutions for the Summer School, please refer to your home institution directly for the application process.

## Tuition fees

1,500€ per module

Candidates are eligible to a special early-bird fee if they apply by March 1<sup>st</sup>, 10% discount will be granted.

3 or more students enrolled in the program from the same institution will also benefit from a special rate.

Students nominated by **emlyon** business school partner institutions for an exchange in our Summer School are waived from tuition fees.

## Accommodation

[masters.em-lyon.com/en/emlyon-business-school-Summer-School/Student-Life](https://masters.em-lyon.com/en/emlyon-business-school-Summer-School/Student-Life)

## Contact

Please send the students nominations to: [incoming.master@em-lyon.com](mailto:incoming.master@em-lyon.com)



# emlyon business school

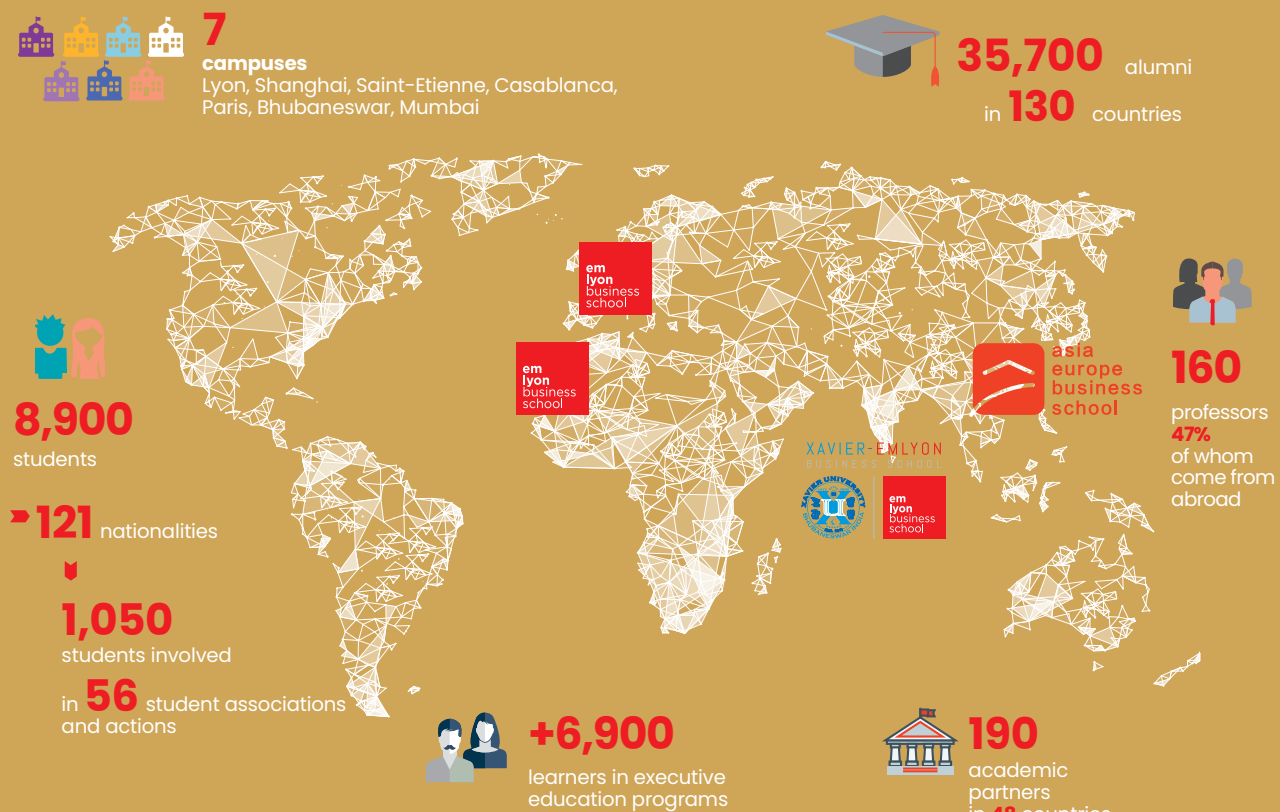
## One of the world's best educational institutions

emlyon business school is a French private state-approved institution of higher education founded in 1872. The School hosts 8,900 undergraduate and postgraduate students from 110 different nationalities, and of 6,900+ senior managers on executive development programs. It operates now on seven different campuses (Lyon, Shanghai, Saint-Etienne, Casablanca, Paris, Bhubaneswar and Mumbai) with a network of 190 international academic partners and a community of 35,700 alumni over 130 countries.

Throughout its history, the school has remained true to its origins: entrepreneurial, innovative and humanist. emlyon business school's mission is to reveal "makers", actors of the transformation who can anticipate, straddle frontiers, build and contribute positively, learn how to take action, and bring values in their collaborative approach.

The "maker" notion mirrors emlyon business school's vision of what is an entrepreneur, someone who tries, experiments, makes mistakes, starts again, learns as he goes along. Our students may develop such skills within the framework of the next generation pedagogy, associating academic research of excellence and innovating learning tracks.

emlyon business school is part of the 1% business schools with the triple international accreditations by AACSB, EQUIS and AMBA, and as such ranks amongst the world-class business schools.



# Study in France

## at emlyon business school

### Lyon, a global city

Lyon stands within Europe's sixth-largest region. It is one of the most attractive cities for European investors and is home to more international companies than any other region in France. This university city, with a student population of 150,000, also hosts a number of corporate head offices and international organisations (Interpol, Euronews, etc.). The city boasts recognized expertise and competitiveness clusters in the following sectors: biotech and healthcare, environment and digital entertainment (video games, cinema, audiovisual, animation and interactive multimedia). Lyon's history dates back 2,000 years.

### Lyon, a vibrant place to live and create

The city, home to a UNESCO World Heritage Site, is one of Europe's top five tourist destinations and is known for its gastronomy, with no fewer than 15 Michelin-starred restaurants. It boasts the perfect location for student living, near the French Riviera and the Alps and just 2 hours from Paris by high-speed rail.

Lyon offers a wide range of activities and cultural events, including Les Nuits Sonores (electronic music festival), the Fête des Lumières (December lights festival), Les Nuits de Fourvière (culture, concerts, etc.), the Biennale de la Danse and the Biennale d'Art Contemporain. Living in Lyon brings all these things to your doorstep.

[www.onlylyon.org](http://www.onlylyon.org)

### Lyon-Ecully campus

The business school's historical campus is situated in pleasant, rural surroundings just 15 minutes from the centre of Lyon in the town of Ecully. The buildings, located in a large 15-acre park, provide 30,000 m2 of office and teaching space.

In line with the business school's digitalization strategy, this space is under transformation, notably with the opening of the learning hub in 2015 and the 45/4 space. In 2016, the installation of the new incubator and makers' lab, in the heart of the campus, became the first ever creativity & learning hub in Europe. Two halls of residence - the Drakkar and the Galion - house over 300 rooms and studio apartments.



# emlyon business school Campuses

## LYON-ECULLY

23 avenue Guy de Collongue  
CS 40203  
69134 Ecully cedex - France  
[em-lyon.com](http://em-lyon.com)

## SHANGHAI

Asia Europe Business School  
155 Tan Jia Tang Road  
Minhang District  
Shanghai 201199 - People's Republic of China  
[www.em-lyon.com.cn](http://www.em-lyon.com.cn)

## SAINT-ETIENNE

51 cours Fauriel  
CS 80029  
42009 Saint-Etienne cedex 2 - France  
[bba.em-lyon.com](http://bba.em-lyon.com)

## CASABLANCA

Marina de Casablanca  
Tour Ivoire 4  
20000 Casablanca - Morocco  
[casablanca.em-lyon.com](http://casablanca.em-lyon.com)

## PARIS

15 boulevard Diderot  
75012 Paris - France  
[em-lyon.com](http://em-lyon.com)

## BHUBANESWAR

Xavier City Campus  
Plot No:12(A) - Nijigada - Kurki - Harirajpur  
Pin: 752050 - Dist.-Puri - Odisha - India  
[xebs.edu.in](http://xebs.edu.in)

## MUMBAI

emlyon Campus  
St Xavier College  
5 Mahapalika Marg  
Mumbai 400-001 - Maharashtra - India  
[xebs.edu.in](http://xebs.edu.in)



Visit our campuses on google street view



emlyon business school is a private institution for higher technical education which is approved by the state - November 2021  
non-contradictory document - photos: R.Etienne - Mathilda Perrot - iStock

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