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since 1872

em
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business
school

Summer School

Postgraduate Programs

Lyon-Ecully
From June 14th
to July, 5th 2023

Summer School: Dive into international experience and French culture

This program is designed for graduate students who want to examine the fascinating world of wine marketing and culture. Based in Lyon, the program is designed to give a French and European experience to participants

Program structure*

From June 14th to June 23th, 2023

Module 1: Advanced Strategy

6 ECTS (European Credit Transfer System)
Thinley THARCHEN, Professor of Strategy

Concepts and subjects covered:

- History of corporate strategy and its turning points
- Process of strategy making and its dynamics
- Management consulting
- Competitive dynamics and market cycle (how to adapt to market evolution)
- Strategy consulting

This course is centered around a systemic and multidimensional perspective on strategy. During this module, a special emphasis will be given to class participation and group work on case studies. Also, you will be involved in critical discussion of assigned readings given before the class. This will offer you the opportunity to discuss how strategy is operationalised by consultants in strategic management and to reflect critically on what is exchanged in class. Possible short videos could be watched to focus on specific cases.

* All courses are fully taught in English

From June 26th to July 5th, 2023

Module 2: Wine Marketing & Wine Culture

6 ECTS (European Credit Transfer System)
Aurélié LABRUYÈRE, Vindème Associate Director

Concepts and subjects covered:

- Wine culture
- Value creation in wine industry
- Status game in wine industry
- Market-driving strategies

The stakes of wine marketing and wine culture are numerous and strategic. Wine sits at the boundary of two contradictory fields. Culture on the one (with links to art, or even magic); business (with link to commodification and appropriation) on the other hand. As a product coming from both agriculture and craftsmanship, wine is a boundary object. Throughout its long history, wine has become a cultural object. And in the meantime, it is also an object that is sold and marketed. But culture cannot be appropriated and sold. So, how are we to proceed?

New countries have started producing wines that compete with historical wine producers. Large conglomerates are entering the strategic niches of independent tiny producers.

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.

Wine Marketing & Win Culture

Wine and culture have been linked since ancient times. Wine has held an important place in people's lives, culture and diets for centuries. The role of wine has evolved over time, moving from an important source of nutrition to a cultural complement of gastronomy and conviviality. The art of wine making has also adapted to grasp the changes in technology, science, but also people's lifestyles.

All these changes have led to the institutionalization of a massive market (estimated around US\$360 bn in 2023). Contrary to most markets, wine is highly intertwined with culture. Therefore, to understand wine marketing, it is imperative to apprehend the distinctive properties of wine.

In this class, participants will discover wine culture, explore the contemporary stakes wine market is facing (climate change, evolution of drinking habits...), delve into the peculiarities of wine marketing and learn about the fascinating world of wine tasting and wine making.



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/>

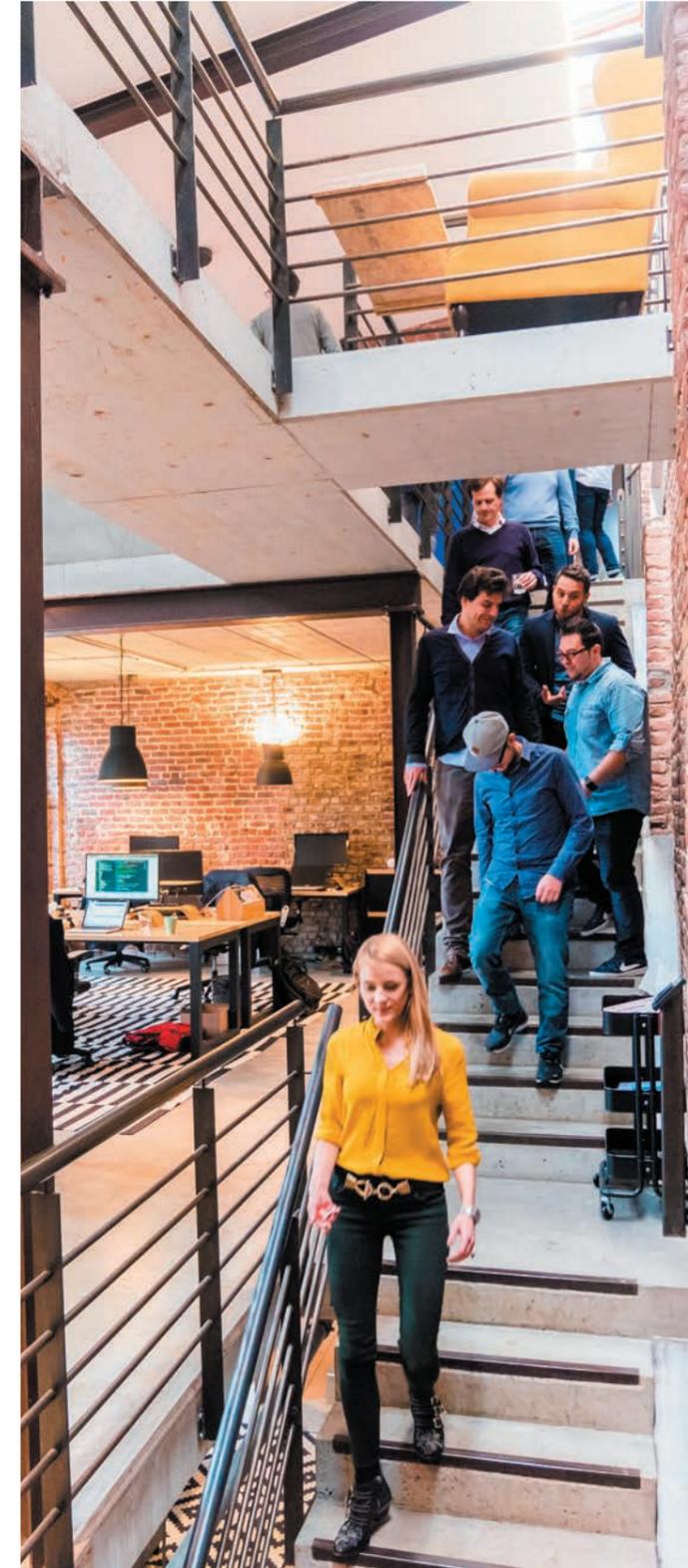


Corporate Visits

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:





Shea / University of Florida - USA / 2022 Summer School

"I really enjoyed my two weeks summer school at emlyon. Even if it was too short and it went too fast, I had the best 2 weeks I would never forget! I chose the summer program at emlyon because it looked like an incredible opportunity to spend 2 weeks abroad in one of the highest ranked business school in Europe. The course and professor were amazing. It taught me a lot, kind of reinforced what I learnt at my home institution and brought so many awesome people together from all over the world. I really enjoyed the European and French culture as well the exiting city of Lyon. I absolutely recommend this program, you will never regret it!"



Remilekun / University of Bradford - UK / 2022 Summer School

"I had the opportunity to spend 4 weeks at emlyon to attend the summer school program. It was such a great experience getting to meet people from everywhere and spending time with a very fantastic emlyon academic and non-academic staff. I learnt a lot about Strategy and Branding that will be very useful in my career path. Company visits also allowed me to discover new business models and speak with innovators, Chief Executive Officers.... I enjoyed it pretty much because it was quite immersive. Lyon is also one of the most beautiful European city I have ever seen which offers a variety of cultural events and friendly activities. I greatly enjoyed my study abroad experience at **emlyon** business school and would recommend it!"



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!"

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

Deadline for application is April 30th.

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 1st.

For more information on admission conditions: 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

2,200€ per module

Candidates are eligible to a special early-bird fee if they apply by March 1st, 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

Contact

Please send the students nominations to: 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 9,020 undergraduate and postgraduate students from 125 different nationalities, and of 6,900+ senior managers on executive development programs. It operates now on six different campuses (Lyon, Shanghai, Saint-Etienne, Paris, Bhubaneswar and Mumbai) with a network of 190 international academic partners and a community of 38,600 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.



6 campuses
Lyon, Shanghai, Saint-Etienne,
Paris, Bhubaneswar, Mumbai

38,600 alumni
in **130** countries

9,020 students

>125 nationalities

1,090 students involved

in **56** student associations and actions



+6,900 learners in executive education programs



190 academic partners in **50** countries



164 professors
49% of whom come from abroad



Key figures 2022

Visit our campuses on google street view

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

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

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BHUBANESWAR

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MUMBAI

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xebs.edu.in



Visit our campuses on google street view



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