

lyonbusinessacademy.com

**begin**  
**today**

**Bachelor and Master of Business Administration**  
**100% in the English Language**

**GLOBAL BBA & MBA**



**AIB**  
THE ACADEMY OF  
INTERNATIONAL  
BUSINESS LYON

Lyon, France

**Make the Difference.**



# Entrepreneurship & Business Development





# Communication & Digital Marketing

# Supply Chain & Operation





**Finance &  
Accounting**



**Human Resources**



# Project Management





THE ACADEMY OF INTERNATIONAL BUSINESS

Lyon - France



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INTERNATIONAL  
BUSINESS LYON

**“The principle goal of education is to create people who are capable of doing new things, not simply of repeating what other generations have done – people who are creative, inventive and discoverer.”**

**Begin Today.  
Make the Difference in this World.**



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After spending many years talking to thousands of students who are struggling to know what their next steps are – we have come to realize that business education, can still be improved. Despite a sharp increase in business school entries and a plethora of programs, the employment rates of graduates remain too low. In addition, graduates capacity to thrive professionally and emotionally in an ever-changing international employment market is diminishing

Was this the dream life students aimed for when they started their studies?

What is wrong? Are we sufficiently focused on developing the human capital of our students? Do we focus too much on disseminating knowledge yet omitting soft skills that make a difference in the business world today? Do we teach enough ethics and values? Do we create future leaders that stand up for what is right, and that will make a positive impact on all aspects of society?

To make a difference, we created The Academy Of International Business

At the Academy of International Business®, we coach students by teaching skills, not lessons, and we train for professions, not just for diplomas. In small classes, limited, we produce real businesses, real business people, with real skills mentored by real professionals. We aim to grow human capital by delivering exceptional knowledge, building soft and hard skills, and providing real work experience! We create global leaders/citizens that can make a difference and thrive in a globalized world and knowledge-based economy.



*Steve Thomsen*

Co- Director



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# Our Vision, Our Mission, Our Solution



## Our Vision

Our vision is to be one of the most renowned Management Schools that create future leaders of value, who will have a positive impact on all aspects of Society.

## Our Mission

- To help each student realise her/his potential - Help them to thrive professionally
- To prepare student for the volatil, complex and unpredictable world by building transferable skills such as Leadership, Résilience, Agility
- To develop intercultural competencies



## Our Solutions

We grow human capital : We coach students by teaching skills not just lessons and a mentor is assigned to each student.

Our programs built on verified business and management practices are taught by business professionals, experts in their fields.

We delivering knowledge, building skills, and providing real work experiences

**If you want to  
change the world,  
start by changing  
yourself.**

# Global World, Global Career, Global Degree

In a globalized and knowledge-based economy, intercultural competence is a key to a successful international career. To grow our students' capacity to succeed within this intercultural world, we have developed bachelor and master degree programmes that meet the challenges and opportunities of this world.

Our courses are built on verified business and management practices that come from various fields such as management, social sciences, and neuroscience; and are delivered by experienced international professionals and academics.

To prepare students for the volatile, uncertain, complex, and unpredictable world we live in - we decided to go beyond theory. Our aim is to build transferable skills that grow intercultural competence, resilience, agility, leadership and interpersonal competencies.

Interested in pursuing an international career?

Welcome to 'The Academy of International Business'. We are here to prepare you for the journey.



**International Career**

The English language is a must in the 21st century, that is why 100% of our courses are taught in the English language. If you feel that your English is not good enough to begin your study with our academy, do not worry, we have prepared special classes to bring your English skills up to speed!



## Our Values & culture

# Entrepreneurship Spirit

### Community

Life is most fulfilling and meaningful when lived with and for others. Positive, encouraging, and inspiring study environment where students support and challenge each other is a must. We care about our students; their personal and collective well-being is at the heart of what we do.

### Professionalism

We expect excellence in effort. Though we understand that perfection does not exist, we strive for it. Being trustworthy, reliable, and always learning is part of our DNA. We rejoice when we experience small and big wins - and we learn from failures.

### Inclusivity

Social justice and equal treatment matter to us, and this is why we built a unique recruitment process and study syllabus. We hire for attitude and potential, not for academic skills only + our students have an opportunity to raise funds during their study, thus being able to finance otherwise expensive tuition.

### Leadership

We see issues that our civilization faces, and we care. We do our best to create a future generation of leaders guided by ethics and driven by values - leaders that stand up for what is right, making a positive impact on all aspects of society.

### Global Mindset

We see ourselves as global citizens. Mastering the English language, plus learning another global language, developing intercultural competence, opportunity to do international internship, and being taught by international professionals is how we prepare our students for the opportunities of tomorrow.

### Thriving

Happiness, health, and progress of our students are imperative to us. We desire that they become truly successful. Therefore, we teach them emotional intelligence and resilience skills - key variables that enable us to thrive in a ever changing and challenging world.



# Why should you choose the Academy of International Business?

## Why us?



### Master the English language.

100 % of our classes are in the English language, plus you will have an opportunity to learn a second language.



### Develop Cultural Intelligence.

Thrive in intercultural context. We will grow your capacity to communicate, interact and lead within an international context.



### Grow Skills and Competencies.

Just a diploma is not enough. You will grow hard and soft skills such as resilience, emotional intelligence, and leadership!



### Make the difference.

Make a difference! You will have a chance to make a positive impact on all aspects of society, including economic, social and environmental.



5.

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**You can make it.**

Everybody has a chance. We hire for attitude and potential rather than academic skills only!



6.



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**Finance your study.**

Raise funds (work) while studying. Students are required to attend classes only 3 days a week. We also provide different forms of financial relief.



7.



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**Be taught by professors with business experience.** At least 70% of our professors are professionals with extensive international business experience.



8.



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**Receive professional support.**

We provide mentoring to our students. Each student has a mentor (professor) that supports the student throughout the study and beyond.

9.

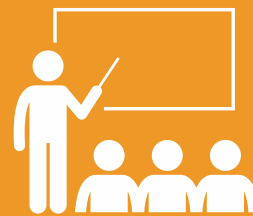


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**Be certified.**

We seek certifications for you not us. Each one of our elective courses offers you one or more industry accredited certifications.

10.



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**Engage.**

We value meaningful interaction. Our classes are small, which allows for relationship building and enhanced communication between professor and students.

**We train for professions, not just diplomas.**

# Our Students



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**Abdalla**



**Practical,  
Professional  
and Friendly!**

"One of the things that I particularly liked about the Academy of International Business here in Lyon is the way they care about their students. The care I got as an international student was really valuable. A small ratio of students to instructors really helped during the learning process. If I had to describe the academy in three words, I would say practical, professional, and friendly!"

"What I particularly appreciated at the Academy is the enthusiasm that teachers put into their teaching. Also, teachers give their best to pass on their knowledge, but they go beyond just teaching skills too, they encourage us and help us in the personal development dimension. They help us to improve as a person and to develop non-academic skills. If I had to describe the Academy in 3 words, I would say rigor, multicultural, and simply excellent!"

**Okemi**

**Rigor,  
Multicultural,  
Simply excellent!**



# GLOBAL BBA



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# 1<sup>st</sup> Year GLOBAL BBA

## GLOBAL BBA Study

- Three Years Programme
- 180 Credits
- Designed from FEDE accredited Program
- Alternance available

1- Discover Fundamentals of business management

2- Begin your personal development journey and start building your career

3- Strengthen your linguistic skills

### First Semester

Work/Study methodology and Project Management  
 The fundamentals of business, law and digital communication I  
 International Relations  
 Marketing and Communications Strategy I

Fundamentals

Personal Development - The Science of Thriving  
 Career Research & Development - The fundamentals  
 Language 1 &/or 2 - B2 Level  
 Mentoring

Support

### Second Semester

Communication - Public Speaking  
 The fundamentals of business, law and digital communication II  
 Introduction to Multicultural Management  
 Financial Accounting I  
 Marketing and Communications Strategy II

Fundamentals

Personal Development - Values and Long-term Vision  
 Career Research & Development - Networking  
 Language 1 &/or 2 - B2 Level  
 Mentoring

Support

Internship or tutored project (6 weeks minimum)  
 Business Game  
 Start UP Factory: Entrepreneurial Creativity

Experiment

Global BBA 1st year

# 2<sup>nd</sup> Year GLOBAL BBA

## GLOBAL BBA Study

- Three Years Programme
- 180 Credits
- Designed from FEDE accredited Program
- Alternance available

1- Fosters Foudamental of Business Development

2- Learn Business Analysis and Internationalisation

3- Complete first internship in a company

### First Semester

Introduction to Leadership  
Business and Digital Communication  
Intercultural Management  
Financial accounting II

Fundamentals

Personal Development - Confidence and Resilience  
Career Research & Development - Match your skills to employer needs  
Language 1 &/or 2 - B2 Level  
Mentoring

Support

### Second Semester

Principles of Micro Economics  
Principle of Macro Economics  
Business & Digital Communication II  
Financial Accounting III  
Business Ethics - Culture and Democracy I

Fundamentals

Personal Development - Setting and achieving Meaningful Goals  
Career Research & Development - Power statements  
Language 1 &/or 2 - B2 Level  
Mentoring

Support

Internship or tutored project (6 weeks minimum)  
Business Game  
Start UP Factory: Entrepreneurial Creativity

Experiment

Global BBA 2nd year

## GLOBAL BBA Study

- Three Years Programme
- 180 Credits
- Designed from FEDE accredited Program
- Alternance available

1- Master the fundamentals of Business Management

2- Start your specialization courses

3- Professionalization : End Of Cycle Internship

First Semester	Business Communication	Fundamentals
	Business Management : Legal	
	Business Management : Accounting and Finance	
	Corporate Management, Governance & Human Ressources	
Second Semester	Personal Development - Social Awareness	Support
	Career Research & Development - Written Materials	
	Language 1 &/or 2- B2 Level	
	Mentoring	
Second Semester	Innovation Management	Fundamentals
	Intercultural Management in Europe	
	Human Ressources in Europe	
	Culture & Democracy II	
Second Semester	Personal Development - Social Management	Support
	Career Research & Development - The Plan	
	Language 1 &/or 2 - B2 Level	
	Mentoring	
<b>Specializations &amp; Certifications</b>		* see page 11 & 15
Internship or tutored project (4 to 6 months)		Experiment
Start UP Factory: Entrepreneurial Creativity		
Business Game		

# Choose your specialization

We understand that it is not easy to identify what you want to do in the future. To facilitate your choice, we will provide you with career support classes and mentoring services - both of which will help you to identify the best career path to follow.

You do not have to choose your specialization until the third year, and the options to choose from are as follows:

**Communication & Digital Marketing**  
**Finance & Accounting**  
**Entrepreneurship & Business Development**  
**Supply Chain & Operation Management**

## Certifications \* see page 15

Since we train for Professions, not just Diplomas - we partner with the world's leading industry certification bodies. Each one of our elective courses offers you one or more industry accredited certifications that enhance your skills and open doors to the real world of business.

Certificate Programs are there to teach you how to turn business theory into practice.

We seek certifications for you not us.

# 3rd Year





# Specializations

<b>Communication &amp; Digital Marketing</b>	<b>Finance &amp; Accounting</b>	<b>Entrepreneurship &amp; Business Development</b>	<b>Supply Chain &amp; Operation Management</b>
<p>Develop what it takes to deliver, monitor and measure targeted digital marketing campaigns; and learn the best practice, theory and applied skills in marketing and communications. Prepare yourself for an exciting and engaging international career in digital marketing and communication.</p>	<p>Equip yourself with the technical, professional, analytical and ethical skills required for a successful global accounting / finance career. We will provide you with the tools to become an international finance professional ensuring companies get the best return on investment under both GAAP &amp; IFRS standards.</p>	<p>Develop your business and management skills so you can create, establish and lead your own venture. We will also give you the knowledge and confidence to implement strategies within an established company to drive change, encourage innovation and help the business flourish.</p>	<p>Equip yourself with the managerial and analytical skills to understand the complexity of supply chain and operations management. Meet challenges and opportunities in business with creative yet pragmatic thinking while generating solutions that make the difference.</p>

## Examples - BBA and MBA Core Subjects

<b>Communication &amp; Digital Marketing</b>	<b>Entrepreneurship &amp; Business Development</b>	<b>Finance &amp; Accounting</b>	<b>Supply Chain &amp; Operation Management</b>	<b>Skills &amp; Competencies</b>
<p>Sales Strategy Marketing Strategy Communications Digital Marketing Customer Relations Advertising Market research Consumer behaviour Marketing ethics</p>	<p>Management Leadership Entrepreneurship Performance Business project Business Strategy Human Resources Organisational Behaviour</p>	<p>Business Accounting Corporate Finance Internal Control Auditing Mergers &amp; Acquisitions Financial Controlling</p>	<p>Quality Logistics &amp; Supply Chain Purchasing Law Risk management Certifications International Business Performance</p>	<p>Mandarin Spanish French Emotional Intelligence Self Awareness Self Management Resilience Cognitive and Emotional Agility</p>

# GLOBAL MBA



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# 1<sup>st</sup> Year GLOBAL MBA

## GLOBAL MBA Study

- Two Years Programme
- 120 Credits
- Designed from FEDE & RNCP Accredited Program
- Alternance available
- Possibility to enter in the first year

- 1- Acquire Managerial and Business Fundamentals
- 2-Improve your strategic Vision
- 3-Develop your Business Expertise
- 4-Choose your personal Project
- 5-Choose your internship

### First Semester

Intercultural Management  
Business Management Sytle  
Entrepreneurship

Different Fonction of Business Management and their interaction :  
Commerce, Logistics, Financial Management, Human Ressources  
Management

Fundamentals

Personal Development - The Science of Thriving  
Career Research & Development - The fundamentals  
Language 1 & 2 - B2 Level  
Mentoring

Support

### Second Semester

Managing Business life cycle & sustainability  
Business and commercial Communication  
Digitalization & e-management  
Corporate Human Ressources  
Companies, competitiveness and Europe

Fundamentals

Personal Development - Decision Making, Confidence & Resilience  
Career Research & Development - Networking  
Language 1 & 2 - B2 Level  
Mentoring

Support

## Introduction to Specializations

\* see pages 14 & 15

Internship or tutored project ( At least 6 Months)

Business Game

Start UP Factory: Entrepreneurial Creativity

Experiment

Global MBA 1st year

# 2<sup>nd</sup> Year GLOBAL MBA

## GLOBAL MBA Study

- Two Years Programme
- 120 Credits
- Designed from FEDE & RNCP Accredited Program
- Alternance available

1- Master Managerial & Business Fundamentals

2-Understand International Dimension

3-Prepare for and start your career

### First Semester

Geopolitical Environment and Business Strategy  
 Strategic watch & Economic Intelligence  
 International Economic Environment & International Strategy  
 International Economic Environment, International Contract  
 The concept of Strategy

Fundamentals

Setting & achieving meaningful goals social awareness  
 Career Research & Development -Match your skills Employers needs power statement  
 Language Classes 1 & 2 - B2 Level  
 Mentoring

Support

### Second Semester

Strategic Models and General Company Policy  
 Business strategy and Organizational structure  
 The Strategic Decision  
 Strategic Management, Management Of Human Resources and performance of organization

Fundamentals

Personal Development - Social Management  
 Career Research & Development -Written Materials & The Plan  
 Language Classes 1 & 2 - B2 Level  
 Mentoring

Support

## Specializations

\* see pages 14 & 15

Internship or tutored project ( At least 6 Months)

Business Game

Start UP Factory: Entrepreneurial Creativity

Experiment

# Choose your specialisation

At the end of the first year of your MBA, you will be introduced to four specializations. Together with our career support classes and mentoring services you will be able to identify the best career path to follow.

Since we have partnered with the world's leading industry certification bodies - each one our elective courses offers you one or more industry-accredited certifications.

Certificate Programs are there to teach you how to turn business theory into practice, plus they often open the door to career progression.

## Specializations & Certifications

<b>Communication &amp; Digital Marketing</b>	<b>Finance &amp; Accounting</b>	<b>Entrepreneurship &amp; Business Development</b>	<b>Supply Chain &amp; Operation Management</b>
Develop what it takes to lead teams that deliver marketing campaigns; and learn the best practice, theory and applied skills in marketing and communications. Become a leader in digital marketing and communication and start an exciting and engaging international career.	Equip yourself with the technical, professional, analytical, managerial and leadership skills required for a successful global finance / accounting career. Lead finance and accounting teams and become an international finance professional ensuring companies get the best return on investment under both GAAP & IFRS standards.	Be a leader, develop your business and leadership skills so you can create, establish and lead your own venture. We will give you the knowledge and confidence to implement strategies to start your own business and to work within an established company to drive change, encourage innovation and help the business flourish.	Equip yourself with the analytical, managerial and leadership skills to understand the complexity of supply chain and operations management. Meet challenges and opportunities in business with creative yet pragmatic thinking while generating solutions that make the difference.

# Examples - Certifications



DMI® Certified Digital Marketing Specialist in Strategy and Planning (CDMSSP)®

Smei® Certified Sales Expert (CSE®)

The Adobe® Certified Expert - Campaign Business Practitioner

Hubspot® Inbound Marketing Certification

Google® Campaign Manager Certification

HRCI® Professional in Human Resources International™

Association for Strategic Planning® SMP: Strategic Management Professional Level II

NCSA® Certified Customer Service Professional

Certified Change Management Professional™ (CCMPTM)

The IASSC Certified Lean Six Sigma Green Belt™ (ICGBTM)

SAP® Global Certification

Institute for Supply Management® (ISM®) Certification

MSI - Total Quality Management Professional (TQMP)™

IRCA Foundation Certificate in Quality Management®

PMI® Certified Associate in Project Management (CAPM)®

Entrepreneurship and Small Business Certification (ESB)

IIEI® Certified International Trade Professional® (CITP)

DRI International Associate Risk Management Professional (ARMP)

Microsoft® Office Specialist on Microsoft Office

The Chinese Proficiency Test (HSK) ETS®

Test of English for International Communication TOEIC® >785

DELE Spanish Diplomas B2/C1

CIMA® Certificate in Business Accounting

ACCA® Diploma in Financial and Management Accounting

Applied Investment & Finance Analyst (AIFA) Certification



# The Academy of International Business Career

Training for Professions, not just Diplomas.

## Communication & Digital Marketing

As a graduate of digital marketing and communication, you will be able to take up multiple roles and responsibilities that encompass written, spoken, and visual communication. For example, you could manage digital channels such as digital advertising, social media, email marketing, blog content, etc., to reach out to customers. But the roles you will be able to do will vary, including Marketing Manager, Public Relations Specialists, Media Planner, Social Media Manager, Human Resources Specialist, Communications Director, Marketing Director, etc.

## Entrepreneurship & Business Development

As a graduate of Entrepreneurship & Business Development degree, you will have opportunities for wealth creation for yourself, your own company, your future employer and the society. Whether you build your own business or work for others, you will most likely create value by growing the company/business. Your future jobs might come from all sorts of industries and sectors. Potential job titles are Entrepreneur, Business Consultant, Not-for-Profit Fundraiser, Sales Manager, Strategic Partnerships Manager, Senior Solutions Consultant, Owner, CEO, etc.

## Finance & Accounting

As a graduate of finance and accounting degree, you will be able to take up job opportunities across many sectors. Your future jobs might come from banks, public sector organizations, accountancy firms, management consultancies, and in fact - from anywhere. Finance and accounting are needed in all organizations and jobs can vary from entry-level to executive-level. Potential job titles are Financial Planner, Accountant, Cost Clerk, Financial Analyst, Finance Manager, Management Accountant, Finance Director, etc.

## Supply Chain & Operation Management

Supply Chain & Operation Management careers are some of the most expansive and diverse disciplines within the business world as they encompass a broad array of interconnected activities and functions. This degree will enable you to take up multiple roles and responsibilities that engage in developing, manufacturing, and delivering products or services to customers. Some potential jobs titles are Purchase Manager, Strategic Planner, Process Manager, Supply Chain Manager, Warehouse Manager, Production Manager/Director, CEO, etc.



Successful people work to discover their talents, develop them, & use those talents in a profession to benefit others & themselves. Find out how we help you develop your talents and choose the best possible profession for you.

# How to Apply ?



**You can make it!** 

Unlock your career! Everybody has a chance. We hire for attitude and potential rather than academic skills only!

## Step 1 : Fill In the Application Form

To begin your application process, please click [here](#)

We will contact you within 48 hours of your submission. A member of our friendly Admissions team will be in touch to discuss the next steps of your application process.

## Step 2 : Send your document

Send the below documents to the following email: [admission@lyonbusinessacademy.fr](mailto:admission@lyonbusinessacademy.fr)

A cover letter

A copy of your passport or relevant ID

A copy of all relevant diplomas and qualifications (high-school / A-Levels; college / university degrees)

A Resume or CV

## Step 3 : Motivational Interview

The purpose of this interview is to get to know you better, and to ensure your personality and values are up to the standards expected by The Academy of International Business®.

NB: You can still request an interview even if you have not submitted your completed application. Simply contact our admissions team [admission@lyonbusinessacademy.fr](mailto:admission@lyonbusinessacademy.fr) to arrange one.

**Apply today!**



# school fees

## Yearly tuition :

### Bachelor :

- Tuition Fee : 8 500 €
- Registration Fees : 320 €

### MBA :

- Tuition Fee : 9 500 €
- Registration Fees : 320 €

## Early Bird

Candidates starting in September 2023 will be eligible for a 2000 Euros scholarship if

- a registration file is completed
- and registration fees (320 Euro) + 50% of the yearly tuition fees are paid before June 30, 2023.

To learn more about the above options, please contact on:

[admission@lyonbusinessacademy.com](mailto:admission@lyonbusinessacademy.com)





# AIB

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INTERNATIONAL  
BUSINESS LYON



Federation for **ED**ucation in **EU**rope  
Fédération Européenne Des Ecoles



## Lyon

We are proud to be Lyonnais. Awarded the most “liveable” city in France by the Economist® Lyon is the only French city with absolutely no compromises. .



[Video](#)



[www.lyonbusinessacademy.com](http://www.lyonbusinessacademy.com)



[hello@lyonbusinessacademy.com](mailto:hello@lyonbusinessacademy.com)



+33 (0)4 78 01 33 18

The Academy of International Business®  
86 Rue Paul Bert 69003 Lyon  
France



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