



Document non contractuel. Création : IDRAC/B21A - Crédits photos : François Lapointe.

PARTICIPATE IN

IDRAC

EXCHANGE PROGRAM

MANAGEMENT PROGRAM

(Programme Grande Ecole)

SPRING 2018

INTERNATIONAL DEPARTMENT

47 rue Sergent Michel Berthet
69009 Lyon
France
Tel: + 33 472 857 272

IDRAC
BUSINESS SCHOOL

IDRAC BUSINESS SCHOOL

1 SCHOOL - 10 CAMPUSES

10 OPPORTUNITIES TO STUDY*



IDRAC is a French private Business School with 10 campus sites in France: Amiens, Bordeaux, Grenoble, Lille, Lyon, Montpellier, Nantes, Nice, Paris and Toulouse.

On an international level, IDRAC has developed strong collaboration with more than 100 partners in 41 countries. Each year more than 400 students go study abroad and nearly 200 students from all around the world come for a semester or a year at IDRAC.

ERASMUS Code for all campuses: F LYON112

Web: <http://www.idrac-business-school.com/>

To Apply: [Click Here](#)

The Management program in English :

Campus		Academic dates
Spring	Lyon	22/01/2018 to 27/04/2018

*According to campus opening
(Induction dates may vary depending on campus)

How does the school system works in France

The French system might be different than the one in your home institution.

We value the time spent with the teacher and the knowledge you can get from him and the amount of time spent in class is bigger than the time spent working at home.

Our pedagogical aim is for you to learn as much as you can from your professors. That's why the number of hours per courses can seems important.

A French student spend approximatively 20h a week at school during 10 to 12 weeks in order to obtain 30 credits. The course load at home will not exceed a normal amount of study time.

The grading system is also different , you will see how it works just below.

IDRAC mark (/20)	IDRAC interpretation	ECTS grade	Definition	Credits Awarded
15 - 20	Outstanding	A	Excellent	Yes
13 - 14,99	Very Good	B	Very Good	Yes
11 - 12,99	Good	C	Good	Yes
10 - 11,99	Satisfactory	D	Satisfactory	Yes
Below 10	Failed	F	Failed	No

French Health Social Security

For non-European students, registration to the French student social security in addition to their local international insurance is **compulsory**.

The amount of the registration is about 220€ (payment by cash to the international Office during the induction day).



MANAGEMENT PROGRAM
(Programme Grande Ecole)
ACADEMIC YEAR 2017/2018

COURSES	SPRING	
	Hours	Credits
PRODUCT LIFE CYCLE 3 (Maturity)		
Operation management (lean, yield)	20	2
Corporate finance 1	20	2
International marketing & Development	20	2
Management control (tableaux de bord de DG)	20	2
Digital strategies 2 : Business analytics & Metrics	20	2
Case study - Cycle 3 (Necessity to take all the classes from the cycle 3)		2
PRODUCT LIFE CYCLE 4 (Decline & turn around)		
Organisational resilience (ateliers et témoignages)	20	2
Corporate strategy 2 : Redesigning business model	20	2
Law 2 : social issues, crisis management (procédures collectives)	20	2
Sustainable development & CSR	20	2
Corporate finance 2 : LBO, Mergers & acquisitions	20	2
Case study - Cycle 4 (Necessity to take all the classes from the cycle 4)		2
PERSONAL DEVELOPMENT		
French Seminar (mandatory)	20	2
French as foreign language (mandatory)	20	2
Intercultural exchange report	20	2
Total credits		30

UPDATED OCTOBER 2017—SUBJECT TO CHANGES

A new Design for Strategic Management Approach

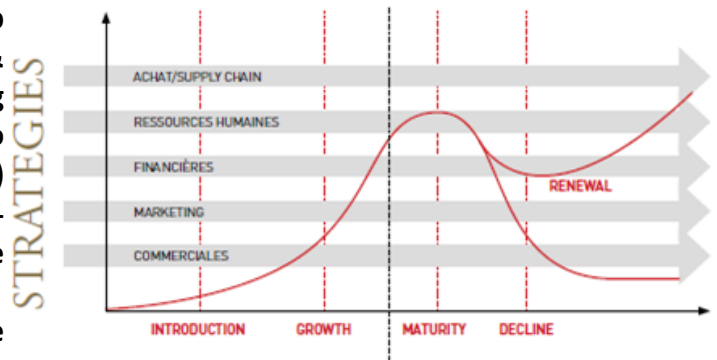
How to understand “Life Cycle Strategic Management approach”

Globalization and Innovation trends require from managers agility and to diversify management perspective according to the specific combination of companies Business units position on their own product life position and the external trends perspectives.

Leaderships on BU's and Global Leadership on global markets require to understand & to put into practice the ways of becoming fast and focus at the beginning to be able to become friendly (opened to collaboration) and flexible (Rosabeth Moss Kanter) to improve results of the coming phases on the product (company) life cycle.

The design of this year is settled to ensure students and teachers the big picture of each phase is totally understood and has been practiced through lectures, Business Simulations, Business cases and entre (intra) preneur personal development dimension.

Each of the four phases can be studied separately and is evaluated through permanent control and through a business case exam integrating all the modules of the phase.



Product Life Cycle 3 : Maturity (spring)

Identification of the maturity situation in advance and adaptation to this stage and constraints are key elements to help managers to take the biggest possible EBIT, through operation management & improvement, and to be able to adapt strategies and resources (specifically the HR ones).

This phase is studied through the following modules:

- Operation management
- Corporate Finance
- International marketing & development
- Management control
- Digital strategies (2/2) Business analytics & metrics

Product Life Cycle 4 : Decline & Turn around (spring)

Being able to identify external opportunities to minimize the risk of losses and to optimize possible breakthroughs & strategic alliances will help the business to enter into a new cycle and avoid to enter into difficult decisions of divesting. This ability could have a great impact on global employee moral of the company.

This phase will be studied via the following modules:

- Organizational resilience
- Corporate strategy (2) Redesigning Business model
- Social issues & crisis management
- Sustainable development & CSR
- Corporate finance 2/2 LBO, mergers & acquisitions

CALENDAR 2017/2018 SPRING MANAGEMENT PROGRAM

january 2018	february 2018	march 2018	april 2018	mai 18
1 lun	1 jeu	1 jeu	1 dim	1 mar
2 mar	2 ven	2 ven	2 lun	2 mer
3 mer	3 sam	3 sam	3 mar	3 jeu
4 jeu	4 dim	4 dim	4 mer	4 ven
5 ven	5 lun	5 lun	5 jeu	5 sam
6 sam	6 mar	6 mar	6 ven	6 dim
7 dim	7 mer	7 mer	7 sam	7 lun
8 lun	8 jeu	8 jeu	8 dim	8 mar
9 mar	9 ven	9 ven	9 lun	9 mer
10 mer	10 sam	10 sam	10 mar	10 jeu
11 jeu	11 dim	11 dim	11 mer	11 ven
12 ven	12 lun	12 lun	12 jeu	12 sam
13 sam	13 mar	13 mar	13 ven	13 dim
14 dim	14 mer	14 mer	14 sam	14 lun
15 lun Intake	15 jeu	15 jeu	15 dim	15 mar
16 mar French seminar	16 ven	16 ven	16 lun	16 mer
17 mer	17 sam	17 sam	17 mar	17 jeu
18 jeu	18 dim	18 dim	18 mer	18 ven
19 ven	19 lun	19 lun	19 jeu	19 sam
20 sam	20 mar	20 mar	20 ven	20 dim
21 dim	21 mer	21 mer	21 sam	21 lun
22 lun	22 jeu	22 jeu	22 dim	22 mar
23 mar	23 ven	23 ven	23 lun	23 mer
24 mer	24 sam	24 sam	24 mar	24 jeu
25 jeu	25 dim	25 dim	25 mer	25 ven
26 ven	26 lun	26 lun	26 jeu	26 sam
27 sam	27 mar	27 mar	27 ven EXAMENS	27 dim
28 dim	28 mer	28 mer	28 sam	28 lun
29 lun		29 jeu	29 dim	29 mar
30 mar		30 ven	30 lun	30 mer
31 mer		31 sam		31 jeu

Special events
Classes
Week Ends and Bank holiday
Exams