

# Double Degree Program Report

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Academic Year	2017/2018
Country	France
School	EM Lyon Business School



## 1. Introduction

My name is Winnie Wan-Chen Lin. I am the double degree student of NCCU IMBA program with EM Lyon Business School in France for the academic year 2017/2018. After working in the sales and marketing field for several years, I wanted to advance my knowledge on business management and gain international experiences via the double degree program. As EM Lyon is a reputable business school in France and I also had experiences living in France, I chose this school for my study. In this report, I will give an overview of the school and the courses, and share my experiences of studying and living in Lyon.



**EM Lyon Campus**



**EM Lyon Terrace**

## 2. EM Lyon Business School

EM Lyon is one of the top business schools in France in the Grandes Ecoles system. It was founded in 1872 and currently having campus in Ecully, Paris, Saint-Etienne, Casablanca and Shanghai. There are various master programs offered by EM Lyon, such as Finance, Luxury Management & Marketing, Sports Industry Management and International Hospitality management, as well as International MBA program. The double degree program with NCCU IMBA is the Master in Management program on Ecully campus (Lyon).



**EM Lyon Cafeteria**



**EM Lyon Learning Hub**

## 3. Administration and Visa

### 3.1. Before Going to France

After being nominated by IMBA Office, EM Lyon's jury will evaluate our application and send the official admission letter. With the admission letter, we could proceed applying for the dorm and French student visa. The International Office of EM Lyon will also send over the administration information such as the calendar of the new academic year, welcome meeting date, course list, and enrollment process. Before heading for France, the online registration process and course enrollment should be completed (access through EM Lyon integrated platform "Makers Board".)

After receiving the admission letter from EM Lyon, follow the instructions on Bureau Français de Taipei and Campus France to prepare the documents for French student visa application. When the documents are ready, make appointment with Campus France for interview. The day of the interview is also the day to submit the documents for visa application to Bureau Français de Taipei. The schedule of Campus France could be quite full from June, so it is suggested to make the appointment as early as possible.

For students who would like to apply for CAF (Caisse d'allocations familiales, the rental assistance provided by French government), check the required documents and prepare them before leaving Taiwan. Documents such as birth certificate should be authorized by the court and Ministry of Foreign Affairs, so it is better to prepare them in advance.

### **3.2. Arriving in France**

After arriving France, follow the instructions provided by EM Lyon student office to get the student ID card and residence permit (OFII). The process takes a long time, so it is suggested to go to student office as soon as you arrive Lyon. Check with the office if the online administration is completed so they could proceed making the student ID card.

## **4. Courses of EM Lyon**

EM Lyon adopts the trimester system: Fall semester (1S) from September to December, Spring semester (2S) from January to April and Summer semester (3B) from April to June. The courses are usually 5 ECTS (24 hours of lecture) or 2.5 ECTS (12 hours of lecture). EM Lyon offers hundreds of fundamental and elective courses in various fields such as finance, marketing, strategy, and entrepreneurship. Below is a list of the classes I took.

### **4.1. Fall Semester 1S**

- **Deciding (5 ECTS)**  
Deciding is an economic course focuses on behavior economics and how people make decisions. The class material is the book “Thinking Fast and Slow” by Daniel Kahneman, and each week one group member present an assigned chapter in the group discussion session. The evaluation includes individual reflections, quiz, peer evaluation on the presentation on book and final group project.
- **Crossing Cultural Borders (5 ECTS)**  
This is a course that discuss about culture difference, cross culture communication theories and models. The evaluation includes group presentation on an assigned article, and a final group project on a cross culture theme or phenomenon.
- **Consumer behavior (5 ECTS)**  
This course is an introduction to the major concepts and theories of consumer behavior. The evaluation includes in-class group activities, individual assignment, group case study presentation, final research project and final exam. With the assignments and projects, students get to learn and practice the important concepts of consumer behavior such as Ladder theory, Means-end chain model, TORA and VALS.
- **Artificial Intelligence Applications for Business (5 ECTS)**  
The course is an overview of current technology and uses of AI and Machine Learning. No data science or programming background is required as the course is more about the concepts and application of AI. Each week there are quite some articles to read and quizzes to finish before the class, and the class is a combination of discussion, videos, and activities rather than lectures. The evaluation includes the weekly and final quizzes, group presentation on an assigned topic, a final group project of an AI business project and pitch.
- **Strategic Management (5 ECTS)**  
This is a fundamental course of EM Lyon. The first four weeks are lectures on strategic management theories and the last four weeks are business game and group

discussions. The evaluation includes the quiz, group performance and video presentation of the business game, as well as a final written exam on a case study.



Deciding: Experiment



AI: Presentation



Consumer Behavior: Presentation



Consumer Behavior: Lecture

## 4.2. Spring Semester 2S

- **Operations and supply chain management (5 ECTS)**  
This is a fundamental course of EM Lyon. The course is mainly in the form of lectures, and the evaluation includes homework and quizzes, a group field mission (a factory visit) report and a final exam.
- **Advanced strategy (5 ECTS)**  
The major mission of the course is to create a Facebook page and reach the target of 1,000 followers. There are lectures by the professor each week, followed by a presentation or status update/analysis of the Facebook page. The final exam is an essay on an assigned company and its strategy.
- **Digital Transformation in B2B (2.5 ECTS)**  
The course on digital transformation of B2B organizations has only four sessions, and there are lectures by guest speakers from companies like IBM. The evaluation



includes a group project on digitalization strategy of a company and a written final exam.

- **BtoB Global BizDev (2.5 ECTS)**

This four-session course is about B2B companies in the global market, the international development framework and the strategic insights. Besides lectures, there are also case studies and group presentations to do in the class. The evaluation includes the in-class activities and a research work of a company and its global strategy.

- **Advertising and Communication (5 ECTS)**

This is a course to learn about the theoretical and practical aspects of integrated marketing communication theory via lectures, guest speaker session (professionals from agency and P&G), and a group project. For group project, students are given a brief of P&G product and develop an integrated marketing communication plan including TV copy, print ad, in-store/digital campaign for it. The professor and the guest judges will pick the best three groups to present in the class then decide the winner. Besides the group project, there are also assignments and a final exam.

- **Branding (5 ECTS)**

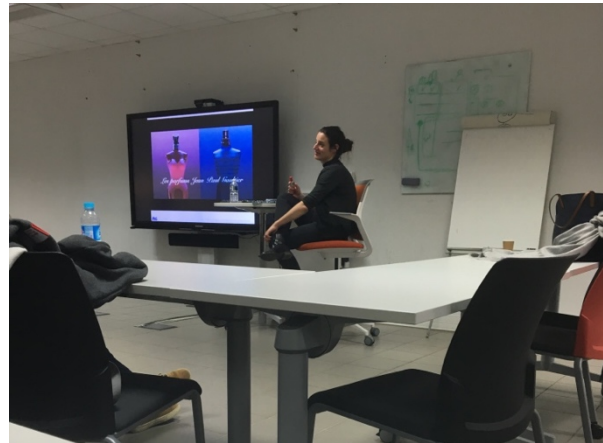
The course covers the key concepts of branding from brand identity, brand territory to brand community. Every week there is a group assignment to submit before the class that allows students to research on the branding concepts in advance, such as Red Bull and Starbucks brand extension or study on Harley Davidson's brand community. The professor will give a debrief in the class and further explain the concepts. Besides the assignment each week, the final individual report is a research paper on a brand with creative presentation.

- **Marketing Strategy Implementation (5 ECTS)**

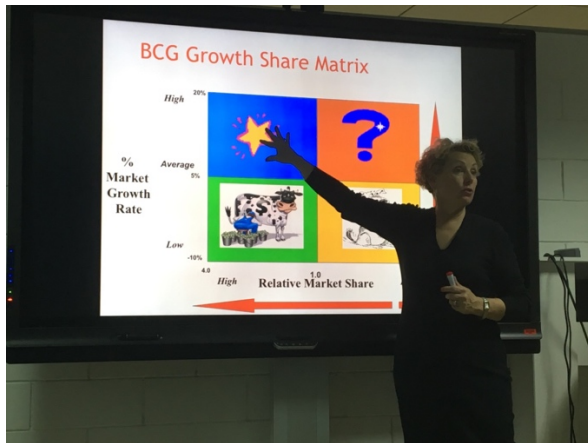
The course is based on the business simulation game Markstrat to make students practice implementing marketing strategy by participating in the game. The groups have to use the tools learned in the class, such as BCG, McKinsey Matrix and competitive analysis, to make decisions in each round of the game. The evaluation includes the simulation ranking, the strategy plan and final presentation of the simulation game, as well as a mini case study presentation and a final quiz.



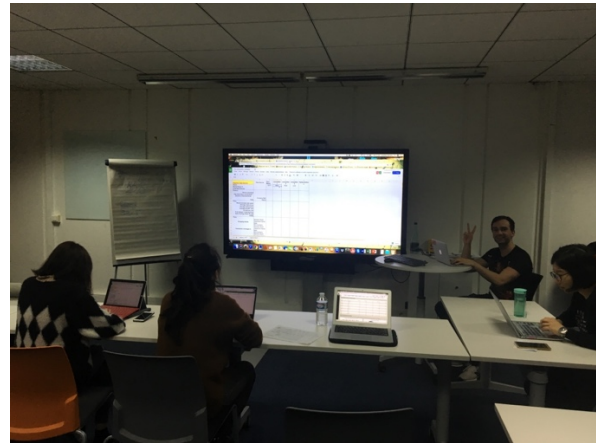
Branding: Lecture



Advertising: Ad Case Study



Marketing Strategy: Lecture



Marketing Strategy: Business Game

### 4.3. Summer Semester 3B

- Intl Purchasing Strategy and Operations (5 ECTS)**  
 This is an intensive class with 6 hours of face-to-face session for four days. It is composed of group presentations, simulation game and a guest speaker session. The concepts of procurement are introduced in the group presentation, followed by the professor's comments and debrief. The simulation game allows students to act as a procurement team and manage the supplies and risks. The lesson learned from the game is included in the evaluation, as well as the group presentation and a final exam.
- Service Experience (5 ECTS)**  
 The course is a project collaborated with Club Med, that the students stay in a Club Med village and conduct ethnographic research on a given topic. Students need to take pre-requisite courses such as service marketing and consumer behavior, and apply for the course. There are before the stay methodology class and assignments, onsite data collection, and after the stay report for deliverables. It is an interesting project to practice ethnographic research and study service experience.



Global Purchasing: Presentation



Service Experience: Daily Meeting

#### **4.4. End of Studies Project (PFE) and Personal Professional Project (PPP)**

At the end of studies at EM Lyon, it is required to write two reports: End of Studies Project (PFE) and Personal Professional Project (PPP). PFE is similar to the master thesis paper, in which the students choose a topic and conduct a research work. PPP is about the student's study path and its contribution towards professional life. Students should find a professor to supervise and validate their two projects, and a contract should be signed and sent to the Grande Ecole Programme office. What should be noticed is that there are two diploma juries in a year, one in September and the other one in January. The contract should be signed by March for the presentation to jury in September, and by July for the presentation to jury January. The school would also send emails regarding the specific date and submission deadline for the projects and grades. It is very important to read the requirements and schedule of PFE and PPP carefully, and to maintain smooth communication with professors to make sure the projects meet the schedule and rules.

### **5. Activities at EM Lyon**

#### **5.1.Extra Curriculum Activities**

There are many extra curriculum activities at EM Lyon. Every week there are conferences on different topics and the school would invite experts and industry leaders for a speech or round table. I have attended events such as TEDxEMLYON, conference on artificial intelligence or machine learning, as well as the sharing by a French Youtuber. There are also student associations that organize various kinds of activities. For example, ski club usually organizes ski trips in winter, the wine club coordinates the wine tasting classes and day trip, and the gourmet club hosted Cinefood (Cinema with food) or homemade brunch or dinners at fancy restaurant. BDI (Bureau des internationaux) is the association for international students and they host activities such as "Visit Lyon" or international nights so international students can know the city and French culture better while meeting some French students. Be ready for the shotgun of these events to get your tickets, the places are limited!



Visit Lyon by BDI



TEDxEMLYON





Dinner by Gourmet Club



Happy Hour

## 5.2.Career Events

EM Lyon has a Career Center that provides students supports on their internship and career. The Career Center organize career fairs, events, and workshop that help students with their CV, interview skills and job hunting advice. The major career events at EM Lyon include “Finance Forum” and “Vocation Days” in October and “Career Forum” in January. It is a great chance to meet the companies and their recruiters. Many companies also come to EM Lyon and host recruitment conferences or workshops. Just check the Career Center website and Job Teaser for the information and sign up for it.



Career Forum



LVMH Recruitment Day



Vocation Days



Chanel Recruitment Conference



## 6. Living in Lyon

### 6.1. In the Dorm

Most of the double degree and exchange students accommodate in the dorm “Le Galion”, which is just five-minute walk from school. The studio size is around 12 square meters with a bathroom and toilet. The heat and water are included in the rent. There are two common kitchens on each floor, with shared refrigerators and cupboards. The dorm also provides tableware and kitchenware, but they have to be returned when check out. The kitchen was our common room, where we cooked, ate, drank, chatted, did homework, played games and had parties together. We even organized an international dinner with dishes and drinks made by the students from different countries in the dorm. Living in the dorm with international students was a lot of fun.

For grocery shopping, Carrefour Ecully is in a shopping center 15 minutes by walk. The shopping center also has Sephora, Zara, Paul and pharmacies, while Decathlon is also nearby. In Ecully Centre (the center of the town Ecully), there are also small supermarkets such as Carrefour City or Le Petit Casino, as well as bars, bakeries, banks and post offices.



The Dorm Galion



The Studio



International Dinner



Common Kitchen

## 6.2. In the City

Lyon is the second largest urban area and the third largest city in France. It is the “city of gastronomies” and there are a lot to see and visit in Lyon. Two rivers run through Lyon, Le Rhône and La Saône, and they converged in the south of Lyon city. West to the Saône river is Vieux Lyon (old town Lyon), famous for the Saint-Jean Cathedral, the old streets, the Fourvière hill, the Basilique Notre-Dame de Fourvière and the Gallo-Roman museum. East to the Rhône river is the modern city center, where the main train station Part-Dieu located. The commercial center, universities and the largest park of the city Parc de la Tête d'Or are on this side of the river. Between the two rivers is the place called La Presqu'île, where The City Hall, Opera House, and Place Bellecour are.

The most famous event in Lyon is the Fête des Lumières (Light Festival) in early December. It is a three-day event, in which all the main landmarks and buildings in Lyon will bit lit up by lighting decorations or projections. There are also various artwork and installations scattered in the city. It is the event not to miss in Lyon!



Place Bellecour



Opera and City Hall



Lyon Lighting Festival



Parc de la Tête d'Or



## 7. Conclusion

I appreciate having the opportunity to participate in the double Degree program and to study in France. EM Lyon has a lot of resources and offers many interesting courses, activities and career events. It was a wonderful experience meeting students from different background and cultures, working together on group projects and making friends with them. It was also fun to attend the conferences and events to explore the French academic and professional world, and to immerse in the French culture. In Addition, I got the chance to promote my country Taiwan to the French and international students, and to contribute in the classes from my Asian background and perspective. For the students who want to join the double degree program in France, I would suggest to learn French before going to France. With some basic French, living and traveling in France would be easier. There are also more activities to join if you know some French, and it helps you to know French culture better. Also, be proactive but patient when living in France. The bureaucracy and administration is not as efficient as in Taiwan, so you need to be patient and be ready for a lot of back and forth communication. At the same time, don't be afraid to convey your opinions and fight for your own right. Finally, be curious and open-minded. Go out to explore and attend events, meet people and learn the culture. It will be one of the best memories in your life.



International Day



Dinner with International Students