



 early makers  
since 1872

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

# Summer School

Postgraduate  
Programs

Lyon-Ecully  
From June 17<sup>th</sup>  
to July 2<sup>nd</sup>, 2024

# Summer School: Dive into international experience and French culture

The program is designed for graduate students who want to examine the fascinating world of wine marketing and culture 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\*

From June 17<sup>th</sup> to June 20<sup>th</sup>, 2024

### Module 1: Wine Marketing & Wine Culture

6 ECTS (European Credit Transfer System)  
1 week intensive: 28 hours and 1 corporate visit  
Aurélie 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.

From June 24<sup>th</sup> to July 2<sup>nd</sup>, 2024

### Module 2: Innovation within Planetary Boundaries

6 ECTS (European Credit Transfer System)  
2 weeks, 28 hours and 1 corporate visit  
For Graduate students or last year Undergrade

#### Concepts and subjects covered:

- The planetary boundaries framework
- Responsible innovation
- Sustainability-oriented innovation
- The doughnut theory

The idea of planetary boundaries remind society of the environmental limits within which humanity can safely operate. This course aims at rethinking innovation processes within the context of planetary boundaries, departing from the idea that responsible innovation today must operate within a framework of strong sustainability, beyond climate change. The course will feature the planetary boundaries that have been crossed: climate change, novel entities, biogeochemical flows, land-use change and biosphere integrity, and what are the main causes and consequences of this situation.  
With a highly participative and interactive approach, the module will combine master classes and work groups on case studies and presentations. Students will be invited to imagine their own innovations (technological, social, institutional) designed to address this planetary boundaries. The module will allow students to be awoken or reminded of the role society plays in creating sustainable-oriented innovations.

\* All courses are fully taught in English

# Course descriptions

## Wine Marketing & Wine 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.

## Innovation within Planetary Boundaries

This course aims at rethinking innovation processes within the context of planetary boundaries, departing from the idea that responsible innovation today must operate within a framework of strong sustainability.

The focus on planetary boundaries allows to escape the "carbon tunnel vision" and to consider climate change within the broader context of the Anthropocene (Fressoz & Bonneuil 2013). Furthermore, the convergence between planetary boundaries and social justice issues will be addressed using the doughnut theory (Raworth 2012). Overall, this course will give a comprehensive vision of the "responsible by design" movement.

At the end of the course, the students will have gained a better understanding of both the planetary boundaries framework, and sustainability-oriented innovation.



# 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/>

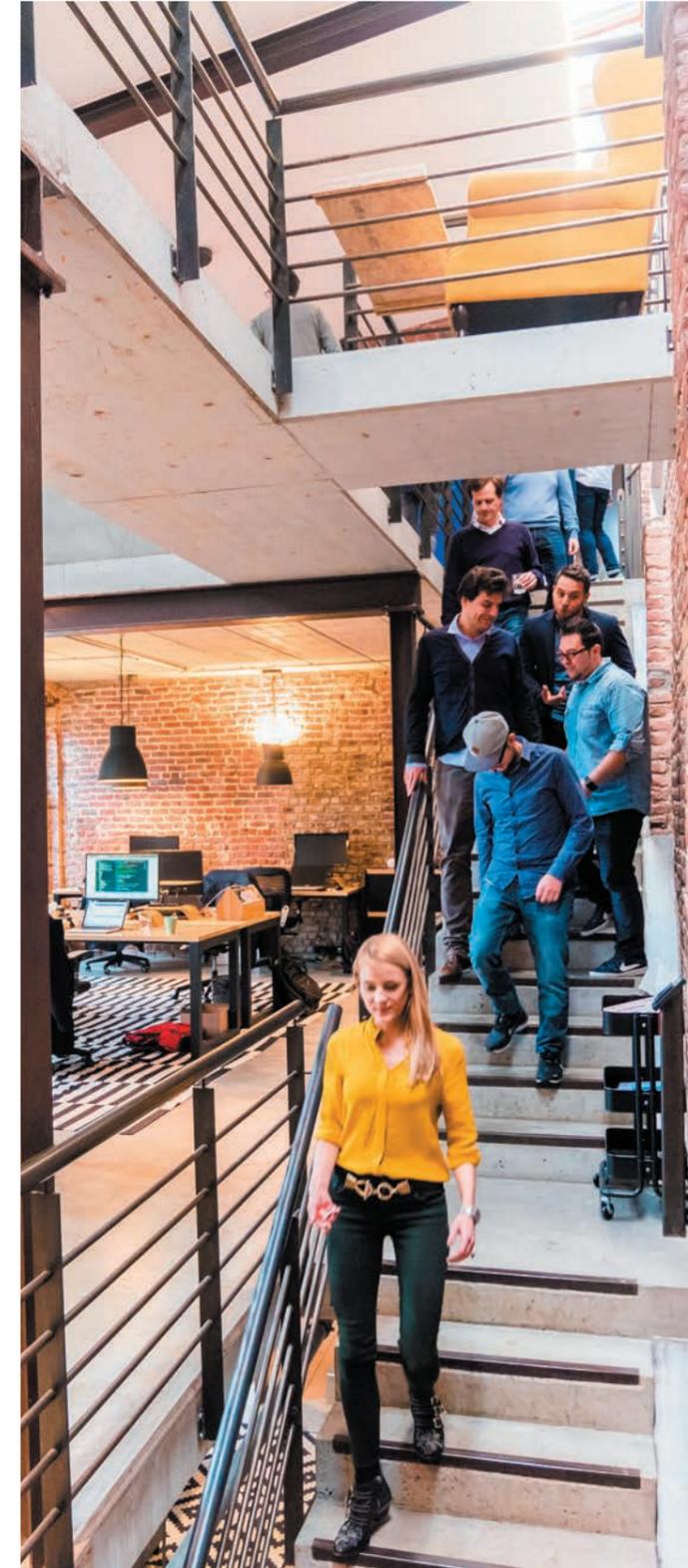


# Corporate Visits

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

"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

"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

"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](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

2,800€ (3.000 US dollar) per module and 5,100€ (5.000 US dollar) for the entire program

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 9,050 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 200 international academic partners and a community of 41,700 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.



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

**41,700** alumni  
in **130** countries

**9,050**  
students

**>125** nationalities

**1,013**  
students involved

in **45** student associations  
and actions



**+6,900**  
learners in executive  
education programs



**200**  
academic  
partners  
in **50** countries



**166**  
professors  
**51%**  
of whom  
come from  
abroad

asia  
europe  
business  
school



Key figures 2023

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](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 m<sup>2</sup> 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)

### 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)



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