

# EXCHANGE REPORT

Spring 2014 | EMLYON Business School | MSc. Management

## EMLYON Business School

EMLYON Business School, formerly named École de Management de Lyon, it is a French business school in Lyon, the second largest city in France. It was founded in 1872 by the local business community, and is affiliated to the Lyon Chamber of Commerce and Industry. It



has triple accreditation: EQUIS, AMBA and AACSB. Its MBA program was ranked 5th in France, 70th worldwide by Economist The Top 100 MBA programs worldwide in 2013; 3rd business school in France by Le Figaro in November 2012; 92th worldwide by the Financial Times in 2011.

EMLYON focuses on three areas: Internationalisation, Entrepreneurship and Social Responsibility. There are several programs under Bachelor programme, Graduate program, MBA program, Executive development and programmes for entrepreneurs. For an exchange student, it was under MSc in Management, Graduate program.

I was an exchange student in Spring semester 2014, official period start in January 03 to April 19. I took three classes, 15 credits in total: Branding, Social entrepreneurship and Deciding. All these classes were taught in English. In this

report, I will cover my experience about the Campus, Professors, Course selection, Students, Workloads, Le Galion (dormitory for international students),

*School website:* <http://www.em-lyon.com/en/>

### *The campus*

The campus located in Ecully, Lyon, has two other universities nearby. It is 20 minutes away from the city centre by bus, the bus leave every 20 minutes during the weekday, 40 minutes on weekend. Usually, the bus is quite reliable, it comes according to its schedule. There is a small canteen in one of the building, where students can have lunch and rest before heading to another class. Snacks and beverage vending machines are all around the university. However, many students prefer Crous canteen, a canteen right next to the university, it is very cheap with the card, the lunch set cost only EUR3.15.



Students who live in Le Galion (dorm for international student) usually cook at the shared kitchen. There are personal fridge, freezer and shared kitchen in the public area. It is quite convenient to cook by ourselves, except that Carrefour is 15 minutes away by walk. So we cannot really buy many stuff given the fact that we have to walk home.

## Professors

The professors of all the courses were very knowledgeable and deliver the content very well. In one of the class I took (Branding), the professor himself is a branding consultant, has done a lot of branding project for French companies and other internationals. So he is not just academically knowledgeable, but practical knowledgeable as well.

EMLYON Business School is famous for entrepreneur field. Their slogan is “Educating Entrepreneurs to the World”. I was very lucky

for having chance taking one of the best course, Social Entrepreneurs. In this class, there were two professors in charge, they are Spanish and Brazilian, who went to several rural places in different countries for their social enterprise projects. They had several insights to share and teach us. They are also very good at transferring knowledge to the students. We also went to one of the successful social enterprise in Lyon, it was a very good trip.



## Students

Since EMLYON is a well-known business school in France and in Europe, which made the school very competitive to get in. I talked to a friend from Morocco, he said that while he was sending application to schools all over France, he got accepted from this school, and that made him dump all the choices that he had at that time.

Students in EMLYON are from different places around the world, in one of my classes, there were more than 15 nationalities in the class of less than 30 people. However they are very young. I found out that French people finished their master

degree very early compare to our program, whereby classmates have at least three years working experience. Most of my classmates there continue their master soon after they finish their bachelor degree. So I was quite old compare to them.

There are another campus of EMLYON in Shanghai China. Students have a chance to go for an exchange in China for 1-2 semesters. This opportunity allows student to learn business in Asian perspective, and will lead them to have a fruitful experience in the future.

### *Dormitory*

***Le Galion*** is a dormitory for international exchange student, it is only 5 minutes walk to the campus. There are 133 single rooms (13 sqm) and 16 studio flats (30 sqm) in total. Each room is private, and has a private bathroom. It cost EUR447 per month. Please note that bed sheets, pillow, dishes, kitchenware are not provided. There are personal fridge, freezer and shelter for each person in a shared kitchen, with around 10-15 persons collectively shared.

The rent is pretty reasonable, 447 per month, electricity, water and cleaning fee are included. It located few minutes walk from the campus, which is very convenient to go to the classroom.



The washing and drying machines are also provided in the residence, it cost 2.5 Euro per each and takes less than hour to finish. Beverage vending machine is right next to the clothes washing room, as some people will relax and wait for their clothes. In case we have any problem, we can contact the secretary of the residence or caretaker at their office time. They are very friendly and very helpful.



### *Course selection*

Most of the courses at EMLYON Business school are in French, international exchange students have to choose courses that conducted in English. EMLYON is famous for entrepreneurship courses, so if you interested in this field, this is definitely the place you want to go.

Unlike NCCU, where students can choose whichever courses they want, in EMLYON, most of the courses have limitation of number of students. I remembered I couldn't register for a lot of courses I interested in. I would strongly suggest the new students to sit in front of computer, sign up for all the courses as early as possible, then drop the one you do not want later on. Even though there was a second-third add and drop period, but there were not that many space in most of the courses. Many students had to take the courses they did not want to, as there were not any space in the ones they wanted to.

### *Workloads*

I went there in Spring semester, which was from January to mid of April. But courses I selected were all ended in end of March, and there were two weeks off for job fair, and winter break. So there were only 2.5 months for school in that semester, which was only ten class meetings for each courses. And that led us to have very intense workloads, both individual and group projects.

Since group projects account for huge proportion of the grade in some course, I would suggest you to choose your team workers whose attitude towards study is similar to you. Students have different goal, some people (normal student) take study seriously, most exchange student wants to travel and study in the same time, so it is not easy to meet the whole group for each and every projects. In my case, I was in the group with 3 other exchange students, who travelled and worked on the project together, so there was no big issues for timetable.

### *Transportation*

To take the bus, tram or metro, you need a 2 euro ticket to get in, and the ticket will be valid for one hour, means that you can continue using the same ticket on the bus, metro, as long as the whole journey is less than one hour. You can buy the discount ticket from the vending machine, 1.7 Euro each for 10 tickets. There is a monthly unlimited card for student, cost 28 EUR each month. This will be very useful if you plan to use a lot of public transportation.

There are two different route of buses in front of the campus: line 3 and 55. Both lines are convenient in different ways, so it will depend on your destination,

both of them are connect to metro. For line 3, it will allow you to get to the metro station faster than 55, it would take around 10-15 minutes. For line 55, it will take around 30 minutes to Perrache train station, which is a good choice if you plan to go out of Lyon.

*\*You can check the route, and info about fare, TCL card here: <http://www.tcl.fr/en>*

### *Weather*

Lyon has four seasons: spring (March - May), summer (June to September), autumn (October - November) and winter (December to February). Summer in Lyon can climb up to 27°C with the lowest winter temperature of 0°C in January. When I was there it was around 10°C f average maximum temperature while the minimums stand below freezing level. However, it is advise to prepare both winter and summer clothes, as the places you are going to travel have different weather: for example, Barcelona's weather in March can be as high as 25°C, while in up in the mountain in Switzerland can be as low as 0°C in the same period.

The season also affect the time. In winter, the day is pretty short, the sun will not rise until 8 am, and the sky will get dark before 5 pm in the evening. And by the end of March, the day time will become longer. France has a day light saving time each year, around end of March. In March 30 of 2014, the time turned forward for one hour at 2 am (turn to 3 am) to adapt with the light in the evening.

### *Grocery shopping around the campus*

The nearest place where you can go shopping is Carrefour, there is no bus from the campus to the place, therefore the only way to get there is by walking, takes around 8-10 minutes. Each grocery-shopping place will charge you for the plastic bags, so it is wiser to prepare some shopping bags with you.

Carrefour is very big, offer a variety of products, it may be not the cheapest one, but the place guarantee that you can get almost anything you want. Shopping in Carrefour for me is a very good way to learn French culture, what they eat, how they cook. I spot several products that I have never seen in my life, but they are so common here. There are several shops and restaurants inside Carrefour as well, you can spend a lot of time inside the mall.

If you want to buy some plates, cooking equipment, I would suggest you to go to IKEA, which located 30-40 minutes away by tram.

You can also consider go shopping in Ecully centre, you can get there by bus in less than 10 minutes. The area includes banks, church, restaurants, bakery stores and grocery shops.



## *Notice & Suggestion*

There are two things worth notice for those who want to go to EMLYON for an exchange. The semester was pretty short and the courses could be mix with several programs.

### *1. Very short semester period*

The courses in EMLYON was pretty short, it suppose to be three months and a half, but most of the courses ended in early April, there was also two weeks holiday for exchange student in between: one for school's career fair, another one was winter holiday. All of my courses finished in the end of March. For me, it was a bit too short, as it took me quite sometimes to be familiar with new environment, but by the time I started to get used to it, I realised that I only have couple of weeks left. Would be great if the exchange period could be a bit longer.

### *2. Choose course that the environment will benefit us the most*

In one of the class I took in EMLYON Business School, there are exchange students from undergraduate, master degree, which brought about the various characters of people. This led the classroom became less cherish for master student, who has previous work experience. While it will be benefit an undergrad, who will learn a lot from the experiercer. The pleasant classroom should be the place that allows each student to actively exchange each other's knowledge.

The suggestion would be to enroll in the class that open for people who has

similar academic background, inquire more information from the school's administration about how the classmates will look like.

### *Shopping in Europe*

If you plan to shop, you can do that in either February or July. These two periods are the big sales season in Europe. It usually started with 30% one month earlier, down to 50% two weeks after, and down to 70% as maximum at those periods. Most of the brands except luxury ones offer up to that amount. If you have typical Asian figure and feet size, you probably have more chance to get the item you like, as European are taller and bigger than Asian in general.

You can also do the tax refund if the amount you buy reach 170 Euro in each shop in France. In some department store (La Fayette) you can combine the bills of different brands, and still got the same amount of tax deduction. In Spain, you can get the tax deduction once the amount you buy reach EUR90 Euro, the items can be bought separately, but has to be the same brand, and buy within one month.

But please note that you have to buy it within 90 days before leaving, and the visa has to be temporary. Different countries have different amount of tax return, here are the useful site you can read about procedure and calculate the amount you can get.

<http://www.globalblue.com/destinations/france/tax-free-shopping-in-france/>

<http://www.globalblue.com/customer-services/tax-free-shopping/refund-calculator/>

## *Restaurants*

Lyon has the highest number of Michelin-starred restaurant after Paris in France. And there are couple of them. The following restaurants have been awarded stars by Michelin France 2012.

- Paul Bocuse: 40 rue de la Plage, au pont de Collonges - 69660 Collonges-au-Mont-d'Or. (French classic)
- Auberge de l'Ile: Ile Barbe - 69009 Lyon. (French classic)
- Guy Lassausaie: rue de Belle-Sise - 69380 Chasselay. (French modern)
- Philippe Gauvreau : 3 avenue Georges Bassinet - 69890 La Tour-de-Salvagny. (French modern)
- Mère Brazier: 12 rue Royale - 69001 Lyon. (French modern)
- Larivoire: chemin des Iles - 69140 Rillieux-la-Pape. (French classic)
- Maison Clovis: 19 boulevard Brotteaux - 69006 Lyon. (French modern)
- Pierre Orsi: , 3 place Kléber - 69006 Lyon. (French modern)
- Les Loges : inside the Cour des Loges Hotel, 6 rue du Boeuf - 69005 Lyon. (French modern)
- Les Terrasses de Lyon: , inside the Villa Florentine Hotel 25 montée St-Barthélémy - 69005 Lyon. (French modern)
- Christian Têtedoie: montée du Chemin-Neuf - 69005 Lyon. (French modern)
- Les Trois Dômes: 20 quai Gailleton - 69002 Lyon. (French modern)
- Au 14 Février: Ile Barbe - 69009 Lyon. (French creative)
- Le Gourmet de Sèze: 129 rue de Sèze - 69006 Lyon. (French modern)

## *Travelling in Europe*

Plan things early! That would be the most useful tips to save money from travelling. The train ticket (TGV) from Lyon to Paris can cost you 120 Euro if you buy it just before your departure, while you can get as low as 30 Euro if you buy it 1-2 months ahead. Same goes to plane ticket within Europe from budget airline (easyjet, Ryan Air, Wizz Air).



SNCF (Train in France) always has good deals for travelling within France, the deals are quite random, and we always picked the place where they offer a cheap price. Even though in some route, we had to make a transfer in the certain city to get to our destination, we took it as a chance to see something new, as we were price sensitive and did not mind spend longer time travelling. If you plan to travel a lot by train from France, you can consider buying SNCF card. It costs 50 Euro, but you can have 30% discount for buying each ticket on the day of departure.

Check the train schedule and buy ticket online here:

<http://www.eurail.com/>

<http://www.sncf.com/>

### *Speak French or use body language*

“People who has blonde hair speaks English”, this is what I believe years ago, and now I can confirm that what I believe is not true at all, even French people do not speak English, not to mention those eastern Europe countries’.

When I arrive Gare de Part Dieu, a train station in Lyon, I couldn’t find the way to get to the university, I asked around, no body knows the university (I thought EMLYON Business School is well-known), people was friendlier than in Paris, they were trying to help, but they do not speak English.



“We are powerful country, we expect people to speak our language.” One of my classmate told me why French people do not speak English. In the university area, it is quite easy to find English speaker. But outside, you need to have some preparation in mind that you might have to speak up some French or use body language to communicate with them. For me, I have French – English dictionary in my smartphone to translate some vocabulary that is hard to express. If the task of that day is going to be complicated and I know that I cannot help myself, I asked French classmate to accompany me.

Of course a large proportion of French population speak English, especially younger generation. Just like any other nationality, they have their French accent. And if you are going to learn some French, this environment will definitely help you getting better.

*Last but not least!*

I think that should be it for what I can suggest, I think that should be all for the important part. There is a blog of the Chinese lady who lived in Lyon couple of years ago, I think she did a pretty good summary, you can follow her blog here:

<http://blog.xuite.net/cutehh/europelife/45656201>

In case you have any question, you can write me: [dingpatra@gmail.com](mailto:dingpatra@gmail.com). We can exchange Line/WeChat ID later on. I might not be able to answer all the questions, but I think I will be one resource you can reach.

It will be the meaningful experience, have fun in Lyon and Europe :)