



LYON INSTITUTE FOR GEOSTRATEGY
& MULTICULTURAL RELATIONS

**Virtue Leads,
Fortune Comites.**

www.ligmr.fr

About LIGMR

Lyon Institute for Geostrategy and Multicultural Relations

is an international gateway whose goal is to set up relations between European students and Non European students, to the best academic partners in Europe in the fields of management, entrepreneurship, marketing, global business, communication, tourism and gastronomy among others.

We consider that teaching in a classroom isn't enough and we focus on developing a full experience of life for our trainees. We strongly believe that theoretical knowledge is not enough. We work to develop cross-cultural skills for our students through company tours, professional meetings and institutional visits all over the world.

We are convinced that mixing people and cultural experiences is the best way to develop emotional intelligence and certainly the best way to prepare tomorrow's international leaders.

For professionals and young entrepreneurs (industrial, services, education), we can develop your idea of business, from building a business plan to finding new clients, providers, partners to setting up your own office or subsidiary in Europe.



Get Acquainted with **LIGMR**

The Lyon Institute for Geostrategy & Multicultural Relations prioritizes an exceptional, student-oriented approach, fostering a multicultural learning environment. As a steadfast and reputable collaborator in your academic journey, LIGMR is dedicated to elevating bilateral educational experiences. We are committed to bringing your concepts to fruition.

Get Acquainted with Our Institute: The Lyon Institute for Geostrategy & Multicultural Relations is dedicated to Business Development and advanced higher education, specializing in the study of global affairs, with a particular focus on the interconnected fields of international relations and developmental issues, emphasizing Bilateral-Relations.

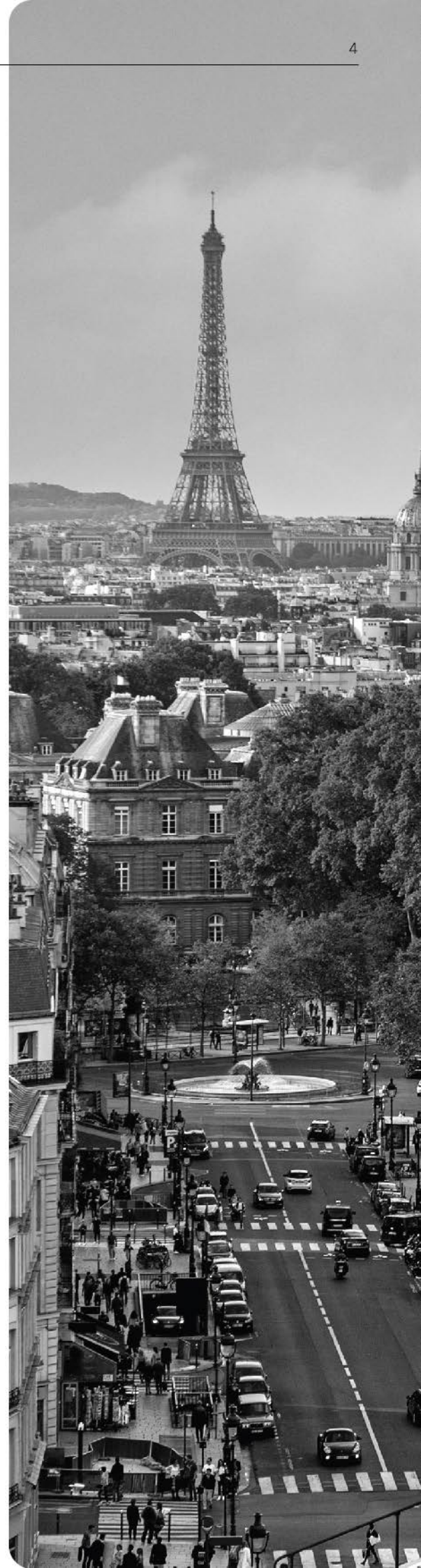
Through our central endeavours, our goal is to promote international collaboration and contribute to both personal and global development. We strive to cultivate innovative perspectives on the significant challenges of our era, nurture a sense of global responsibility, and foster appreciation for diversity.

Located at the heart of Lyon, an UNESCO World Heritage site renowned for its culinary excellence, international presence, and its strategic proximity to Italy, Spain, and Switzerland, we are poised to make a meaningful impact.



Why **LIGMR?**

- City population: 1,300,000
- 103 innovative projects in the city
- 1st European new mobility territory
- 145,000 students, 10% from abroad
- 85% of students get job within 6 months of completing their courses
- 289 Partners Including 13 European cities
- 1st French smart grid territory
- Investment of 340M Euros by public and private partners in SMARTCITY projects
- 50,700 Jobs in Digital technology and creative industries
- 550 private and public laboratories









***We emphasize
high-level, student centered
and a diverse student body.***

BACHELORS INTERNATIONAL BUSINESS

EQUAL TO **3 YEARS** OF GRADUATION

This intensive 3-year, full-time curriculum is specifically tailored to equip you with the ideal foundation for transitioning into one of our 4 MBA programs available through a block-release format, granting you access to your initial international learning encounter.

DEVELOP YOUR CAREER



Employability
Pact



Personality
development



Relationship
development skills

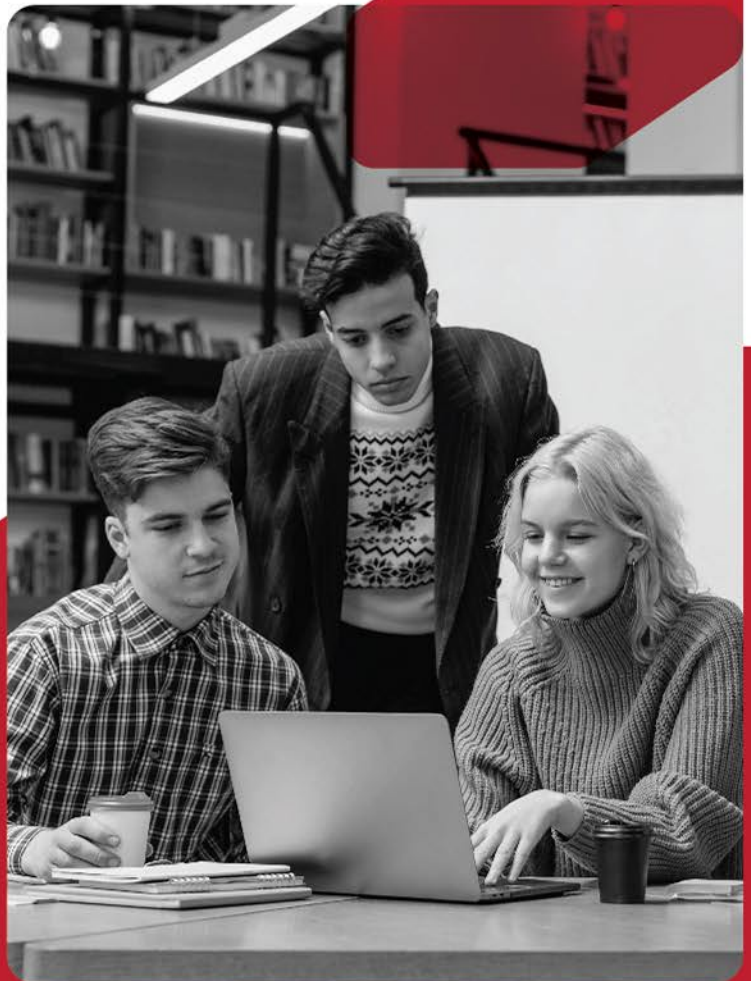


Company
Role Plays



Preparation for **ONE of the 4 MBAs**

- 1.** Entrepreneurship & Business Development
- 2.** Communication & Digital Marketing
- 3.** Finance & Accounting
- 4.** Supply Chain & Operation



DEVELOPING YOUR INTERNATIONAL PROFILE!

ATTENDING ONE OF OUR 5 PARTNER CAMPUSES OVERSEAS:

- > Mexico
- > Canada
- > Australia
- > United states of America
- > England

1st Year BBI

- Three Years Programme
- 180 ECTS
- RNCP end of the 3rd Year
- Expatriation International in 3rd year
- Erasmus possibility in 3rd year

1. Discover Fundamentals of business management.
2. Begin your personal development journey and start building your career.
3. Strength your linguistic skills.

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

Fundamentals

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

Support

- 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

DEGREE FROM FRANCE – RNCP & EU Specialization Year

Internship and tutored project (6 Weeks Minimum)

- Business Game
- Startup Factory: Entrepreneurship Creativity

2nd Year BBI

- Three Years Programme
 - 180 ECTS
 - RNCP end of the 3rd Year
 - Expatriation International in 3rd year
 - Erasmus possibility in 3rd year
- 1.Fosters Fundamental of Business Development.
- 2.Learn Business Analysis and Internationalisation.

- 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

- Principles of Microeconomics
- Principle of Macroeconomics
- 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

DEGREE FROM FRANCE – RNCP & EU Specialization Year

Internship and tutored project (6 Weeks Minimum)

- Business Game
- Startup Factory: Entrepreneurship Creativity

3rd Year BBI

- Three Years Programme
- 180 ECTS
- DEGREE RNCP & EU
- Expatriation International
- Erasmus Year

- Strategic marketing / International distribution / International communication strategy / International development / International negotiation / Market studies / Business policy / customer relations / Web marketing and communication

Fundamentals

- Sales force management
- Human resources and organisations management
- Professional Communication

Support

- Budgetary control
- Managing business activity tools
- Financial business planning
- International legal framework of the company

Fundamentals

- Professional Project
- Computing
- Professional Experience

Support

DEGREE FROM FRANCE – RNCP & EU Specialization Year

Internship France or Abroad (3 Months)

- International Mobility (UK, Canada, Mexico & 10 Other countries)
- Erasmus possible
- Mentored Entrepreneurial Project



*Education
is the only preparation
for life.*

Henri-Frédéric Amiel,
Philosopher and Writer



MBA

Master's in Business Administration

- 2 years program
- Master's Degree from France & EU

**Innovative
and startup work
environment**



1st Year MBA

- Two Years Program
 - 300 Credits
 - DEGREE RNCP at the end of 2nd
- 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

- Intercultural Management
- Business Management Style
- Entrepreneurship
- Different Functions of Business Management and Their Interaction :
Commerce, Logistics, Financial Management & Human Resources Management

Fundamentals

- Personal Development - The Science of Thriving
- Career Research & Development
- Language 1 & 2-82 Level
- Mentoring

Support

- Managing Business Cycle & Sustainability
- Business and Commercial Communication
- Digitalisation & Management
- Corporate Human Resources
- Companies, Competitiveness, and Europe

Fundamentals

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

Support

Introduction to Specialization

Internship or Tutored (At least 12 Weeks)

- Business Game
- Startup Factory: Entrepreneurship Creativity

2nd Year MBA

- Two Years Programme
- 300 Credits
- DEGREE RNCP & EU
- Alternance Available

- 1- Master Managerial & Business Fundamentals
- 2-Understand International Dimension
- 3-Prepare for, and Start your Career

- International Negotiation
- E-Business
- Key Account Management
- Innovation Development / Case Study
- The Concept of Strategy

Fundamentals

- Sales Management / Teams Management
- Business Strategic Development / Development of Distribution Networks
- Supply Chain / Strategic Management / International Taxation
- Financial Engineering & Business Plan / Business Valuation

Support

- Negotiation / Audit / Commercial Activities Management
- Business Strategy
- Organizational Structure
- Performance Control Entrepreneurial Project Management
- Case Study

Fundamentals

- Foreign Languages / Professional Practice
- Computing & Digital Transition
- Personal Branding & Employability
- Company Dissertation

Support

DEGREE FROM FRANCE – RNCP & EU Specialization Year

Internship and tutored project (atleast 6 months)

- Business Game
- Startup Factory: Entrepreneurship Creativity



*Globalization requires
an education that goes beyond borders,
fostering not only knowledge but also
a sense of global citizenship.*

Irina Bokova,
Former Director-General of UNESCO



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



Master targeted digital marketing: learn campaign delivery, monitoring, and measurement. Gain expertise in marketing and communication, preparing for a dynamic global career in digital marketing.

Finance & Accounting



Acquire essential technical, professional, analytical, and ethical skills for a thriving global career in accounting/finance. Our program equips you to excel as an international finance professional, optimizing returns for companies under GAAP & IFRS standards.

Entrepreneurship & Business Development



Hone your business and management skills to create, lead, and manage your venture. Gain the knowledge and confidence to implement strategies, drive change, foster innovation, and promote business growth within established companies.

Supply Chain & Operation Management



Acquire managerial and analytical skills to comprehend the intricacies of supply chain and operations management. Address business challenges and opportunities with creative yet pragmatic thinking, generating impactful solutions.

Certifications

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.



BBA & MBA Core Subjects



Communication & Digital Marketing

- Sales Strategy Marketing Strategy
- Communications
- Digital Marketing
- Customer Relations
- Advertising
- Consumer behaviour
- Marketing ethics



Entrepreneurship & Business Development

- Management
- Leadership
- Entrepreneurship Performance
- Business project
- Business Strategy
- Human Resources
- Organisational Behaviour



Finance & Accounting

- Business
- Accounting
- Corporate Finance
- Internal Control
- Auditing
- Mergers & Acquisitions
- Financial Controlling





Supply Chain & Operation Management

- Quality
- Logistics & Supply Chain
- Purchasing
- Law
- Risk management
- Certifications International
- Business Performance



Skills & Competencies

- Mandarin
- Spanish
- French
- Emotional Intelligence
- Self Awareness
- Self Management
- Resilience Cognitive
- Emotional Agility



How to **APPLY?**

Unlock your potential! We believe in hiring based on attitude and potential, not just academic skills.



STEP **1**

Complete the Application Form

To initiate your application, please click here. We will review your submission within 48 hours and contact you for the next steps.

STEP **2**

Submit Required Documents

Send the following documents to **admissions@ligmr.fr**

- Cover letter
- Passport copy
- Passport size photo
- Academic diplomas and certificates (high school, college, university)
- Resume/CV (1 Page)
- Medium of Instruction letter / IELTS /
- TOEFL
- Minimum 50% in High School English

STEP **3**

Academic Interview

The interview aims to understand your background, education, professional experience, and study goals. You can request an interview before submitting your application by contacting our admissions team at **info@ligmr.fr**.



**ONLY
LYON**

LYON

THE EUROPEAN CITY OF THE FUTURE

Discover the Thriving Heart of Europe

Nestled in the heart of Europe, Lyon stands as a beacon of opportunity and innovation. Our Lyon campus offers you an extraordinary educational experience in a city that truly has it all.

Why LYON?

• Strategic Location:

Lyon's strategic location at the crossroads of Europe ensures easy access to major European destinations, making it a hub for international opportunities.

• Robust Transport Net-

Lyon boasts a well-organized transport network, ensuring seamless connectivity and convenience for both students and professionals.

• High-Quality Infrastruc-

The city's infrastructure is top-notch, providing a modern and comfortable environment for learning and living.

• Thriving Talent Pool:

With over 300,000 students in the region, Lyon is a hub of intellectual vitality and innovation. It's no wonder that Lyon was voted the "best city to study in" by French students.

• Sustained Growth:

Lyon experiences sustained population growth, reflecting its dynamic economy and vibrant cultural scene.

• Innovation & Entrepreneurship:

The city's infrastructure is top-notch, providing a modern and comfortable environment for learning and living.

**Lyon offers an unparalleled quality of life,
consistently ranked among the best in Europe.
It's a city that combines work and play seamlessly.**

• World Heritage Site:

Lyon's rich historical and architectural heritage has earned it recognition as a **World Heritage site by UNESCO.**

• Cultural Hub:

Lyon is celebrated as the first cultural city of France (excluding Paris), offering a wealth of cultural experiences and artistic inspiration.

A SMART CITY *for* A SUSTAINABLE FUTURE

Lyon is a pioneer in the Smart City movement, blending economic dynamism with sustainable development. Major urban projects, such as Lyon Confluence, Lyon Part-Dieu, Lyon Gerland, and Carré de Soie, serve as real-world laboratories for envisioning new ways of living and working in the city.

In a world where technological, societal, and behavioral changes shape the cities of tomorrow, Lyon is primed to continue its remarkable growth and become a leading city of the future.

Lyon: Europe's First Capital of Smart Tourism

In 2019, Lyon earned the prestigious title of the first European Capital of Smart Tourism, alongside Helsinki. This recognition from the European Union highlights Lyon's innovative and responsible approach to tourism.

Experience Life to the Fullest

Lyon holds the distinction of being the most "liveable" city in France according to The Economist. Here, you can truly embrace every aspect of life to the fullest. Join us in Lyon and experience the pride of being Lyonnaise.

"We are proud to be Lyonnaise."

LIGMR's Lyon campus invites you to be part of this dynamic and forward-thinking city, where your educational journey will be enriched by the vibrant culture and endless opportunities Lyon has to offer.

THE SMART NETWORK*

LIGMR

IS A MEMBER OF THE EDUSERVICES ALLIANCE

A smart network with high added value: **23** brands and vocational training centers in **42** French metropolises, a team of **2,900** people, **280** advisers in direct contact with **10,000** partner companies, **34,000** students, the French leader in apprenticeships with **24,000** apprentices, a community of over **100,000** alumni.

**MILITANT
CAMPUSES**

**THE REAL
STUDENT
LIFE**

**A PERSONAL
COACH**

**A
CUSTOMIZED
PATH**

**AN
INCUBATOR
OF
TALENTS**

**AGILE AND
INNOVATIVE
STUDIES**





With Alliance EduserVICES, everything is possible. The paths leading to the profession you dream of are numerous, show yourself, dare and make your difference an asset. We give you the keys to success.

JOIN THE ALLIANCE !

Experience Beyond Your Studies with **LIGMR**



When you choose LIGMR,
ou're not just enrolling in a college;
you're joining a community that cares about your
holistic growth and success.
Discover the world of opportunities that await
you beyond your academic journey.



In Good Hands from the Start

At LIGMR, we understand that arriving in a new country can be both exciting and daunting. That's why we offer comprehensive support, starting with accommodation arrangements before your arrival in France. Choose from a range of options, including individual studios, twin-sharing studios or T1 apartments, triple-sharing T2 apartments, or the immersive experience of living with a French family.





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