

LEARN *in* FRANCE

A 2-WEEK STUDENT IMMERSION PROGRAMME



MBway
Management & Business School



LIGMR

MBway Your Gateway to Global Education

MBway Business Management School is a leading institution in France, dedicated to providing students with a comprehensive business education that combines academic excellence, practical experience, and international exposure. With campuses located in vibrant cities across France, MBway offers a wide range of programmes tailored to meet the needs of today's global business environment.

MBway is proud to partner with the **Lyon Institute for Geostrategy & Multicultural Relations (LIGMR)**. This collaboration brings together the strengths of both institutions, offering students a unique opportunity to engage in immersive learning experiences that are both academically rigorous and culturally enriching. Together, MBway and LIGMR are committed to developing future business leaders equipped to navigate the complexities of an interconnected world.



Introducing the 'Learn-in-France' Programme

The 'Learn-in-France' Programme is a transformative **2-week student immersion experience** designed to provide participants with a deep dive into French business practices, culture, and innovation.

Participants will engage in dynamic short courses, visit top-tier companies, and experience the rich cultural heritage of Europe. The programme is designed to give students a learning experience combined with practical knowledge and real-world exposure. Students will gain new insights, build valuable skills, and return with experiences that enhance both their personal growth and professional development.



OUR DIRECTORS

The 'Learn-in-France' programme is brought to you under the esteemed guidance of the Directors of MBway and LIGMR. Their vision and commitment to excellence in education and global collaboration have shaped this unique programme.



**Christophe
Peotta**

International Relations Director
MBway



**Veronique
Moncada**

Academic Director
LIGMR

Academic Excellence

Short Courses Overview

The 'Learn-in-France' programme offers a selection of short courses designed to build essential business skills and global perspectives. Each course runs for **4 hours**, totaling up to **16 hours each week**, providing an immersive learning experience.



Marketing Strategy



International Negotiation & Communication



Finance & Budgetary Control



Project Management



Human Resources



Digital Marketing & Web Strategies

BONJOUR!

French Language Course

Industrial Visits **Bridging Theory and Practice**

Students will embark on an industrial visit to leading companies, providing them with a unique opportunity to gain real-world insights and understand the practical applications of their studies.

HCLTech

A visit to HCLTech will allow students to see firsthand how a leading global IT services company operates. They will learn about the latest technological innovations, the company's approach to client management, and its strategies for maintaining a competitive edge in a fast-paced industry.

The HCLTech logo is a circular emblem with a blue-to-purple gradient. The text "HCLTech" is written in white, sans-serif font across the center of the circle.

HCLTech

BadOIT

Badoit is a French mineral water brand known for its natural carbonation and rich mineral content. Students will explore its bottling process, sustainability practices, and how it maintains its status as a luxury brand. The visit offers insights into brand management and the beverage industry, connecting theory with real-world applications.



These visits are designed to provide a comprehensive understanding of industry practices and help students connect theoretical knowledge with practical application.



Cultural Immersion

Experience Europe Like Never Before

To ensure a well-rounded experience, the programme includes **cultural immersion activities**. This excursion is designed to provide students with a rich understanding of European culture and history.

Explore the culinary capital of France, known for its rich history and vibrant cultural scene. As a UNESCO World Heritage site, Lyon offers a blend of Renaissance architecture, vibrant arts, and world-renowned cuisine. Students will enjoy guided tours of historic landmarks, and the charming traboules of the old town. They will also enjoy local cuisine and experience the unique atmosphere of Lyon.

PARIS



A visit to Paris, the city of lights, will include tours of iconic landmarks such as the Eiffel Tower and other famous landmarks. Students will experience the city's unique blend of history, art, modernity and the charm and elegance of this world-renowned city.

SWITZERLAND

Journey through the picturesque landscapes of Switzerland, known for its stunning Alpine views and charming villages. Students will have the opportunity to explore local markets, experience Swiss culture, and enjoy outdoor activities amidst breathtaking scenery.

Visit to Geneva: Geneva, a global hub for diplomacy and banking, offers students a chance to visit the United Nations headquarters. This exclusive visit includes a guided tour and an opportunity to meet with UN delegates, providing invaluable insights into international relations and global governance.

These cultural immersion activities are designed to complement the academic component of the programme, providing students with a holistic learning experience.

Geneva Visit

United Nations (UN) & World Trade Organization (WTO)



At the UN, students will explore the heart of international diplomacy and learn about the organization's role in promoting peace, security, human rights, and sustainable development across the world. This visit offers firsthand exposure to the UN's mission and global impact.



The visit to the WTO will provide insights into how international trade agreements are crafted, disputes are resolved, and global economic cooperation is fostered. Students will gain a deeper understanding of how trade regulations and policies shape the world economy, making this an essential stop for future global leaders.

These visits offer an immersive experience into global governance and economic diplomacy, allowing students to connect classroom theory with real-world applications at two of the world's most influential organizations.

What's in it for the students?

The 'Learn-in-France' Programme offers a wide range of benefits to students:



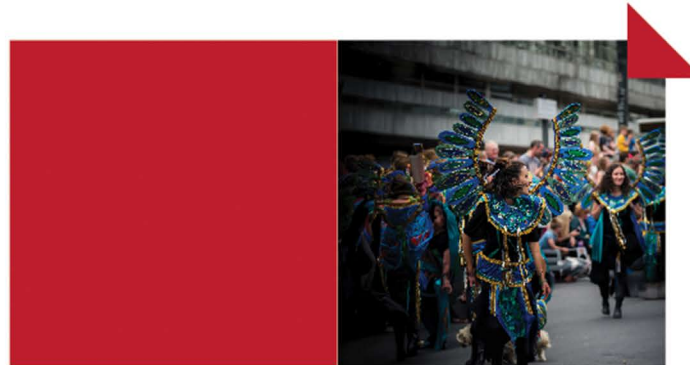
Certificates & ECTS

Earn valuable certificates and European Credit Transfer and Accumulation System (ECTS) credits to bolster your academic credentials.



Global Exposure

Broaden your horizons and gain a global perspective on business and culture.



Cultural Immersion

Experience the rich and diverse European culture through guided tours and cultural activities.

What We Offer

Comprehensive Support for Your Journey

The 'Learn-in-France' Programme is designed to provide a comprehensive, all-inclusive experience:



Logistic Support

Receive comprehensive assistance for all travel logistics, ensuring a smooth and stress-free experience.



Hospitality

Enjoy comfortable and secure lodging, complete with nutritious meals to keep you energized throughout the programme.

24x7 Support

Benefit from dedicated support to ensure your safety and well-being throughout the programme.



Capturing Moments Visual Recap

Experience the programme through our curated selection of photos showcasing classroom sessions, industrial visits, cultural tours, and more.



Earn Your Recognition

A valuable addition to the students' professional portfolios.





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