

em
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business
school

A-B

 we are
makers

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business
school

Summer School

Postgraduate Programs

Lyon, France

From July 7th
to July 31st, 2025

Summer School: Immerse yourself in an international experience, learn and explore French culture

Based in Lyon, the program is designed to offer a French and European experience to our international participants. Adopt the right mindset of success in today's global business environment by following 1 or 2 modules according to your career plan.

Choose one of the four modules or one of the two possible combinations

Option 1

Module 1:
Wine Marketing & Wine Culture

Module 3:
Sustainable Entrepreneurship

Option 2

Module 2:
Luxury Branding

Module 4:
The AI Nexus : Legal and Data challenges

From July, 7th to July 18th, 2025

**Module 1:
Wine Marketing & Wine Culture**

6 ECTS (European Credit Transfer System)
28 hours and 1 corporate visit

From July 7th to July 18th, 2025

**Module 2:
Luxury Branding**

6 ECTS (European Credit Transfer System)
28 hours and 1 corporate visit

From July 21st to July 31st, 2025

**Module 3:
Sustainable Entrepreneurship**

6 ECTS (European Credit Transfer System)
28 hours and 1 corporate visit

From July 21st to July 31st, 2025

**Module 4:
The AI Nexus : Legal and Data challenges**

6 ECTS (European Credit Transfer System)
28 hours and 1 corporate visit

- Concepts and subjects covered:**
- Wine culture
 - Value creation in wine industry
 - Status game in wine industry
 - Market-driving strategies

- Concepts and subjects covered:**
- Emerging branding trends in Europe
 - Sustainability and Ethical branding
 - Cross-cultural brand adaptation
 - Impact of technology on branding

- Concepts and subjects covered:**
- Sustainable business models
 - Circular economy and resource efficiency
 - Impact measurement and reporting
 - Policy and regulation in Europe

- Concepts and subjects covered:**
- Data protection and compliance
 - Artificial Intelligence and Legal accountability
 - Intellectual property in the digital world
 - Blockchain, smart contracts and generative AI
 - Tech startups and legal structuring

The stakes of wine marketing and wine culture are numerous and strategic. Wine lies at the frontier of two contradictory domains: Culture, with its links to art and even magic, and Commerce, with its commodification and appropriation. 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. New countries have started producing wines that compete with historical wine producers. Large conglomerates are entering the strategic niches of independent tiny producers.

This course examines the latest trends shaping the branding landscape, with a specific focus on the European market. Students will analyze how brands are created, developed, and strategically managed in response to evolving consumer expectations and market dynamics. Particular attention is given to building a strong and distinctive brand identity that resonates across diverse cultural, regional, and industry-specific contexts within Europe and beyond. By engaging with case studies, interactive discussions, and practical workshops, participants will gain the skills to design compelling value propositions, position brands strategically, and foster deeper customer engagement. The course also explores pressing challenges in European branding, including sustainability, inclusivity, digital transformation, and the impact of emerging technologies, equipping students to address the demands of a rapidly changing business environment.

This course provides a comprehensive understanding of sustainable entrepreneurship, focusing on the creation and management of new ventures that balance profitability with environmental and social impact. Students will be developing a Forecast Thinking mindset to navigate uncertainties, optimize decision-making, and design sustainable entrepreneurial strategies in an ever-evolving world. Through in-class simulations, group projects, and interactive discussions, participants will learn to identify opportunities, evaluate their feasibility, and develop strategies for launching and scaling sustainable entrepreneurial ventures. The course will specifically highlight the unique challenges and opportunities faced by European entrepreneurs in implementing sustainable practices within a globalized economy.

This course explores the complex intersection of artificial intelligence, legal frameworks, and data protection in a rapidly evolving technological landscape. Students will examine how to navigate the challenges of AI governance, including compliance with data protection laws, intellectual property rights, and ethical considerations. By balancing the drive for innovation with the need for regulation, the course provides insights into fostering responsible and sustainable AI applications in a data-driven world. Through case studies, expert insights, and interactive discussions, participants will gain the knowledge and tools necessary to address key legal and data challenges associated with AI development and deployment. The course is tailored to equip students with a comprehensive understanding of the legal landscape shaping AI innovation, particularly within European and global contexts.

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 two-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 2 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/>

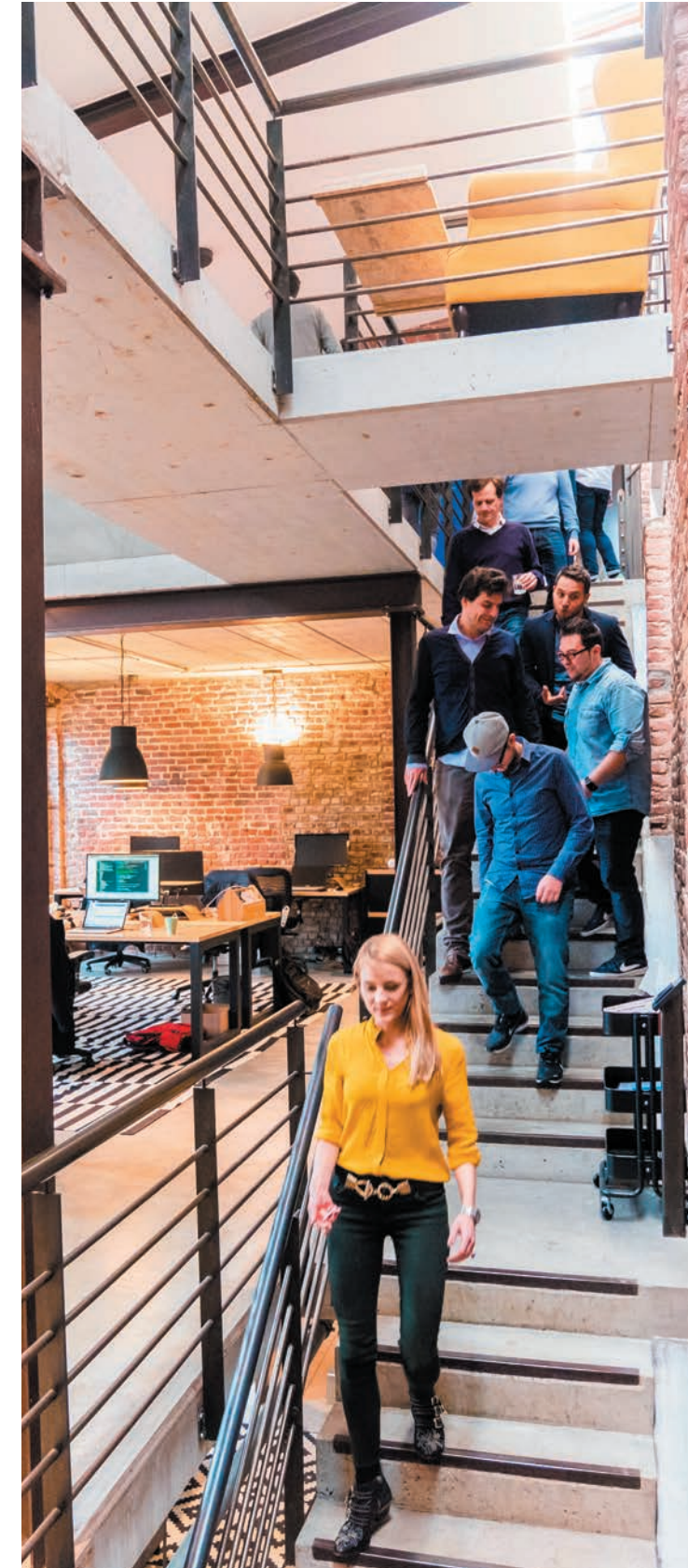


Corporate Visits

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

Deadline for application is April 1st, 2025.

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 15th, 2025.

For more information on admission conditions: summerschool@em-lyon.com

Entry requirements

- Being enrolled in a master level program or a 4-year bachelor 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€ (5.300 US dollar) for two modules

Candidates are eligible to a special early-bird fee if they apply by March 1st, 10% discount will be granted.

3 or more students enrolled in the program from the same institution will also benefit from a special rate, 15% discount.

Accommodation

masters.em-lyon.com/en/emlyon-business-school-Summer-School/Student-Life

Contact

Please send the students nominations to: summerschool@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 9,260 students representing 130 nationalities in undergraduate and postgraduate programs, along with 4,000 participants in executive education programs. The School counts 4 campuses around the world: Lyon, Shanghai, Paris and Mumbai. It draws on a network of 220 international academic partners and leads a community of 45,000 alumni in 130 different 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.

emlyon's distinctive academic signature «We are makers» molds learning into a lifelong endeavor to have an impact on the world and offers a real alternative in its environment. It sees learning as not only a transfer of academic knowledge but also a «course of learning experiences» that equips students to forge a constant link between thought and action: «doing to learn, learning to do».

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.



The emlyon business school community

4 **CAMPUSES**
Lyon
Shanghai
Paris
Mumbai

9,260
STUDENTS
from **130**
nationalities

4,000
EXECUTIVE EDUCATION PARTICIPANTS

174
PERMANENT RESEARCH PROFESSORS
34 different nationalities

7 **RESEARCH CENTERS**
5 **INSTITUTES**

+800
STUDENTS ENGAGED
in **42** student associations and collectives

+220
ACADEMIC PARTNERSHIPS
in **57** countries

45,000
ALUMNI IN 130 COUNTRIES
200 ambassadors
50 thematic & geographic communities

2023-2024 data as of September 2024.

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

Our new campus in the center of Lyon

For the 2024 intake, emlyon has moved to the center of Lyon, in the Gerland district. The new emlyon campus is designed as a dynamic and sustainable hub, where you'll learn in an interpersonal, hybrid, engaged and connected experience.

- 30,000 sqm of total surface area including 7,000 sqm of collaborative spaces and 1,600 sqm dedicated to student life.
- Open spaces for students: library, fablab, baker's shop, brasserie, etc.
- 3 metro stations to Part-Dieu railway station, linking Paris and the South of France in 2 hours.

emlyon business school Campuses

LYON

144 avenue Jean Jaurès
69007 Lyon - France
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

PARIS

15 boulevard Diderot
75012 Paris - France
em-lyon.com

MUMBAI

emlyon Campus
St Xavier College
5 Mahapalika Marg
Mumbai 400-001 - Maharashtra - India
xebs.edu.in

 Visit our campuses on google street view

@emlyon



affiliated to



ambassador



emlyon business school is a private institution for higher technical education which is approved by the state - January 2025 - non-contractual document - photos: Romain Etienne - Mathilda Perrot - iStock

