

# International Day 2023



Friedrich-Alexander-Universität  
Lehrstuhl für  
Unternehmensführung | WiSo

Exchange EM Strasbourg / EM Lyon

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# In cooperation with the Chair of Corporate Management, students have the opportunity to study at either EM Lyon or EM Strasbourg


Partner universities








# Lyon is a beautiful city that has a rich history and ancient structures and is an ideal place for a semester abroad

## Facts about Lyon




**Facts about Lyon**

- ✓ With a population of ~523.000, Lyon is the **third-largest city in France**
- ✓ Lyon is the **birthplace of the cinématographe** (motion picture camera)
- ✓ Next to its **famous cuisine and gastronomy**, Lyon is known for its beautiful landmarks: Several districts are on the **UNESCO World Heritage list**



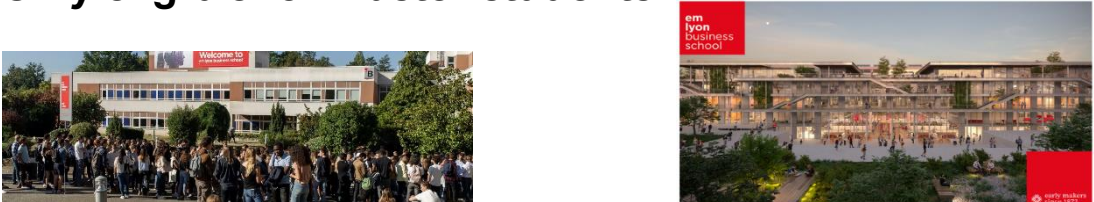
# The EM Lyon is one of the oldest and most prestigious “grande école de commerce” in France

## Facts about EM Lyon




**Facts about EM Lyon**

- ✓ EM Lyon was **founded in 1872** and thereby is **one of the oldest, prestigious “grande école de commerce”**
- ✓ Currently there are **8,600 students** studying at EM Lyon
- ✓ Classes are offered in both **French and English** – especially offered in the fields of Marketing, Entrepreneurship, Human Resource Management, Finance, and Intercultural Management
- ✓ **Only eligible for Master students!**



# Strasbourg is a truly international city at the heart of the European Union



## Facts about Strasbourg



**STRASBOURG**

### Facts about Strasbourg

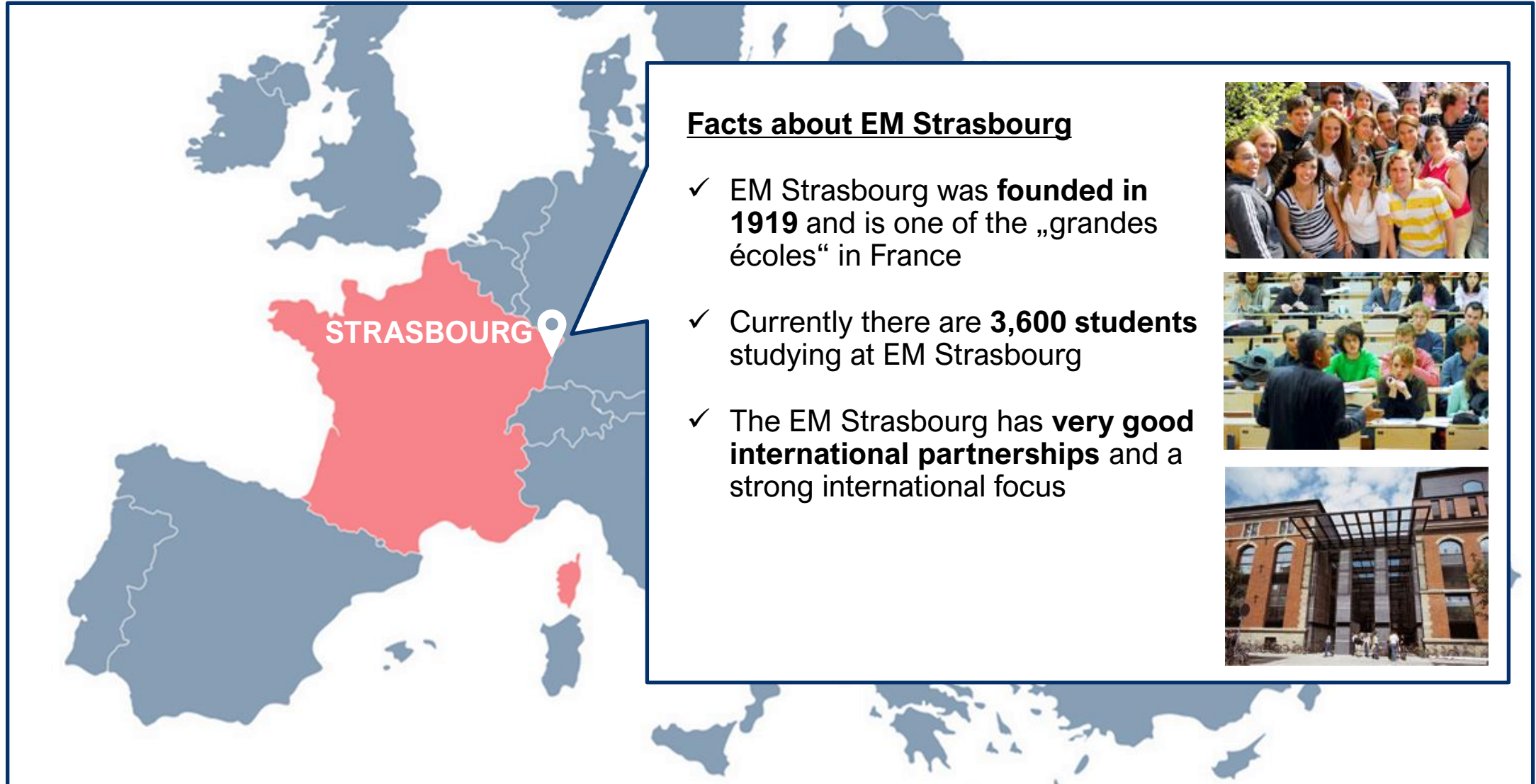
- ✓ Several **European institutions**, for instance the European Parliament and the European Court of Human Rights, are located in Strasbourg
- ✓ Strasbourg is the historical capital of Alsace and offers interesting **cultural** and **historical** insights
- ✓ The city of Strasbourg has a population of about 290.000, the metropolitan area is home to 790.000 residents





# The EM Strasbourg has a strong international focus and is one of the “grandes écoles” in France




## Facts about EM Strasbourg



**STRASBOURG**

### Facts about EM Strasbourg

- ✓ EM Strasbourg was **founded in 1919** and is one of the „grandes écoles“ in France
- ✓ Currently there are **3,600 students** studying at EM Strasbourg
- ✓ The EM Strasbourg has **very good international partnerships** and a strong international focus



# The double-degree program offers the opportunity to get a degree from both the FAU and the EM Strasbourg



Overview double-degree program

Specialization at FAU	Specializations at EM Strasbourg
Master in International Business Studies	International and European Business (en)*
Master in Marketing	Operational and Strategic Marketing (en)*
Master in Management	Entrepreneuriat (fr) or Comptabilité / Contrôle/ Finance (fr) or Finance (en)* or Operational and Strategic Marketing (en)* or Stratégie & Management de la performance humaine (fr)*



The program is planned for a duration of **4 semesters**, two of them at FAU, two at EM Strasbourg. After the successful completion of the program, students get two degrees.

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Program of study

Semester 1 & 2 October - August (FAU)	Semester 3 & 4 September - April (EMS)	Semester 4 Starting in April (FAU)	Semester 4 September (EMS)
Master courses – 30 ECTS  Internship of at least 3,5 months (could also be completed after the 2nd year and must correspond to the major/specialization chosen in Strasbourg)	Management courses – 45 ECTS  Language courses – 6 ECTS  Case study – 9 ECTS	Master Thesis (30 ECTS)	Grand Oral (30-minute oral examination) – no credits but compulsory for the master degree
120 ECTS			



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