



**“Resonance”
the new 2024-2028 strategic plan
of emlyon business school**

emlyon business school presents “Resonance”, its strategic plan for 2024-2028, as it is entering a new phase in its development while maintaining course.

Resonance is the harmonious presence to the world around us, a successful relation with society.

The strategic plan “Resonance” reasserts the importance of the “maker spirit” that continues to drive our students and has been constituting emlyon’s DNA ever since it was created. The maker spirit is at the heart of the School’s academic model and strategy. The 2024-2028 plan is built around the 5 qualities “makers”, emlyon’s students, are expected to demonstrate, so they can become change entrepreneurs.

1. Academic excellence,
2. Entrepreneurial spirit,
3. Commitment,
4. Hybrid knowledge,
5. Resonance with society.

1. Reinforcing its well-renown academic excellence

emlyon business school is committed to providing academic excellence so that each student can access the latest scientific output and the best teachings:

- By investing in the recruitment of **50 new world-class professor-researchers** by 2028.
- By launching the **Healthcare Innovation, Technology & Society Institute (HITS)**, which will provide a top-quality comprehensive offer (higher education programs, executive programs, research and corporate partnerships) in healthcare economy and biopharmaceutical industries, with some of the most renown academic partners on the international scene.
- By ramping up in **signing off Research chairs** with the best companies, notably on the subjects of energy and health.
- By **innovating in digital pedagogy**, through new classroom equipment.
- By integrating **an introductory to research in 100% of our degree-delivering programs**.

2. Developing entrepreneurial spirit

The ambition of **emlyon** business school is to train action-driven leaders and managers. To do so, the singularity of the School's pedagogy will be pursued, in the light of its motto "think to do and do to think", by:

- **Doubling-up on the new campus in Lyon, the surface dedicated to the "makers' lab"**, our manufacturing laboratory regrouping a whole range of prototyping tools and techniques.
- **Launching the Sustainable Entrepreneurship Institute in 2024.** This center of excellence dedicated to entrepreneurship marks a new chapter in the history of **emlyon** business school, one of France's pioneering institution thanks to its incubator's entrepreneurial support program over the past 40 years, where more than 2.000 start-ups have been incubated. The Sustainable Entrepreneurship Institute which will have its own dedicated place on the new campus, will amplify the actions and entrepreneurial commitment of the School, by drawing on teachings, support and mentoring, research, but also on knowledge dissemination and building partnerships. **It will showcase the commitment of emlyon business school to training entrepreneurs who will forge tomorrow's society in a responsible manner.**
- **Consolidation of the leadership of its programs designed to support High-Level Athletes from the start of their career to their professional retraining.** The offer focuses on the initial education of athletes at the start of their sports career and their high-level achievements, via notably our post-baccalaureate track (Bachelor Talent Track), but also on their preparation for career transition via our Executive Education programs (validating programs equivalent to Masters programs). **Since 2019, more than 350 athletes have taken or are taking these programs. Over 30 students of emlyon are currently qualified or are qualifiable for the 2024 Summer Olympics in Paris.**

3. Pursuing the social and environmental commitment of emlyon business school

The School wants to be a committed school for committed students:

- **The training of 100% of its students, professors and staff members to the social and environmental issues, under the supervision of the Associate Dean to the pedagogy in Anthropocene.**
- **The creation of an Academy of the Transition**, to reinforce the impact of all experiential pedagogical projects in which students are committed to address the ecological urgency, with a specific perspective on decarbonized neo-industrialization. This focus will draw on a solid scientific research, born from multi-disciplinary partnerships, and allowing for the emergence of models which can address the new industrial challenges.
- **Gathering up all these initiatives of social diversity within a Solidarity and Inclusion Center** to take actions starting with education orientation, to integration and up to professional insertion.
- **The development of a scholarship program dedicated to the Global BBA students, going as far as a total exemption of tuition fees.**
- The implementation of an **ambitious climate plan for a "net zero in 2030"**.

4. Promoting hybrid knowledge

emlyon business school wants to develop its opening to multidisciplinary by:

- **Systematic hybridization** around key knowledge for the future such as AI, Data, Human and Social Sciences, Design Thinking and Soft Skills.
- **Signing off new double and triple degrees** (such as the future triple degree *European Master in Management, Finance & Technology* with Politecnico di Milano and Bayes Business School). New degrees will also be developed with the schools of the Galileo Global Education Group (alike the one already created with the Cours Florent in 2023): Strate, Penninghen and Istituto Marongoni...
- This development of hybrid knowledge will be embodied in the building of a **Global Management University by 2028**: As already illustrated by **emlyon as shareholder of the London Interdisciplinary School in September 2023**.

5. Resonating in the city with openness and exchanges

Each student of emlyon business school needs to be able to interact at the very heart of the city in connection with the other ecosystems and the rest of the world:

- As of September 2024, **the School will be back in central Lyon as it will open its new campus** whose ambition is to become a forum for scientific, cultural, economic and civic exchanges.
- On the international scene, **the development of emlyon business school will further continue in Europe, but also in China, India and in Africa.**
- The **Leadership Academy For New Futures will be launched as of 2024**. It will aim at supporting executives in exercising their leadership and their management, in the face of the challenges relative to planet habitability and individual ecology. Beyond Executive Education programs backed by research in this domain, its pedagogy will also draw on experiences of immersion in action-driven contexts.

For Isabelle Huault, Executive President and Dean of emlyon business school:

*“Resonance 2028” is our project so that our students, professors and the whole community of **emlyon** business school can show up for society’s great issues.*

*In 2021, we had launched the “Confluences 2025” plan. Our governance has stabilized, we have developed our research and high-quality training programs while expanding our international outreach; and we **have achieved our goal to rank among the 10 best business schools in Europe.***

*With “Resonance 2028”, **emlyon** business school is stepping into a new phase to go further while maintaining course. Through its research and teachings, the School wants to provide answers to address the challenges of our changing world. To do so, it will train academically equipped “makers”, able to explore alternative futures, to create, to build and be committed. With Resonance 2028, we will provide our students with the right environment to blossom, to achieve their own transformation and invent the best possible future for themselves and the world around.”*

→ Read the complete 2024-2028 strategic plan of emlyon business school “Resonance”

The figures of the 2024-2028 strategic plan “Resonance”

11.200 students in 2028

150 million euros for optimum student experience on our new campus in central Lyon

50 new professors researchers

100 million euros of investment capacity to drive a Global Management University

10 new double hybrid degrees

A **200**-million-euro turnover in 2024

60 million euros of investment (infrastructure / IT / pedagogy)

900 entrepreneurial projects incubated or accelerated, including 500 student projects

8.5 million euros dedicated to socio-environmental issues in 2028

100% of professors, staff and students trained to social and environmental issues

100% of the pedagogy transformed with SDGs inside

About emlyon business school:

Founded in 1872 by the Lyon CCI, **emlyon** business school has an enrollment of 9,050 students of 125 nationalities over 6 campuses worldwide (Lyon-Ecully, Saint-Etienne, Shanghai, Paris, Bhubaneswar and Mumbai). emlyon draws on a Faculty of 166 international professors and researchers, and a network of 200 global academic partners, to provide learning tracks of excellence opened to the world. emlyon runs a community of 41,700 alumni spread out in 130 countries. As a *Société à Mission* since July 2021, emlyon’s raison d’être consists in: *“providing life-long training and support to meaningful individuals able to transform organizations, for a fairer society, with more solidarity and respect for the planet.”* In its early makers pedagogy, action and reflection are closely intertwined. Skill hybridization and social responsibility are at the heart of its training programs, where the best of both socio-economic and academic worlds meet.

www.em-lyon.com

Press contacts:

KBZ Corporate for emlyon:

Laurence Martin - lmartin@kbzcorporate.com - 06 47 69 85 99

Karine Zimeray - kzimeray@kbzcorporate.com - 06 09 15 65 14