



we are
makers

**em
lyon**
business
school

Winter School

**Postgraduate
Program**

Lyon, France

From January 11
to 15, 2027

Winter 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.



From January 11 to 15, 2027

Workload

- 28h of contact hours including a company visit
- +10-15 hours of online autonomous work
- Pre-induction seminar included
- Credits: 6 ECTS

Concepts and subjects covered

- Emerging branding trends in Europe
- Sustainability and Ethical branding
- Cross-cultural brand adaptation
- Impact of technology on branding

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.

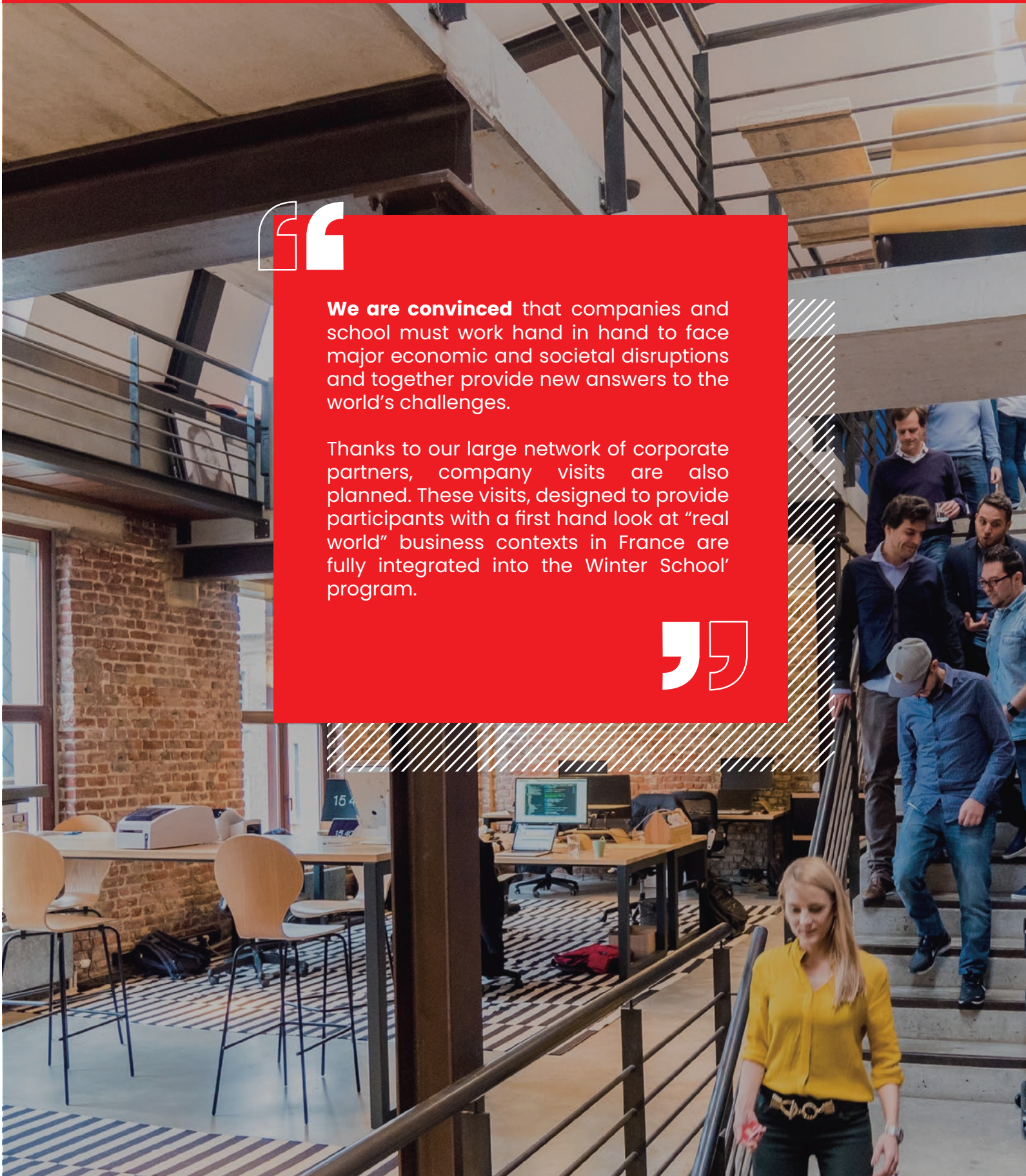
The course also explores pressing challenges in European branding, including sustainability, inclusivity, digital transformation, and the impact of emerging technologies, equipping students to address the demands of a rapidly changing business environment.

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 Winter School' program.





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!”



Michael SANTOS
University of Calgary – Canada

“The Summer School at **emlyon** was a phenomenal experience. Beyond the classroom, I had the chance to learn from an outstanding professor, meet students from all over the world, and discover different cultures. Lyon is a beautiful city with so much to offer, and the friendships I made during those two weeks are ones I still cherish today.”

** Testimonial from Summer School student, a glimpse of what to expect from our upcoming Winter School.*

How to join the Winter School program

Application process

Application to our Winter School is done online through our website: em-lyon.com/en/winterschool

Deadline for application is **December 7, 2026**.

We recommend early applications for more chances to enroll in the program and to secure housing arrangements in time.

Late applications may be considered depending on places available, time required to complete enrollment, and visa processing requirements, with a minimum of 1 month for [visa process when needed](#).

Exchange students nominated by emlyon business school's partner institutions for the Winter School, please refer to your home institution directly for the application process.

Deadline for partner institution nominations for the Winter School is **November 30, 2026**.

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

Tuition fees

€2,100 - Non-partner institutions
€1,900 - Partner institutions

Accommodation

Looking for accomodation ? Click here for all the details:
[Insurance & Housing Information](#)

Contact

Need more information ? Contact us at: winterschool@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 9,865 students representing 135 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 261 international academic partners and leads a community of 52,000 alumni in 130 different countries.

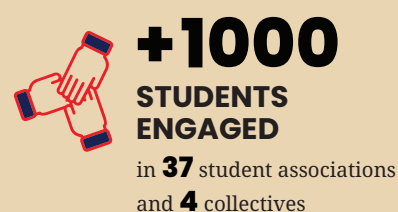
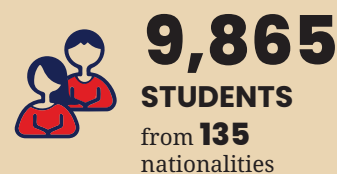
Throughout its history, the school has remained true to its origins: entrepreneurial, innovative and humanist. emlyon business school's mission is to reveal "makers", actors of the transformation who can anticipate, straddle frontiers, build and contribute positively, learn how to take action, and bring 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



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 campus in the center of Lyon

The emlyon campus is located in the center of Lyon, in the Gerland district. It is designed as a living, sustainable hub, where you will 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.



Discover our campus

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

@emlyon



affiliated to



CCI LYON METROPOLE
SAINT-ETIENNE ROANNE

ambassador



emlyon business school is a private institution for higher technical education
which is approved by the state - July 2026 - non-contractual document -
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