



BBA | MBA | EXECUTIVE MBA
BUSINESS | HOSPITALITY



AURA

INTERNATIONAL SCHOOL
OF MANAGEMENT

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YEAR 2024 

ABOUT AURA



Unlocking Excellence: Aura Lyon's Premier Business and Hospitality Management Education

Step into the world of Aura Lyon, where education is an art and success is the masterpiece. Aura Lyon is your gateway to excellence, specialising in two pivotal fields: business management and hospitality management. Our curriculum is a testament to innovation, crafted with cutting-edge marketing and management techniques inspired by a myriad of business sectors and thriving startups.

Picture this courses meticulously aligned with contemporary management disciplines, guided by our distinguished faculty industry experts dedicated to sculpting the trailblazers of tomorrow. Dive into our comprehensive syllabus, where theory meets field-based modules and exceptional internship programs. The backstage of our success? A formidable network and industry associations that open doors to real-world experiences.

Now, imagine a community where more than 90% of students hail from around the globe. This isn't just an educational institution; it's a melting pot of cultures, a symphony of diverse backgrounds that enriches our learning environment. Here, global perspectives flourish, a deeper understanding of the international business landscape takes root and students benefit from immersive intercultural experiences that contribute to their evolution as top-tier professionals.

Join us at Aura Lyon, where education meets innovation, and together, we build the foundation for your success story.

OUR MISSION

Our mission is to nurture the visionary leaders of tomorrow. Rooted in contemporary methodologies and enriched with corporate insights, our students are not just educated; they are empowered to create a lasting impact on the global stage. We aim to instil in students an appreciation for the beauty, art, and style of France, and to create an intercultural haven, encouraging the embrace and respect of the values and ethos of diverse nationalities and cultures."

OUR VISION

Our vision is to stand out as a premier institution offering exceptional education in both hospitality management and business management. We aim to be recognised as one of the leading management schools, dedicated to unlocking the full potential of every student and contributing significantly as an asset to organisations. Our institution is committed to empowering each student to carve a notable presence on the global stage.



MISSION

VALUES

VISION

OUR VALUES



POSITIVE APPROACH

At Aura Lyon, our educational approach is tailored to each student's unique skills, shaping courses around their future. We highly value and refine individual skill sets, emphasizing integrity, trustworthiness, and reliability – integral values instilled in our students.



PURPOSEFUL

Aura Lyon's core purpose is to mold alumni into confident, impactful thought leaders of the future. Our hands-on teaching and inclusive communication model ignite a thirst for knowledge. Leveraging technology, we make a significant impact, enabling students to achieve measurable success.



TOGETHER WE CAN

At Aura Lyon, unity is our strength! Operating as a collective community, our vision enriches every student's life with a valuable global learning perspective. Through a pragmatic and inclusive approach, we deliver ethical, value-based learning experiences.



PROGRESSIVE

Our approach is ever-evolving and forward-thinking. As an intellectual powerhouse in education, we place our alumni's best interests at the core. Professors guide students to progress with various management competencies crucial for career building



WHY TO CHOOSE AURA?



Scholarship for
Students of caliber



Intercultural
Environment



One-to-one student-teacher
Interaction



Swot analysis and
Goal setting



Specialised it courses to stay
Updated with technology



Management studies with
Hands-on commercial skills



Management & business
Games



Industrial visits



Project-based
Studies



Internship assistance

WHY FRANCE

Discover France, the epitome of cultural richness and captivating landscapes. As the French Republic, it holds historical and cultural significance in the Western world, serving as a vital bridge between northern and southern Europe. Today, France stands as Europe's foremost destination.



Choosing to pursue education in France unveils an enriching and culturally evolved European experience. Immerse yourself in a country renowned for its cosmopolitan charm, offering a blend of light, style, music, and art. Renowned for its cuisine and influential fashion scene, France beckons aspiring chefs and fashion enthusiasts alike.

Paris, the 'City of Luxury, Fashion, and Beauty', hosts iconic fashion shows throughout the year. The French Riviera boasts Cannes, a hub for prestigious film festivals. Studying in France is an extraordinary journey with its advanced education system, recognised among the world's best. What sets it apart is the affordability of study fees, making France a top choice for academic pursuits.

ABOUT LYON CITY

Lyon, a vibrant city second only to Paris in France, stands as a major European business hub. Recognised for its UNESCO World Heritage status, Lyon boasts a thriving economy, exceptional quality of life, and renowned cuisine. As one of Europe's most alluring destinations, Lyon is the perfect city for international study and unforgettable experiences, earning the title of 'Best Student City' in France in 2018 by the magazine "L'Etudiant."

The city's remarkable public transport system facilitates easy access to various European cities in under 2 hours by plane, train, or bus. Lyon's dynamic cultural scene, with 15 libraries, 22 museums, and numerous theatres, makes it an art lover's paradise. Lyon hosts prestigious events such as the Grand Lyon Film Festival (Festival Lumiere), the biennial festival of lights, and contemporary arts and dance festivals.

Renowned as the gastronomy capital of France, Lyon is adorned with restaurants, patisseries, bistro-style bouchons serving Lyonnais, and 19 Michelin-starred establishments. Explore fresh food markets deeply rooted in culinary tradition, indulge in wine tasting events, and discover attractions like Fourvière, Vieux Lyon, Pérouges, and the Silk Factory.





CLIMATE & WEATHER

Experience the diversity of France's climate and weather, shaped by the Atlantic Ocean, the Mediterranean Sea, the Alps, and the Pyrenees. With four distinct seasons emanating from these unique regions, the country offers a captivating blend of landscapes.

From snow-covered mountains to sun-drenched coasts, shady woods to mineral-rich flatlands, France showcases a diverse range of seasons and a stunning natural panorama. Predominantly temperate, western France experiences an oceanic climate with well-distributed rains.

Central and eastern France feature extreme climates, characterised by cold winters and scorching summers. The Mediterranean climate in the south-east brings hot, dry summers and rainfall from October to April, ensuring a mild and sunny environment throughout the year. At elevations of 600-800m, France's mountainous regions experience heavy rains and periodic snowfall, adding to the rich tapestry of its climate.

PLACES TO VISIT

Explore the enchanting facets of France, lovingly referred to as 'l'Hexagone' for its distinct six-sided shape. Each region boasts its unique charm: the rugged outdoors of the French Alps, the sun-soaked tranquility of Provence, and the pristine allure of the captivating Côte d'Azur coastline.

On your first visit to France, don't miss the iconic destinations of Paris and Versailles. Include elegant coastal resorts, whimsical palaces, and Gothic basilicas in your travel itinerary. Venture off the beaten path to discover hidden gems in the countryside, from Burgundy's 1247 specific vineyards and Brittany's picturesque fishing towns to villages nestled in the Pyrenees Mountains.

From sophisticated cities to pristine natural landscapes, France offers an endless array of captivating destinations, making it one of the world's best places to visit.



FRENCH CUISINE

Auguste Escoffier, renowned as "The King of chefs and the chef of Kings", revolutionised French gastronomy, propelling it into the pinnacle of 20th-century haute cuisine. Culinary exploration now extends beyond the aristocratic palates to embrace the rustic allure of French culinary traditions.

The ebb and flow of French gastronomy harmonise with the seasons. Summer graces us with an abundance of crisp salads and fruit-based delicacies. As the season wanes, mushrooms take center stage in hearty stews. September heralds the hunting season, ushering in a symphony of elaborate meat dishes that pay homage to the spoils of the hunt.



Winter yielding to spring witnesses the zenith of shellfish and escargot, while clams make a grand entrance in abundance to grace the tables of discerning connoisseurs.



FACILITIES IN FRANCE

Discover the essential resources for international students in France, a country that hosts some of the world's top scholars. Access a plethora of information through websites, apps, forums, discount programs, and language exchange platforms. Uncover affordable activities and services tailored for students, all at your fingertips.

Make the most of your student experience with a valuable student ID card, unlocking discounts and subsidised rates at public transportation and dining establishments. Benefit from France's world-renowned public transportation facilities, including local buses, subways, regional trains, and innovative rental services for bikes and cars. France ensures that your student journey is not only enriching academically but also seamlessly connected through its excellent public transportation options.



ACCOMMODATION SUBSIDY

Aura-Lyon does provide off-campus accommodation for its students in Lyon. Discover a multitude of student accommodation options through various online portals. With choices ranging from €400-€600 per person, select accommodations based on size and facilities. Students reserving accommodations in their name can explore grant opportunities from their local Caisse d'Allocation Familiale (CAF). The CAF application is free, offering the possibility of receiving up to 35%-50% of monthly rent back. Check eligibility and terms with the Aura-Lyon coordinator / Landlord before finalising agreements, ensuring a seamless process for students seeking affordable and comfortable living spaces.

INTERNSHIP IN FRANCE

Unlock valuable internship opportunities in France with government regulations allowing students to engage in internships for a minimum of two months and up to six months. Companies providing short-term internships have the flexibility to determine whether or not to provide compensation. Typically, stipend payments for internships start at €623,70 per month. In addition to financial benefits, some companies may offer perks such as coupons for use at supermarkets, restaurants, or cafés throughout France.

Explore internship possibilities on popular French websites like [Cadremploi](#), [APEC](#) and [LinkedIn](#). Moreover, schools play a vital role in facilitating student internships, ensuring a smooth process for students seeking professional experiences.



A photograph showing two people in business suits shaking hands over a document labeled 'CONTRACT'. The image is partially obscured by a blue geometric overlay on the left side.

BBA BUSINESS

The BBA in International Business Management stands as a pivotal contributor to the advancement and prosperity of diverse business sectors. This program is meticulously crafted to center around foundational management principles, encompassing Planning, Organising, Staffing, Leading, and Controlling. It provides students with an insightful exploration of socio-economic factors, offering a pathway to optimise the potential of each workforce. The attainment of this objective is facilitated through a dynamic approach involving regular workshops, projects, and role-playing exercises.

SPECIALISATION: INTERNATIONAL BUSINESS MANAGEMENT

Beyond the fundamental management concepts, the curriculum delves into advanced areas such as strategic management, human resource development, and an exploration of the cultural, social, and economic factors influencing individual talent within the organisational context. Through a synthesis of theoretical knowledge and practical application, students are equipped with a comprehensive skill set to navigate the complexities of contemporary business environments. This program not only imparts theoretical knowledge but also fosters critical thinking, problem-solving, and leadership skills, preparing graduates for impactful roles in the global landscape of international business management.

Successful completion of the three-year BBA course culminates in the attainment of 180 ECTS Credits, symbolising the student's academic and professional achievements.

ELIGIBILITY CRITERIA: European Baccalaureate / High School Diploma / 12th Grade School or Higher Secondary School Certificate / Equivalence (Any Stream)

MARKS/GRADES: Minimum 55% aggregate marks or equivalence GPA / CGPA

COURSE DURATION: 3 YEARS

COURSE STRUCTURE: 6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (EACH YEAR)

COURSE FEE:
8500€ / ANNUM

INTAKE:
**MARCH & OCTOBER
2024**

ADMINISTRATION
FEE:
320€ / ANNUM



BBA HOSPITALITY

The MBA in International Hospitality Management, with a specialised focus on Hotel Management, illuminates the diverse facets of the hospitality industry, encompassing Hotels, Restaurants, Banquets, Conventions, and Tourism. This distinctive program equips students with a comprehensive skill set, integrating essential elements such as IT Skills, Business Communication, and Sales and Marketing specific to the dynamic hospitality sector.

SPECIALISATION: INTERNATIONAL HOSPITALITY MANAGEMENT

Graduates of this program possess the versatility to pursue enriching career opportunities in esteemed establishments, including 5 or 4-star hotels, Speciality Restaurants, Retail Food Outlets, Fast Foods, Cruise Liner Ships, and Airlines. The curriculum's strategic blend of theoretical knowledge and practical skills ensures that students are well-prepared for the multifaceted challenges and opportunities within the global landscape of international hospitality. This elegantly curated program serves as a gateway for students to embark on a successful and rewarding journey in the diverse and dynamic realms of the hospitality industry.

Upon the successful completion of the three-year bachelor's course, students earn a prestigious 180 ECTS Credits, symbolizing not only their academic achievements but also their readiness to make a significant impact in the ever-evolving field of international hospitality management.

ELIGIBILITY CRITERIA: European Baccalaureate / High School Diploma / 12th Grade School or Higher Secondary School Certificate / Equivalence (Any Stream)

MARKS/GRADES: Minimum 55% aggregate marks or equivalence GPA / CGPA

COURSE DURATION: 3 YEARS

COURSE STRUCTURE: 6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (EACH YEAR)

COURSE FEE:
8500€ / ANNUM

INTAKE:
**MARCH & OCTOBER
2024**

ADMINISTRATION
FEE:
320€ / ANNUM



MBA BUSINESS

The MBA Business is a meticulously crafted post-graduate program, specialising in International Business Management (IBM). This transformative two-year course integrates six months of intensive theoretical studies with an additional six months of immersive industry internships annually. The curriculum focuses on key competencies like critical thinking, decision-making, economics, financial market governance, business law, ethics, management, organisational behaviour, and statistical techniques.

SPECIALISATION:

INTERNATIONAL BUSINESS MANAGEMENT

MBA - IBM equips students to navigate international business complexities, contributing effectively to global organizations' success. Specialising in International Business Management fosters growth across sectors, providing a comprehensive understanding of fundamental business development principles with an international perspective.

Upon program completion, students receive 120 ECTS Credits, marking a significant milestone in their academic and professional journey.

ELIGIBILITY CRITERIA: European BAC Level 3 or 4 / Bachelor Degree (Any Stream) / Equivalence (Any Stream)

MARKS/GRADES: Minimum 55% aggregate marks or equivalence GPA / CGPA

COURSE DURATION: 2 YEARS

COURSE STRUCTURE: 6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (EACH YEAR)

COURSE FEE:
9500€ / ANNUM

INTAKE:
**MARCH & OCTOBER
2024**

ADMINISTRATION
FEE:
320€ / ANNUM



MBA HOSPITALITY

The MBA in International Hospitality Management offers essential competencies for outstanding performance. The program includes six months of intensive academic studies and an additional six months dedicated to immersive industrial internships each year.

SPECIALISATION:

INTERNATIONAL HOSPITALITY MANAGEMENT

The MBA in International Hospitality Management focuses on operational intricacies and strategic management. It empowers students with insights into hospitality leadership, effective management strategies, operational excellence, and strategic decision-making. Graduates emerge with a skill set exceeding demands in the contemporary hospitality landscape, preparing them for leadership roles in the global hospitality industry.

Upon completion, graduates receive 120 ECTS Credits, a testament to their academic and professional accomplishments.

ELIGIBILITY CRITERIA: European BAC Level 3 or 4 / Bachelor Degree (Any Stream / Preferably in Hospitality) / Equivalence (Any Stream)

MARKS/GRADES: Minimum 55% aggregate marks or equivalence GPA / CGPA

COURSE DURATION: 2 YEARS

COURSE STRUCTURE: 6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (EACH YEAR)

COURSE FEE:
9500€ / ANNUM

INTAKE:
**MARCH & OCTOBER
2024**

ADMINISTRATION
FEE:
320€ / ANNUM



EXECUTIVE MBA BUSINESS

The Executive MBA Business is a 15-month program for professionals seeking business specialisation. It prepares for leadership roles with six months of studies and a nine-month industry internship, blending theoretical knowledge with practical insights for success in the competitive business landscape.

SPECIALISATION:

INTERNATIONAL BUSINESS MANAGEMENT

The Executive MBA in International Business Management (IBM) is a cornerstone in Cross-Cultural Management, preparing for success on the international stage. The curriculum provides a nuanced understanding of socio-economic factors, enabling optimisation of diverse workforces.

Upon completion, participants earn 75 ECTS Credits, reflecting academic achievements and readiness for global business management complexities.

ELIGIBILITY CRITERIA: European BAC Level 3 or 4 / Bachelor Degree (Any Stream / Preferably in Hospitality) / Equivalence (Any Stream)

PROFESSIONAL EXPERIENCE: Minimum 55% aggregate marks or equivalence GPA / CGPA

COURSE DURATION: 15 MONTHS

COURSE STRUCTURE: 6 MONTHS STUDIES + 9 MONTHS INTERNSHIP

COURSE FEE:
11,200€

INTAKE:
**MAY & NOVEMBER
2024**

ADMINISTRATION
FEE:
320€



EXECUTIVE MBA HOSPITALITY

The Executive MBA in Hospitality is a 15-month program tailored for seasoned professionals in the hospitality sector. It enhances managerial competencies, providing theoretical knowledge and practical insights to excel in leadership roles.

SPECIALISATION:

INTERNATIONAL HOSPITALITY MANAGEMENT

The Executive MBA in International Hospitality Management (IHM) cultivates an international hospitality business mindset. The curriculum emphasises crucial areas like International Hospitality Trends and Cross-Cultural Management (CCM), preparing participants for success in an international context.

Upon completion, participants earn 75 ECTS Credits, symbolising academic accomplishments and readiness for leadership in the global hospitality industry.

ELIGIBILITY CRITERIA: European BAC Level 3 or 4 / Bachelor Degree (Any Stream / Preferably in Hospitality) / Equivalence (Any Stream)

PROFESSIONAL EXPERIENCE: 55% Aggregate Marks or equivalence GPA / CGPA

COURSE DURATION: 15 MONTHS

COURSE STRUCTURE: 6 MONTHS STUDIES + 9 MONTHS INTERNSHIP

COURSE FEE:
11,200€

INTAKE:
**MAY & NOVEMBER
2024**

ADMINISTRATION
FEE:
320€

MEMBERSHIPS

ASSOCIATE MEMBER OF



AURA GALLERY



AURA GALLERY





89, Rue de la Villette, Lyon
France - 69003
info@aura-lyon.com
www.aura-lyon.com | 33 (0)4 78 54 61 13

FRANCE APPLICATION CENTRE:
admissions.france@aura-lyon.com
INTERNATIONAL APPLICATION CENTRE:
admissions.international@aura-lyon.com