

**iaelyon School of Management :**  
**iaelyon main impacts on its region**  
2017 Report

**BSIS**  
BUSINESS SCHOOL  
**IMPACT**  
SYSTEM





# THE BUSINESS SCHOOL IMPACT SYSTEM APPROACH

Created and developed by the FNEGE (the French Foundation for Management Education) in partnership with the EFMD, the Management Development Network the study aims at assessing the scope and the nature of the impacts of a School of Management on its local environment – the city or the region in which it is located. It is not only about assessing the direct impacts financially speaking but also identifying all the activities of a School that contribute to the development of its environment. Such an approach is complementary to existing accreditation systems considering that it does not aim to define the adequacy with a standard but to assess the impact of a School of Management on its environment by taking into consideration its specificities and its role. Since its launching the BSIS was completed by 30 Schools of Management throughout the world.

iaelyon took part in the pilot phase in 2012 and has wished to renew the approach in 2017.

- **357 million Euros / year (+38%/2012)** Global financial impact on the Auvergne-Rhône-Alpes region
- **996 full time equivalent / year (+10%/2012)** Jobs generated by iaelyon (including internal resources)
- **734 full time equivalent (+9%/2012)** Resources earmarked for company and organization support and development
- **632 press quotes / year** mentioning iaelyon and therefore the Lyon Metropolitan area
- **203 events / year** organized at iaelyon
- **Nearly 800 practitioners / year** involved in the School life (governance, selection panels, defense panels, steering committees, conferences, career forums...)
- Significant impacts in terms of **intellectual outreach, societal responsibility and image.**

# Global financial and economic impact

Through its activities, the School is a major economic player in the Auvergne-Rhône-Alpes region. It employs faculty and core faculty, international instructors, expert practitioners and support teams to carry out its missions. It attracts many national and international visitors to its academic conferences and congresses.

The estimated expenses made by this large community on the region reaches **357 million Euros per year**. These sums have a multiplying effect considering that they are spent again in the local economic circuit.

They include:

- School expenses for its suppliers,
- Expenses of iaelyon collaborators and national and international participants in congresses and conferences
- Expenses of students and executive participants
- Expenses of visitors in the city shops and restaurants.

# Impact on region attractiveness and employment

iaelyon supports the development of talents in pre-experienced, alternance and executive education, respecting diversity and individual needs in connection with regional actors' expectations.

iaelyon attracts students from all over the world:

- 75% come from the Auvergne-Rhône-Alpes region,
- 15% from other regions and over 10% from abroad,
- 85 nationalities are represented on the Lyon campus.

These students, from Bachelor's to PhD, are a resource particularly appreciated by companies in the region, which offer them internships, short placements, gap years, CIFRE contracts (Industrial Education Agreements through Research), BMA (Association & Management Volunteer Program), alternance, apprenticeship and work placement, tutored projects, real company case studies... These projects and missions are supervised by faculty whose expertise benefits companies. The value of these contributions is estimated as being **734 Full Time Equivalent**.

## A few examples:

- Over 2,000 internships carried out per year, of which over 75% take place in the Auvergne-Rhône-Alpes region
- Over 500 alternance contracts per year
- Over 15,000 hours dedicated to associations in the Auvergne-Rhône-Alpes Region in the frame of BMA (Association & Management Volunteer Program) projects.

With an average of 60% of young graduates recruited in the Auvergne-Rhône-Alpes region, the impact is significant in terms of new skills brought to companies and organizations on the territory, ranked **2nd** region in France, and **4th** in the European Union.

Graduates who move to other regions and abroad make the region benefit from their favorable opinion. The same principle applies to students and graduates trained abroad: nearly 1,500 per year in **15** countries. Finally, an estimated 20,000 graduates work in the Auvergne-Rhône-Alpes territory.

Finally student entrepreneurship activities supported by the Jean Moulin Incubator foster the creation of start'ups : 10 in 2015-16, which generated jobs and innovation.

# Intellectual impact and innovation

**725 intellectual contributions** have been produced by iaelyon faculty and core faculty in the last three years, partly based on issues specific to private and public actors in the Auvergne-Rhône-Alpes region. They mainly include scientific articles, application-oriented articles, books and book chapters, theses and DBAs, textbooks and pedagogical supports, case studies...

iaelyon research and development activities contribute to the creation of knowledge in Business and Management at the national and international level. At the local level, research activities favor the development of management practices and organization strategies through collaborations with companies and wide dissemination of results in the city.

## A few examples:

### Research Chairs:

- “Internationalization of SMEs” in partnership with two industrial SMEs in the Auvergne-Rhône-Alpes region: Mixel Agitateurs and SLAT.
- “Values of Patient-Centered Care – Efficiency of Systems, Ethical and Political Issues” Supported by leader-partners in the world of Health and UCB Pharma.
- “Enhancement of Cooperative and Mutual Models” with Crédit Agricole Centre-Est and Jacquet Brossard.

### Works on:

- **Financing SMEs:** Entrepreneurial Finance and Stat'Expert Observatory in connection with CLEA, iaelyon Lyon Center for Chartered Accounting and Auditing, Rhône-Alpes Association of Chartered Accountants
- **The regional industrial production:** an industrial program in the framework of the IDEX, Excellence Initiative, works
- **The digital economy in the region** with the SMART Electrique Lyon program ...

iaelyon is especially attached to the impacts of its intellectual and research activities:

- iaelyon IMPACTS magazine: **5,000** copies of the IMPACTS magazine are distributed to our business and organization, institutional and academic partners.
- **M'INDEX** : Launching an original tool developed by iaelyon in order to measure research activities managerial and societal impacts
- Congresses and conferences: Sharing scientific progress and applied productions during congresses and conferences organized by iaelyon and open to a large audience, private individuals and businesses: **23** academic conferences on the Manufacture des Tabacs campus over the last 3 years, **192** communication papers in national and international conferences.

# Impact on the regional ecosystem

- **2,000** partner companies among which **50** «best partners »
- **700** practitioners teaching in programs
- **110** companies of all sizes participating in recruitment forums
- Over **85** academic and professional partnerships

### Historical links with businesses:

From the outset, iaelyon established strong links with companies and organizations which participate in the School life in different ways:

testimonies, teaching programs and participation in conferences, case studies and research fields, participation in recruiting and theses defense panels, active contribution to governance bodies, intern, alternance and graduate recruitment, orders for tailored executive programs, payment of the apprenticeship tax... In return, faculty and core faculty contribute to the development of the City and the regional territory School of Management by providing their expertise to cultural, economic and social associations and to organizations by sitting on their Board of Directors, for example.

### A wide variety of local partnerships among which:

- Engineering, Political Sciences, Veterinary Schools: INSA Lyon, ECAM Lyon, Polytech, ENTPE, Sciences Po Lyon, Institut Paul Bocuse, ISARA Lyon Esqese, Vetagro Sup, ENSV
- High Schools: Ecole Sainte Marie, Institut des Chartreux, Lycée la Mache, Lycée Assomption Bellevue, Lycée Saint Louis Saint Bruno...

- Networks and associations: SEPL, MEDEF Lyon Rhône, CGPME, CCI Lyon Métropole, Région Auvergne-Rhône-Alpes, Formasup Ain, Rhône Loire, ALEES...
- Cultural institutions with which Art & Management events are developed : Musée des Beaux-Arts de Lyon, Biennale de Lyon, Musée Confluences, Musée des tissus et des arts décoratifs, ...

## Societal impact

Social responsibility is part of the School DNA. As a public Management School founded by Gaston Berger, a philosopher and business leader, iaelyon carries inherently the Republican values of equal opportunities, social mobility and public service missions.

- **10** key commitments of iaelyon community members beyond the legal obligations of their professions
- **35%** of the students have a grant
- **40%** of the students are from a middle or disadvantaged socio-professional background
- **53%** female students
- **40%** of women in governing bodies
- A research group on **Management & Societal Responsibility of Organizations**, annual international seminars on this theme

- **Dedicated programs:** Bachelor's in Team Management, Quality and Sustainable Development, Master's in Social Auditing, Social Responsibility of Stakeholders, Ethics and Sustainable Development, Master's of Manager Quality-Security-Environment, University Degree in Quality of Life and Wellness at work and courses integrated in Masters' programs : Philosophy of Sciences and Knowledge Techniques, Ethics and Managerial Responsibility...
- many **socially responsible projects** in the frame of pedagogical projects led by student associations: ENACTUS and the Caméléon project, Handinamic, Handivoyage projects, Commitment with local missions, blood donation, supporting "Une Souris Verte" Association ...

## Impact on the image and outreach of Lyon and the region

- iaelyon visibility has increased significantly in the media for five years. When iaelyon is quoted in the press or in various media, its image automatically radiates on the whole City of Lyon.
- iaelyon is also a community of **subscribers, fans and followers** on social networks and 100,000 visitors to its Website.

- Many ambassadors of the Lyon image and its economic and cultural attractiveness: nearly **1,700** students registered in an exchange program in the 159 partner schools abroad and in offshore programs in 15 countries across the world, **95** international visiting professors.





## About BSIS barometer:

Main advantages for iaelyon

- Quantifying and qualifying iaelyon contributions to the development of the regional economy
- Considering developments in terms of impact and not only in terms of linear progression
- Raising awareness among teams to the impact of their daily activities on their internal and external environment
- Enhancing internal stakeholders' sense of belonging
- Using external stakeholders' items for negotiation
- Asserting itself as an academic and economic player in the region





“I was impressed by this innovating approach which led iaelyon to enhance impacts supplementing indicators already measured by national and international assessment and accreditation processes. Benefits are threefold:

1. Externally, the barometer emphasizes how significant iaelyon mission and activities are in the Auvergne-Rhône-Alpes economic field to actors in the region and all stakeholders.
2. Internally, this approach, like a mirror effect, puts forward the commitments and the strong contribution of iaelyon teams to the achievement of impact results regarding the whole School.
3. Results provide an excellent opportunity to communicate from a whole new angle with key local community stakeholders, business and institutional partners as well as media and students.”

**Jérôme Rive**, Dean, **iaelyon** School of Management

A handwritten signature in blue ink, consisting of a stylized 'J' and 'R'.

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