

Master's in General Management Full-English Track

Academic Advisors

Full-English Track:

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Filière française:

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Apprenticeship:

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"Companies are now seeking dual competence managers able to lead the technical, human, and managerial aspects of projects and business units. This Master's in General Management, flagship degree of the IAE network, offers its participants a global approach to management to combine with their skills acquired during their first degree."

OBJECTIVE

This programme provides solid management training to participants from varied backgrounds to complement their initial education, thus broadening their career paths through the acquisition of a second competence. The international participant body and faculty leads to international career paths.

In addition to key managerial knowledge and tools, it also fosters the critical analysis of complex situations, develops participants' individual skills (active listening, self-reliance, resourcefulness, willingness to question and change) and offers extensive practice in sharpening corporate social skills.

2007 - 2008 COHORT

- 37 Enrolled participants + 6 foreign exchange students
- 30 French, 13 foreign
 - 18 Engineers
 - 5 Law
 - 2 Languages/Linguistics
 - 2 Political Science
 - 2 Pharmacy
 - 2 International Relations
 - 2 Restaurant Management
 - 2 Organisation
 - 1 Health Care
 - 1 Chemistry
 - 1 Information Systems
 - 1 Communications
 - 1 Economics
 - 1 International Trade
 - 1 General Management
 - 1 Philosophy

ADMISSIONS REQUIREMENTS

This Master's degree has been designed for recent Engineering, Law, Political Science, Life Sciences, Social Sciences, Human Sciences, IS/IT

graduates wishing to acquire leading-edge managerial skills in addition to those acquired during their first Master's or equivalent degree. It is also open to other four-year university degrees in fields other than management, as well as students having successfully completed the first year of their Master's degree.

THE APPLICATION FILE REQUIRES:

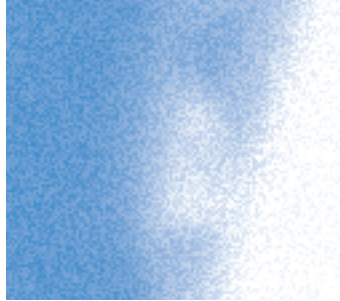
- GMAT or French TAGE-MAGE scores
- an English language proficiency assessment (TOEFL, TOEIC, IELTS, or solid evidence of time spent in an English-speaking environment)
- an oral interview with the admissions board
- a four-year university degree (240 ECTS) or more, or foreign equivalent degree.

ORGANISATION OF STUDIES

This Master's degree is a one-year programme, by direct entry into the second year (Semesters 3 & 4). Organised in a one-year time frame, the degree covers the core areas of management and leaves a wide choice to a customised syllabus (elective, options, international seminar) completed with practical applications (group cross-disciplinary report, an internship or apprenticeship).

The ECTS (European Credit Transfer System) enables participants to customise their syllabus based on their past academic qualifications and training periods as well as on their future career path.

The degree programme exists in three "tracks". From Sept-Dec, there is the Full-English Track, where the 12 core courses are taught in English, and the



classic French Track. Participants from either track have until mid-December to sign Apprenticeship contracts with a company. The Apprenticeship Track then comes into being. Apprentices spend Jan-Mar in the company, come back to IAE Aix to complete their courses in French during April-May, and return to their companies until the first anniversary of their contract. . Participants staying in the Full-English track or the French track complete their coursework at the end of April, and then go on to an internship or a French-government VIE. Only those completing the entire year in the Full-English Track will have this stamped on their Degree Addendum.

STRUCTURE AND CONTENT OF THE PROGRAMME

■ Core Courses (Semesters 3 & 4)

- Financial Accounting
- Financial Analysis
- Marketing
- Strategy I
- Business Law
- Economic Environment
- Human Resources Management
- Interpersonal Development
- Management Control
- Financial Decisions
- Operations Management and Supply Chain
- Strategy II
- French as a Foreign Language, Spanish, Chinese

■ 2 Options (from among 20 offered, mostly in French, some English) E.g.:

- Brand and Product Manager
- Développer vos qualités de manager entraîneur d'équipes
- Management de projets
- Les ressources humaines et la conduite du changement
- L'entrepreneuriat
- Trésorerie et négociation bancaire

■ 1 Elective (from among 6, all in English) E.g.:

- Multicultural Communication
- The European Integration Process, and its Influence for Business
- The Value of Time and Risk Premium
- Develop your Marketing Creativity

■ International Seminar (to be chosen from among the 20 proposed)

The International Seminars, designed to broaden participants' horizons, not specialise them, are taught in English by foreign guest lecturers. They are offered to all IAE participants from all degree programmes, ensuring a lively mix of diverse groups. These seminars are highly interactive.

■ Cross-Disciplinary Report

Participants will write and defend a monograph which provides an in-depth strategic, marketing, and financial analysis of a publicly-listed company. The oral defence will be made in English before a pluridisciplinary board of professors.

■ Internship

A minimum three-month internship in France or abroad in a company or organisation, putting into practice the managerial skills acquired during the academic year, supervised by a faculty tutor under the responsibility of the Academic Advisor.

EXAMPLES OF INTERNSHIP ASSIGNMENTS

Market Study, Competition Study in Europe, Project Management Assistance, Design and Implementation of Quality System, Budgetary Control, Maintenance Management Method, Benchmarking for several Production Sites, Design of a Business Plan ...

POSITIONS OPEN TO FUTURE GRADUATES

Given the wide range of first specialisations, graduates are hired in a broad spectrum of activities and functions.

Examples of corporate positions now held by 2005-2006 graduates: Business Development Consultant, ORACLE Ireland; Cost Controller, AREVA; Strategic Change Dep't Manager, MBDA; Project Manager, SNCF; Brand Manager, PIERRE FABRE MEDICAMENTS; logistics manager, SIEMENS UK; Sales Engineer, DELL; Key Account Manager, KEATON FINANCE

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