



Aix-Marseille Graduate School of Management  
Aix-Marseille Université

# MSc in Management - 2<sup>nd</sup> year

## INTERNATIONAL BUSINESS

### PROGRAMME DIRECTOR



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### ACCREDITATIONS

The only university business school in France with double international accreditations EQUIS & AMBA attesting the quality of its programmes.

### RANKINGS

#### › SCHOOL

Financial Times  
*(Only 2 French university management schools are ranked by FT)*  
France #13- World #51

#### › PROGRAMME

SMBG Eduniversal 2019  
France #4

#### › MOCI

Moniteur du Commerce International  
University business schools ranking 2017  
France #5

### OBJECTIVES

This MSc provides students with transversal skills to embrace strategic responsibilities and to develop responsible business in an international setting. It prepares students to be agile and constantly able to adapt to changing international environment.

Students will be able to face international managerial issues by designing an international strategy, piloting international projects, controlling operational activities and empowering a humanistic leadership acting as a responsible actor. This programme is certified Academy of Excellence by AMidex.

This Msc is based on three pillars:

#### › Internationalisation

- 100% of courses taught in English by expert teachers and managers

#### › Professionalisation

- Partnership with the French Foreign Trade Advisors (Conseillers du Commerce Extérieur Français)

#### › Unique pedagogical experience

- Small cohort size (30 participants)
- Interactive pedagogy through workshops, case studies, conferences, business games

- 35% of foreign students from 16 different nationalities

- Workshops with real companies
- Dedicated track for apprenticeship

- Unique global approach of international business covering geoeconomics, strategy, negotiation and intercultural management issues

### CAREER

Our graduates have a 100% placement rate. The average starting salary is approximately 44 k€ (51 k€ with bonus). 100% of employed students found a job within 3 months.

#### Graduate positions:

- › Country Manager
- › Business Development Manager
- › Global Marketing and Sales Manager
- › Project Management Consultant
- › Purchasing Director
- › Country Logistic Officer

#### MSc Alumni placements:

Amazon, CMA-CGM, Renault-Nissan, Orange, Airbus Helicopters, Huawei, Meetic Group, Schneider, Rolls-Royce, Wiko, Moët-Hennessy, Michelin, Canon, SAP, Volvo Group, Racer, Dassault Systèmes, St Michel

“Building careers for world citizens”



## PROGRAMME CONTENT

### FUNDAMENTALS OF MANAGEMENT

- › **Designing an international strategy**
  - International strategy for multinational companies (MNC)
  - International entrepreneurship for small and medium size companies (SME)
  - Foreign market management
  - Company field project
  - business development
- › **Mastering principles of international management**
  - International finance
  - International marketing
  - International business law
- › **Facing geopolitical challenges**
  - Country risk analysis
  - Doing business in emerging countries
  - European lobbying
- › **Managing people in an international setting**
  - Responsible leadership in an international setting
  - Intercultural management
  - Interpersonal communication and leadership
- › **International purchasing and supply chain management**
  - International negotiation
  - International supply chain management
  - Ethical issues in purchasing in multinational contexts

### PERSONALIZED TRACK

Students can organise their studies in a personalised and unique track with a choice of 4 or 5 electives out of 120 options, in French or in English.

### NETWORK AND PERSONAL DEVELOPEMENT

- › E-learning platform
- › Conferences by Professionals
- › Meetings with graduates
- › C.A.R.N.E.T., International experts network
- › Job platform
- › Student Societies
- › Clubs
- › International events
- › Foreign language

### REAL-LIFE EXPERIENCE

- › 6-month (minimum) mission in firm (apprenticeship or internship)
- › Apprenticeship fair, jobs/internships fair
- › Training and certification of Foreign Trade Advisors of France (CCEF)
- › Company field project
- › Study Tour, a unique experience with a partner university. In 2017, one week programme at University of Wisconsin-Madison (USA)
- › Empowering Humanistic Leadership projects

## ADMISSION REQUIREMENTS

### For direct entry into the second year of the MSc

- › Applicants must hold a Master 1 degree or equivalent (Bac + 4 level - 240 ECTS)
- › Selection criteria: IAE MESSAGE or TAGE-MAGE or GMAT; TOEFL, TOEIC or IELTS (DEL2 for non-French speakers), professional career goals, educational background; an interview
- › Apply online at [www.iae-aix.com](http://www.iae-aix.com)

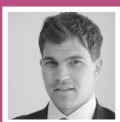
## FEES STUDENTS

- › MSc (2 years) : 8 400 €
- › Direct Entry in second year of MSc (1 year) : 4 800 €

**This programme is open to apprenticeship and executive education.**

## TARIF EXECUTIVES

- › MSc (2 years) : 20 000 €
- › Direct Entry in second year of MSc (1 year) : 12 000 €



“ After a 2-year university course (IUT) in Logistics and Transport Management and a Bachelor's Degree in Marketing, I completed a year in Australia before joining the IAE Aix-Marseille. I chose this institution for several reasons: its tuition costs, 2 to 3 times lower than a private management school, its international dimension and its international accreditations. At IAE, I enjoyed the various projects in group, with classes composed of many foreign students, it was very rewarding. I also appreciated the human size of the school.

I completed 2 internship during my master for Gemalto and Ubisoft in Supply Chain and Purchasing service. These experiences helped me to find VIE opportunity in Asia, I am working now in Shanghai for an American company specialized in logistics.”

Alexandre Singer (Promo 2014)

Route Development Manager at Expeditors in China

## ADMISSIONS SERVICE

Students : [masters@iae-aix.com](mailto:masters@iae-aix.com) | +33(0)4 42 28 08 08

Executive / continuing education : [fcontinue@iae-aix.com](mailto:fcontinue@iae-aix.com) | +33(0)4 42 28 08 56

## ADRESSE

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