

INCOMING EXCHANGE PROGRAMME

Course List



Information

This document provides lists of all courses open to incoming exchange students. The courses listed in this catalogue are subject to availability, and some have prerequisites. The final course offering is known at the beginning of each semester. Consequently, course selection and learning agreements are consolidated during the first weeks when the students arrive.

Incoming Exchange Programme Requirements

Exchange students are required to choose and follow at least 4 courses (12 ECTS) and are limited to 10 courses (30 ECTS) maximum. The IAE Aix-Marseille also proposes 8 sessions of elective courses and international seminars to choose from each academic year. Each session or “plage” offers a selection of transversal themes in Management. Incoming exchange students may complete their study plan with these courses. A student may take only one course per elective session, each elective equals 3 credits.

Credits

A course with 24 contact hours delivers 3 ECTS (credits). Incoming exchange students may take up to 30 ECTS per semester.

Academic Calendar

The academic year is divided into two semesters. The fall semester starts in August/September and finishes in December. The spring semester is from January until July. The exact dates are indicated on the Exchange Programme Fact Sheet for the given year. Incoming exchange students may finish much earlier than July in the spring semester depending on their course selection.

Language requirements

IAE Aix-Marseille requires a certain level of competency in English to follow the courses: TOEFL iBT 90, IELTS 6.5. Students are not required to have any French language skills. Students who speak French fluently are welcome to follow courses in French.

Intensive French Language Seminar

IAE Aix-Marseille offers intensive language instruction as a Foreign Language for exchange students:

- 2-week intensive seminar prior to the fall semester
- during the semester (3 ECTS)

The 2-week intensive language seminar is an excellent opportunity to learn French, strengthen your current language skills and to start networking before the start of the semester.

Students will benefit from a much more enriching exchange experience by enrolling.

Course Registration

Students do not self-register for courses. The Incoming Exchange programme coordinator accompanies students in their course selection, validates their final selection and registers students in their courses.

Course Schedule

Courses are organized in clusters of three or six hours per day over several weeks and in intensive seminar format. There is no special exam period. Full attendance is mandatory.

Grading System

At IAE Aix-Marseille we use a 0-20 scale to express all assessment scores. The fail range is 0 to < 10; and an average of 10 is the threshold passing mark for credit (10-11 C, 12-14 B, 15-16 A, 17-20 A+).

Transcript

Official grade reports are prepared and sent directly to the home university and the student approximately six weeks after the end of semester.

Programmes that deliver credits

General Management

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Specialised Management

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MSc First Year English Track

Spring Semester – January to February

Course Title	Contact Hours	ECTS
Management Control	24	3
International Business Law	24	3
Communication	24	3

Course Title Options:	Contact Hours	ECTS
Choose 2 :		
Strategic Innovation	24	3
Consumer Behavior	24	3
Statistics	24	3
Finance	24	3
Diversity and Inclusion	24	3

In MSc First Year, students acquire or consolidate fundamental knowledge in Management. Although IAE Aix-Marseille is a graduate school, this programme is suitable for exchange students with a minimum level of Bachelor 3 from various backgrounds: mainstream profiles include management and economics specialists that may work alongside science, law, or literature and language majors.

MSc First Year French Track

Spring Semester – January to February

Course Title :	Contact Hours	ECTS
Contrôle de gestion	24	3
Droit des affaires	24	3
Communication	24	3

Course Title Options :	Contact Hours	ECTS
Choisir 2 :		
Innovation stratégique	24	3
Comportement du consommateur	24	3
Statistiques	24	3
Finance	24	3
Diversité et Inclusion	24	3

MSc 2 General Management English Track (MG FET)

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Business in action: Law Business Tools for Decision	48	6
UE - Humanistic leadership : Personal Development Leadership & Team Management - Ariane Business Game	48	6
UE – HR Management: Human Resources Professional Communication	48	6
Project Management	24	3
Financial Diagnosis	24	3
Strategic Analysis and Action	24	3
Challenge 2 Globalsim*	24	3

*only in the English track

Spring Semester – end of March to May

Course Title	Contact Hours	ECTS
Performance Measure and Management	24	3
Investment Choice and Decisions	24	3
Speedworkshop Consulting Project	24	3
Marketing	24	3

This programme is destined for those who are already experts in their field but want to develop a double competence and give their career an international and innovating dimension. It offers recognition of their expertise in project management, a transversal approach of corporate issues and the capacity to encourage intercultural viewpoints and diversity.

The MSc in General Management trains students to use the tools necessary for quick and responsible decision making in complex, international and evolving corporate contexts. All kinds of previous studies backgrounds can be found in the student profiles from engineering to social sciences, from pharmacy to technology, from human sciences to political science. The added value of a double competence is enormous on the job market; the variety of job opportunities for graduates is a consequence of the large diversity of students in classes.

MSc 2 General Management French Track

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Business in action: Droit de l'entreprise Business Tools for Decision	48	6
UE - Humanistic leadership : Développement relationnel Leadership & Management d'équipe – Jeu Ariane	48	6
UE – Management et communication: RH: recrutement, formation Professional communication	48	6
Management de projet	24	3
Diagnostic financier	24	3
Analyse et action stratégiques	24	3

Spring Semester – end of March to June (Apprentice track)

Course Title	Contact Hours	ECTS
Mesure et pilotage de performances	24	3
Choix et décisions d'investissement	24	3
Speedworkshop Consulting Project	24	3
Marketing	24	3

This programme is equivalent to second year in General Management and delivered in French.

International Business English Track

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Facing Geopolitical Challenges : Country Risk Analysis International Law	48	6
UE - International purchasing and supply chain management: Ethical issues in purchasing in multinational contexts International Supply Chain Management International Negotiation	72	9
International Finance	24	3
International Strategy for MNC	24	3
International Entrepreneurship for SME	24	3
Responsible Leadership in International Setting	24	3

Spring Semester – January to March

Course Title	Contact Hours	ECTS
UE - Designing international strategy : Company Field Project International Project Management	48	6
International Marketing	24	3
Intercultural Management	24	3
Doing Business in Emerging Countries & Lobbying Européen	24	3
Business Development	24	3
NegoSim Business Simulation	24	3

The International Business MSc, delivered in English, carried out in partnership with the French Foreign Trade Advisors, trains future managers for positions in international companies - managers who are able to embrace strategic responsibilities as well as activities with a wide understanding of the global economy as well as operational international political relations.

The pedagogical approach favours interactivity and considers students as real professionals. Courses are based on real cases. Participants will understand Supply Chain Management processes, negotiate with buyers and suppliers in an intercultural environment and build their managerial skills, such as project management, team building and leadership. The faculty and professors, composed of distinct specialists, include professionals from the corporate world.

Corporate Communication and Change Management

Fall Semester – September to December

Course Title	Contact Hours	ECTS
<i>Courses in English:</i>		
Interpersonal Communication	12	1.5
International Communication	12	1.5
<i>Courses in French:</i>		
Communication corporate	12	1.5
Stratégie digitale	12	1.5
Social média	12	1.5
Communication interne et managériale	24	3
Créativité	12	1.5
Méthodes qualitatives d'enquête 1	12	1.5
Management et Communication du Changement	24	3
Communication événementielle	12	1.5
Recherche et Conseil en Management des Organisations	24	3
Communication de marque	24	3
Coaching Projet Vidéo	24	3
Création vidéo et design visuel avec Photoshop	12	1.5

Spring Semester – March to April

Course Title	Contact Hours	ECTS
<i>Courses in French:</i>		
Plan de Communication et Outils d'évaluation	24	3
Relations presse & Relations publiques	24	3
Communication de crise	12	1.5
Intranet Management	12	1.5
Communication financière	12	1.5
Méthodes qualitatives d'enquête 2 : Ethiques Professionnelles	12	1.5
Leadership Humaniste	12	1.5
Communication d'influence	12	1.5
Stratégie digitale	12	1.5

The objective of this programme, mostly delivered in French, is to provide participants with specialised training in communication by integrating the specific aspects of globalised firms and digital technologies. It combines expertise and management in order to envision all external and internal communication functions with a strong focus on their strategic dimensions; provide training for the consulting profession with a strong focus on change management; offer both practical tools and mental frameworks for a deeper perception of organisations and of interacting individuals.

Service Management and Marketing

Fall Semester – September to December

Course Title	Contact Hours	ECTS
Courses in English :		
Management and Service Operations	24	3
Courses in French :		
UE - Les enjeux du service : Introductions aux services La Servuction et ses implications	48	6
UE - Marketing Management des Services : Management par la Satisfaction Client Etudes Marketing et Management du Service	48	6
Les Enjeux de la Digitalisation du Service	24	3
Management d'Equipe 1	12	1.5
Management Financier du Service 1	12	1.5
Stratégies Service dans l'Industrie	24	3
Business Game Markstrat	24	3
Nouveaux Modes de Management	12	1.5
Relation Innovation Services	12	1.5

Spring Semester – mid-March to May

Course Title	Contact Hours	ECTS
Courses in English :		
Management d'Equipe 2	12	1.5
Courses in French :		
Mise en Œuvre Marketing de la Digitalisation du Service	24	3
Design Management du Service	24	3
Globalisation des Services	24	3
Management Stratégique de la Marque de Service	24	3
Management Financier du Service 2	12	1.5

The objective of this programme is to provide a double competence – Marketing and Management – to benefit from rewarding career opportunities in the service sector. Educate participants in the knowledge, know-how and behavioural competences needed to:

- manage offers: develop and implement marketing plans for services – develop and implement customer satisfaction and loyalty strategies in services – innovate in the service offer;
- manage markets: how to achieve market diagnosis – how to analyse a global market and adapt action plans to the specific needs and stakes of local markets;
- manage teams: introduce the specifics of services in team management – how to improve management through mutual awareness.

Marketing and Brand Management

Fall Semester – September to December

Course Title	Contact Hours	ECTS
Courses in English:		
Brand Analysis and Strategy	24	3
Maîtrise approfondie outils digitaux	24	3
Lancement de produit	24	3
Courses in French :		
Services Marketing	24	3
Designing Quantitative Methods	24	3
Quantitative Data Analysis	24	3
Consumer Behaviour	24	3
Brand Design	24	3

Spring Semester – January to March

Course Title	Contact Hours	ECTS
Courses in English :		
Qualitative Methods	24	3
Courses in French :		
UE - Stratégie Publicitaire et Digitale : Communication Strategy Digital Graphic Design	48	6
Brand Management	24	3
Focus données de panel	24	3
Product Innovation	24	3
Statistiques Avancées*	24	3

*Statistiques Avancées: only open to exchange students who completed the Fall semester programme.

Acquire a whole range of theoretical competencies and professional know-how to have the capacity to:

- analyse the competitive positioning of a brand;
- manage a brand, from strategy definition to operational action plan;
- propose innovative strategies inspired from the latest and smartest research advances in marketing;
- design, pilot and interpret qualitative and quantitative studies;
- identify motivations, blocking factors and leverage points in consumer behavior;
- analyse and model data for marketing decision-making and for the production of strategic counselling.

Human Resources and Management of Relations

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Parcours d'Intégration du Collaborateur (PIC) : Acquisition des ressources Développement des ressources	48	6
UE - Droit et Administration: Droit du travail 1 Droit du travail et pratique du salaire	48	6
Sources de la légitimité	18	2
UE - Stratégie et RH: Le rôle de l'environnement GRH Stratégique	48	6
Relations sociales	18	2
Gouvernance et GRH (Comprofiles)	12	1.5
Audit social	24	3
Management relationnel : tests profil pro	12	1.5

Spring Semester – April to May

Course Title	Contact Hours	ECTS
Droit du travail 2	24	3
Démarches stratégiques: communication de crise	12	1.5
Méthodes d'intervention: risques psychosociaux	18	2
Management relationnel : Prise de parole en public Communication interne	24	3
Gouvernance et GRH (coaching)	12	1.5

The overall objective of this programme, delivered in French, is to offer students specialised training oriented towards management and international positions, to get a grasp of dialogue techniques and legal framework to apply HR tools and strategies.

The programme aims at achieving a balance between expertise and management, and its objectives:

- focus on the Business Partner HR function in companies;
- acquire the competences to use the tools of HR managers: recruitment techniques, labour law, payment policy, promotion and career path;
- acquire the competences to use the tools of relationship management.

Audit and Corporate Governance

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Stratégie et Gouvernance : Les métiers de l'audit et ses périmètres d'intervention Risques, contrôle interne CRIPP Environnement réglementaire et stratégie de gouvernance	48	6
UE - Méthodologie et Outils de l'Audit : Audit des groupes internationaux Audit opérationnel Audit comptable	78	12
UE - Management des Systèmes d'Information : Audit des systèmes d'information Progiciels de gestion intégrés Data Management	48	6
UE - Contrôle de Gestion et Audits Stratégiques : Audit bancaire et maîtrise des risques Audit juridique et fraude	48	6
Conduite du changement	24	3

Spring Semester – April to May

Course Title	Contact Hours	ECTS
UE - Management du Capital Humain : Gestion des compétences Prévention des risques – Sécurité et environnement	48	6
UE - Pilotage de la Performance : Audit de la qualité et de la performance Audit fiscal Finance de marché	42	6
Contrôle de gestion	24	3

The objective of this programme, delivered in French, is to teach the participants how to guide governance for a better risk control. Our action is designed with the following basic principles in mind:

- close partnership with the business world,
- courses combine teaching by university faculty and audit professionals,
- training periods include on-site professional exposure in major internal audit services,
- pedagogical management meets the quality standards of EQUIS and AMBA international accreditations.

The MSc is oriented towards meeting the needs of our "clients":

- it teaches students the knowledge, know-how and behavioural skills they will need in their future career. It favours their professional integration thanks to numerous contacts with our partner firms (internal audit services and external audit firms);
- it provides audit professionals with competent junior auditors who can immediately take on missions in their units.

Reporting and Management Control

Fall Semester – September to December

Course Title	Contact Hours	ECTS
<i>Courses in English:</i>		
Analyse et diagnostic financier	24	3
Management stratégique responsable	24	3
<i>Courses in French:</i>		
ERP Balance Scorecard et performance	24	3
ABC et décision en contrôle de gestion	24	3
Comptabilité de gestion traditionnelle	24	3
Contrôle de gestion et excel	24	3
IFRS	24	3
Leadership et reporting	24	3
Supply Chain	24	3
Gestion budgétaire reporting et tableaux de bord	24	3

Spring Semester – March to May

Course Title	Contact Hours	ECTS
Contrôle de gestion , RH et innovation	24	3
Gestion fiscale et performance	24	3
Systèmes d'évaluation des performances	24	3
Business Plan	24	3

This programme, delivered in French, is oriented towards performance management and value creation. The function of management control is central in enterprises. It plays the role of an architect in performance measuring and piloting operations. To that effect, it produces revealing and reliable indicators that assist leaders in implementing strategy.

The programme has been designed in close collaboration with the DFCG, the national association of financial managers and management controllers. The courses are taught by university professors who deal with technical and academic aspects. in collaboration with professionals and adjunct professors who deal with operational implementations.

The core discipline educates participants in the requirements of the profession with a transversal process-oriented outlook. All the technical facets of management control are thoroughly tackled (cost analysis, reporting, performance evaluation, etc.). They lead to a comprehensive view of how organisations operate and of major management issues (marketing, strategy, finance, etc.). Beyond these aspects, the programme insists on the importance of behavioural training for enterprises. Participants develop an entrepreneurial turn of mind to become real internal partners of management and operational departments.

International Financial Management English Track

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - International Finance and Markets : International Strategy for Investors Capital Markets and International Institutions	48	6
UE - International Accounting and Financial Reporting: Financial Control Financial Analysis and Financial Communication	48	6
UE - Investment Decision : Capital Budgeting/Trading the Rates Market Legal Engineering	48	6
Risk Management and Corporate Governance	24	3
Hedging	24	3
Financial Mathematics/Financial Analysis*	24	3
Portfolio Management	24	3
Econometrics	24	3
Investment, M & A and value drivers	24	3

*pre-requisite for Portfolio Management

Spring Semester – end of February to mid-April

Course Title	Contact Hours	ECTS
UE - Research and Finance: Methodology of Research in Finance Innovation and Finance	48	6
Fixed Income Securities	24	3
Fintech	24	3
Business Project/Financial Business	24	3

This programme, delivered in English, with a personal development focus, enables students and participants to master corporate finance in the financial markets arena. It concentrates on investment decision making in a business world driven by innovation, where rules are changing as fast as the market is becoming volatile.

You will learn to understand the principles of finance and best practices as applied by investment bankers, funds and companies. You will develop your financial analysis skills and perfect your public presentation skills with the multitude of projects to deliver.

The programme is a real business education experience, with a coaching method to improve the interaction with financial operators.

Information System and Digital Business Consulting

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Management de l'information et des Processus : Management de la performance du SI comptable et financier Management et pilotage des processus métiers	48	6
UE - Management de Projets : Management de projets innovants Management de projets internationaux	48	6
Audit et management des risques	24	3
Digital & IT Technical Skills	18	2
ERP 1 : Intégration des processus logistiques	24	3
ERP 2 : Intégration des processus financiers	24	3
Pilotage et stratégie avancée (Digital Business Strategy)	18	2
Security Operations Center Management	12	1.5
Management du changement	12	1.5

Spring Semester – February to March

Course Title	Contact Hours	ECTS
UE- Big Data et Business Intelligence : BI 1 : BIG DATA & Tableaux de bords décisionnels BI 2 : BIG DATA & Analyse Prédictive	48	6
ERP 3 : Consulting et intégration digitale	24	3
Management de la sécurité	24	3
Pilotage de la transformation digitale	24	3
Business Consulting	24	3

The objective of this programme, delivered in French, is to provide a double competence: IT / IS Manager.

It tackles 3 dimensions: professional processes, integrated systems and business intelligence.

International Master in Management of Information Technology English Track

Fall Semester only – September to December

Course Title	Contact Hours	ECTS
Python for Data Science & Digitalisation	24	3
Financial Accounting	24	3
Corporate Finance	24	3
Multicultural Environment	24	3
International Marketing	24	3
Statistics and Econometrics	24	3
Project Management	24	3
Business Information Management	24	3
Leader and Behaviour Agility	24	3
Business Simulation & Individual Professional Project (Negosim)	24	3

Information technologies (IT) are increasingly an integral part of products and services as well as the foundation of business processes. This programme addresses this new Information & Management challenge. It is designed to prepare students to become “hybrid” managers who can act as intermediaries between business users and IT specialists in an international environment. It consists of integrative skills needed for effective use of IT to support international business operations and management.

IMMIT is a 2-year Master divided into 4 phases:

1. Fundamentals in International Business – IAE Aix –Marseille Graduate School of Management (France)
2. Skills in IT Management – Turku School of Economics at the University of Turku (Finland)
3. Integration – Tilburg School of Economics and Management, Tilburg University (The Netherlands)
4. Internship (at least 4 months) and Master Thesis – worldwide

The IMMIT students come from all over the world. The students form a cohort and stay together during the whole 2-year programme. This widely contributes to an intensive and original multicultural experience.

Master Research English Track

Fall Semester – September to December

Course Title	Contact Hours	ECTS
UE - Quantitative Methodologies in Management : Methods of Quantitative Data Analysis Quantitative Analysis Data	24	6
UE - Qualitative Methodologies In Management : Methods of Qualitative Data Analysis Qualitative Analysis Data	24	6
UE - Theoretical Foundations of Management Research: Theory of Organizations	24	6
UE - Defining the Project and the Research Problem: Methodology and Research Design Application : Critical Reading of PhD	24	6
UE - Analysis and Methodology of the Research: Statistics and Econometrics Presentation of the Methodology of the Thesis First Steps to do Research	24	6

ELECTIVE COURSES

The IAE Aix-Marseille proposes 8 sessions of elective courses to choose from each academic year:

- 3 sessions in the fall semester,
- 5 sessions in the spring semester.

Each session, or “plage” (in French), offers a selection of transversal Management themes, many courses are delivered in English and the 3 “International Seminar” sessions deliver courses taught exclusively in English.

The courses are subject to availability, and some have prerequisites. The final course offering is known at the beginning of each semester.

Incoming Exchange Students may complete their study plan with these courses. A student may take only one course per session, which equals 3 credits. For example a student may accumulate up to 15 credits in the spring semester by taking only elective courses.

PLAGE 1**October**

Course Title	Language
Introduction to International Business	English
International Trade	English
Project Management	English
Intercultural Management	English
Personal leadership or how to work better with others and take control of your life	English
Building High Performance Teams	English
Manage project step by step to secure your scope and enhance stakeholder involvement	English
Humanistic Leadership – An Introduction	English
Mise en oeuvre d'une stratégie de communication	French
Introduction à la Finance 1/ Système financier et crises financières 2/ Financement de l'entreprise et introduction en bourse	French
Management et Marketing des Services	French
Etudes Marketing : mesurer et optimiser la performance des marques	French
E- Marketing - E Pub	French
Excel Avancé et Introduction à la Programmation VBA	French
Mondialisation et développement durable responsabilité sociétale des organisations	French
Communication Digitale : enjeux incontournable pour la vie de l'Entreprise	French
Fiscalité et Structuration d'Entreprises	French
Démarche d'audit & Environnement de contrôle interne	French
Evoluer dans la fonction RH: métiers, perspectives et compétences clés	French
Stratégie RH et gestion des talents	French
La méthode d'élaboration d'une décision opérationnelle à l'usage de l'entreprise	French

PLAGE 2
November

Course Title	Language
Strategic Innovation	English
Marketing and Ethics: How do companies respond to ethical challenges?	English
Going Global: A Cross-Cultural Perspective	English
Excel for Data Analytics: a user journey	English
Experience entrepreneurship : Design your innovative business by exploring design thinking	English
Strategy and Decisions: international issues	English
Audit Interne : la gestion des risques et des nouvelles formes d'organisation	French
Pilotage de l'entreprise et simulation	French
Leadership et commandement militaire : approche croisée	French
Transmission de l'Entreprise	French
Conduite du changement	French
La gestion des Risques Psycho Sociaux : une responsabilité sociale de l'entreprise	French
LinkedIn : comment en faire un vrai atout	French
Agriculture et nourriture saine et durable	French
Business Model Building	French
Publicité en ligne et Digital Marketing	French
Prise de Parole en Public	French
Excel Avancé et Introduction à la Programmation VBA	French
Réussir ses 100 premiers jours en cabinet de conseil	French
Leadership Libre et Conscient	French
Découvrir et expérimenter l'agilité managériale	French

**PLAGE 3 International Seminars
December**

Course Title	Language
Social Computing for Business	English
Behavioral Economics and Decision Making	English
Consumer Behavior	English
Re-humanizing organisations – Leading integrally from the intelligent heart	English
Innovations and New Product Development	English
Top Tips : Being an Entrepreneur in 2025	English
Stress free presentation	English
Mergers & Acquisitions, LBO'S and Corporate Restructuring	English
Strategic Management of Intellectual Property Rights	English
Business Ethics, Leadership and Critical Thinking	English
Coopetition: Develop your Collaborative Advantage	English
Negotiations	English
Leadership and Negotiation Skills	English
Communication with impact: making your talk worth the walk	English
Developing and managing luxury brand with sustainable strategy in emerging market	English

PLAGE 4**February**

Course Title	Language
Basic financial levers for negotiation	English
Stratégie Achat	French
Droit des contrats appliqué à l'entreprise	French
Prise de parole en public	French
Conflits individuels et collectifs au travail : Managers, à vous de jouer !	French
War and Business : les leçons de la guerre appliquées au monde des affaires	French
Pilotage de la transition écologique	French
Préparation certification CAPM® du PMI	French
Atelier création entreprise	French
Transformation Digitale: Reconception des processus métiers et Business intelligence	French

PLAGE 5 International Seminars**March**

Course Title	Language
Personal Mastery: from self management to people management	English
Mergers and Acquisitions: A non-financial perspective to success	English
Corporate Essentials	English
High-Impact Business Writing : How to write right and make it matter	English
Introduction to Entrepreneurial Practice	English
Leadership and Change Management in Organizations	English
Developing a Creative Mindset to Advance your Innovative Project	English
M&A deals in strategic value-based management	English
Coaching Skills for Leaders	English
Research in Accounting	English

PLAGE 6**March – April**

Course Title	Language
Entrepreneurship	English
Reducing poverty through entrepreneurship: focus on North/South and Microfinance	English
Career Management: Reflection, Agency & Action	English
Discover your creative skills and Develop positive leadership to unleash your innovative potential	English
Data Analysis and Modeling	French
Leadership et Management transversal : les clés comportementales	French
Intelligence collective & outils business, les incontournables pour l'entrepreneur-manager	French
Excel Avancé et Introduction à la programmation VBA	French
Renseignement et Société	French
Marketing des produits High-Tech	French
Développement d'une marque à l'international	French
Réussir ses 100 premiers jours en cabinet de conseil	French
Initiation au M&A (stratégie et gestion de projets)	French
Introduction à la résilience de l'Entreprise	French
Techniques et Stratégies de Négociation	French
Gestion de portefeuille	French

PLAGE 7 International Seminars**April**

Course Title	Language
Forensic Accounting	English
Experience Innovation and Strategic Design	English
Global corporate social responsibility	English
Practical Advertising	English
How to be a Rock Star	English
Valuation and governance around the world	English
Enhancing managerial effectiveness	English
Internationalization and Managing Internationally	English
The Global Coffee Trade	English
Global Consumer Behaviour	English
Applied Business Ethics	English
Research in Corporate Finance & the Investment Decision Drivers	English

PLAGE 8**May**

Course Title	Language
Geopolitics for Business	English
Capex Total Cost of Ownership And Price Revision	English
Social media marketing & consumer purchase behavior	English
Financial Econometrics	English
The Art & Science of International Negotiations	English
A T E L I E R " S T A R T – U P " : Propriété Industrielle & Entrepreneuriat	French
Logistics & Supply Chain Management	French
Management de projet operationnel	French
Communication Ecrite Professionnelle	French
Pilotage de la transition écologique	French

The AMGSM – IAE is THE business school of Aix-Marseille University, one of the biggest and oldest Universities in Europe, with over 80 PhD students, the school is one of the major players in PhD Management education in France.

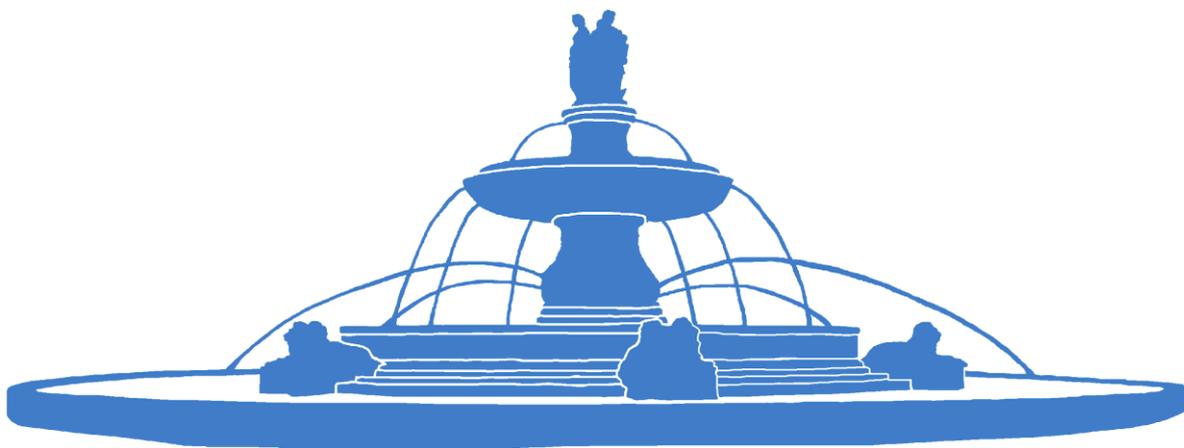
Dedicated to postgraduate education and research since 1955, our ability to innovate is anchored in that history, which is notable for the pioneering development of numerous educational innovations.

Approximately 800 participants, 150 executives and 200 international students, each year are trained to have a strong strategic and intercultural approach to management in a global context. With international programmes meeting the needs of a changing business world, our innovative and hands-on pedagogy using action learning methods, simulations and real business scenario analyses, case studies, integrative work, business games and exchange with business executives makes our graduates excellent professionals.

IAE Aix-Marseille operates somewhere between private management schools and public universities. This positioning allows us to combine the dynamism and flexibility of a school closely linked to the business world with the values of public services, educational excellence, and research. As the business school of Aix-Marseille University (AMU), IAE Aix-Marseille fits perfectly into the university's strategy of academic excellence, internationalization, and professional development.

IAE Aix-Marseille stands out today through two strategic axes defining its pedagogy, research, and relationships: the I3 Lab and the "humanistic leadership" project.

EQUIS accreditation recognizes IAE Aix-Marseille's place among the best business schools in the world and confirms it as a center of excellence on the international market of management education. EQUIS accreditation guarantees IAE Aix-Marseille's academic and pedagogical excellence.





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