



# Rethinking the internalisation strategies of the schools : How to maintain the balance between independance and interdependence

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Dean

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AIX-MARSEILLE GRADUATE  
SCHOOL OF MANAGEMENT  
Aix-Marseille Université

# Aix-Marseille University & IAE AIX GSM



- Founded in 1409
- 70.000 students
- The largest French University



- First public Graduate School of Management in France (1955)
- First Graduate School in France to award PhDs in Management Sciences (1974)
- 40 permanent Professors (PhDs)
- 800 participants per year
- 25% foreign students > 55 nationalities on campus



Member (accreditation in process)



in the European Higher Educational System

6 semesters = 180 credits			<b>Doctorat PhD</b>		+8
					+7
					+6
4 semesters = 120 credits	<b>MBA's</b>	<b>Master Professional</b>	<b>Master Research</b>		+5
	<b>Master 1</b>		<b>IEP</b>		+4
6 semesters = 180 credits	<b>Licence Pro.</b>	<b>Licence 3</b>			+3
	<b>Licence 2</b>				+2
	<b>Licence 1</b>			+1	

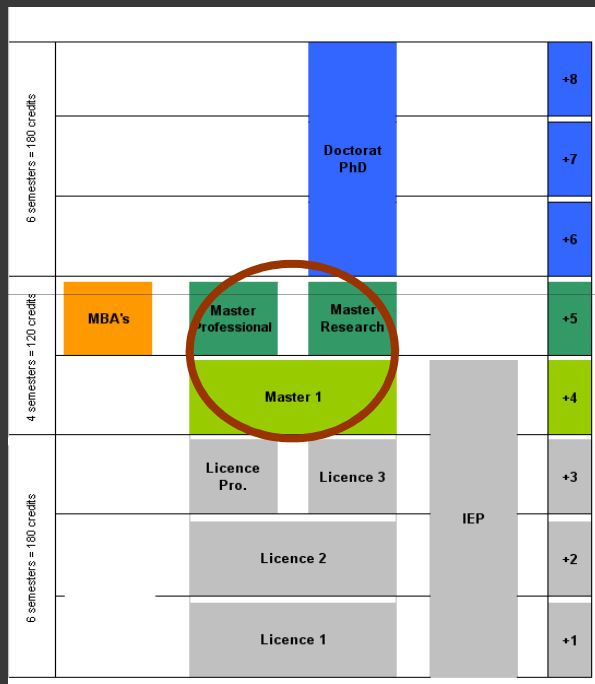
Doctorate

Master

Bachelor

# Two year programme

# MSc in Management



## Year 1

*French or English*

## General Management

Options & Specializations  
International Experience

## Year 2

*Possibility to join Year 2 directly*

## Professionally Oriented - Specialization

*Intensive courses of French for non-French speakers*

## FINANCIAL TIMES 2012 : : IAE Aix is still the leader among French Universities

MSC **General Management** - France #14, Europe #40

Best European Business Schools - France #16, Europe #63

## EDUNIVERSAL 2013 : Western Europe

Communications : MSc Corporate Communication & Change Management #11

Human Resources Management : MSc HR & Relationship Management #14

Engineering and Project Management : Master of Global Innovation Management #11

Marketing : Msc Marketing & Brand Management #25

Accounting and Auditing : MSc Audit & Corporate Governance #42

Information Systems Management - : International master in management of Information Technology #21

**CAPITAL 2013** : Best French Masters in Finance : 4 MSc ranked

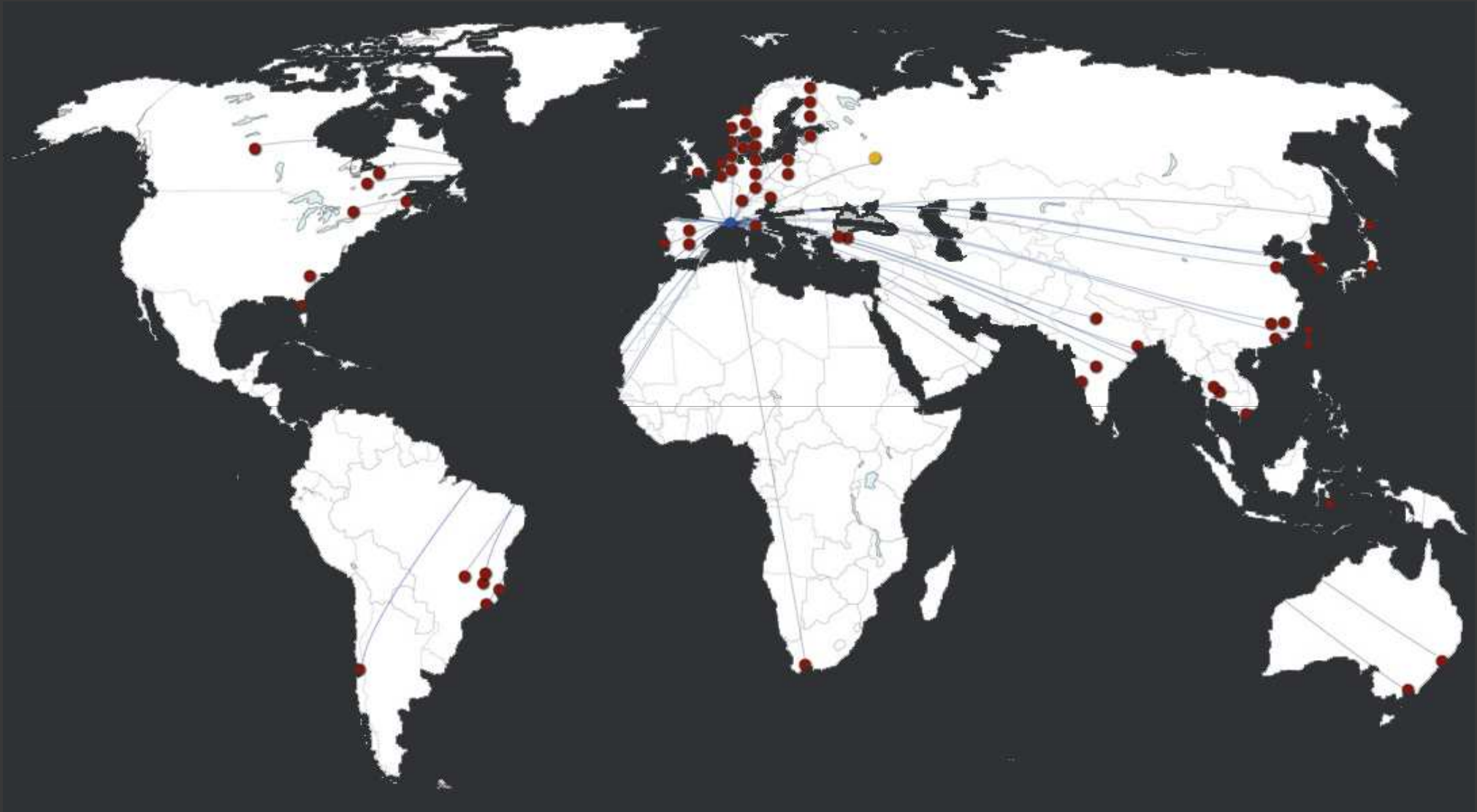


**Le MOCI** : 2 best Masters, 1 best MBA

**SMBG 2013** : 15 MSc ranked



# Our International strategy





# European international Partners

- **BELGIUM** Solvay Business School (ULB) – Ghent University
- **CZECH REPUBLICA** University of Pardubice
- **DENMARK** Roskilde Universitets Center
- **ESTONIA** Estonian Business School – Tallinn University of Technology
- **FINLAND** Hanken School of Economics - Turku School of Economics – Aalto University School of Economics
- **GERMANY** European Business School - WHU Koblenz – University of Hamburg – Friedrich Alexander Universität – Leipzig Graduate School of Management HHL
- **ITALY** MIP Politecnico de Milano
- **THE NETHERLANDS** Tilburg University - Universiteit Maastricht - Erasmus University Rotterdam – University of Groningen
- **NORWAY** Trondheim Business School – BI Norwegian Business School
- **POLAND** Kozminski University
- **PORTUGAL** Universidade Nova de Lisboa
- **SLOVAKIA** University of Economics in Bratislava
- **SPAIN** Escuela de Alta Dirección y Administración EADA – Universidad Complutense de Madrid
- **SWITZERLAND** ZHAW
- **TURKEY** Galatasaray University – Sabanci University
- **UNITED KINGDOM** Regent's College London – Aberdeen Business School





# Out of Europe international Partners

- **AUSTRALIA** Sydney University - Monash University - La Trobe University
- **BRAZIL** IBMEC Rio – PUC Minas Gerais – Universidade de Sao Paulo - Uni FACEF
- **CANADA** HEC Montréal - Université Laval - York University – Queen’s University
- **CHILI** Universidad Adolfo Ibáñez
- **CHINA** Renmin University of China - Sun Yat Sen University – Tongji University – Nankai University – Fudan University – Zhejiang University
- **INDIA** Management Development Institute – IIM Indore – University of Delhi



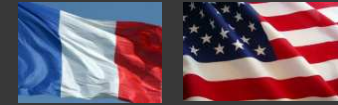
- **JAPAN** Otaru University
- **KOREA** Korea University - Kyung Hee University – Yeungnam University
- **SOUTH AFRICA** University of Stellenbosch
- **TAIWAN** Chang Gung University – National Chengchi University
- **THAILAND** Sasin Business School - Assumption University
- **UNITED STATES** University of Florida - North Carolina State University
- **VIETNAM** Foreign Trade University





- Pre-enrolment information on programmes and admission requirements
- Scholarship and grants (Eiffel Grant, French Embassy, AUF...)
- Visas and Carte de Séjour applications
- Housing and accommodation, Application for French Government grants
- Individual Student Tutor for everyday life (opening a bank account, how to take the bus, finding the shops, etc.) as well as for academic life (library, contact with professors, etc.).
- Integration events (International Festival etc.)
- Optional French language courses and unlimited use of the language laboratory
- Special assistance for company internship/placement “hunting”

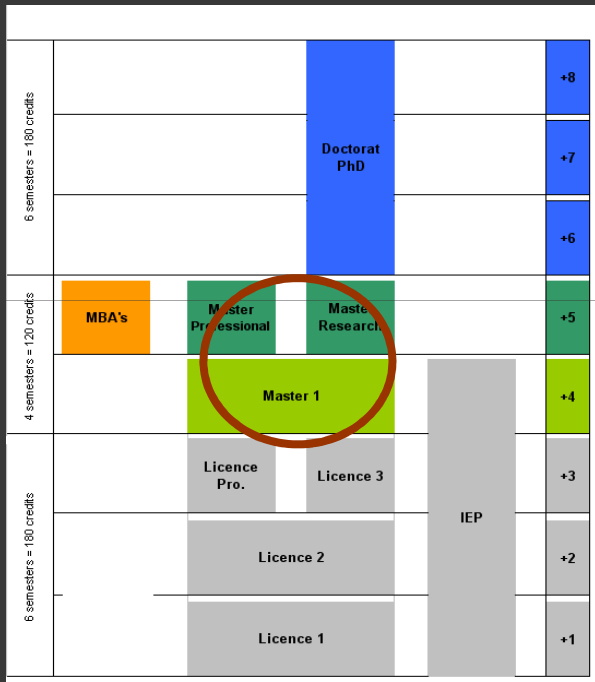




# International Dual Degree

One year

Master of Global Innovation Management



The Master of Global Innovation Management Degree provides technology-oriented students with a one-year dual (international) master's degree focused on managing business innovation.

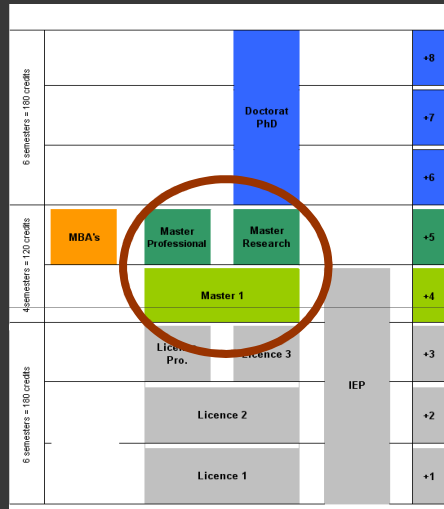
In cooperation with North Carolina State University (USA) and ZheJiang University (China)



# International Dual Degree

Two years

## International Master in Management of Information Technology



Courses take place successively in France, Finland, and The Netherlands.

The **first year** (France and Finland):  
Management and IT

The **second year** (Netherlands and Europe):  
Information Technology Integration



## Distance Learning MBA

Two years

## EURO\*MBA



- *IAE Aix*
- *Universiteit Maastricht Business School*
- *AUDENCIA*
- *EADA (Spain)*
- *LKAEM (Poland)*
- *Open Universiteit Nederland*
- *Business School Durham(GB)*

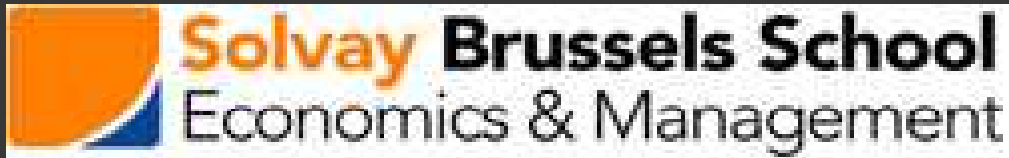
2-year Online MBA with 6 residential weeks.

The programme is run by a consortium of European institutions\* and its multicultural roots run deep.

Participants can combine their job responsibilities with a flexible educational programme that allows them to meet international challenges more effectively.

## Executive Master in Information Systems, Governance, Risk & Value

*In partnership with:*



Objectives:

- Address issues of complexity in business
- Increase ability to influence strategy within major companies in the area of governance and information security

Delivered over a 12-month period through a series of 6 residential weeks in Aix-en-Provence and Brussels

An additional week may be taken to obtain the Lead Auditor, ISO 27001 or CISM certification

## ■ Human resources management

- English speaking staff
- Competent, open minded

## ■ International partner relationship management

- Find the right partner
- Build up excellent relationships with him
- From double diplomas to simple partnership
- Consortiums to manage programs

## ■ Image management

- Accreditations : AMBA, EQUIS, AACSB
- Rankings : FT, Eduniversal, Shangai etc.









