

# LIST OF COURSES

## IAE School of Management

Part of a network of 37 French University Schools of Management (IAE France), the School of Management at the University of Angers (IAE Angers) is specialized in management studies and research. Bringing together excellence and team spirit, IAE Angers features the assets of a private business school while embodying the values of a public institution.

IAE Angers is dedicated to the academic and career success of each of its students, providing them with tailored support and ensuring the courses are in line with real-world challenges. As such, students benefit from high-quality management courses that use innovative teaching methods grounded in cooperative learning.

Open to the world, the School also offers a large panel of English-taught courses and organizes many international events throughout the year to brainstorm multicultural issues. Based in the very heart of the city, next to on-campus dining halls and the university library with its extended opening hours, IAE Angers offers a remarkable study environment that allows students to truly immerse themselves in the French lifestyle.



“My year in Angers was a great adventure and a big challenge. Many of the activities offered by the university were very interesting. I had the opportunity to meet many great people, make new friends, and learn the basics of the French language.”

**Karolina,**  
**Poland**



Around  
**450 students**  
**10%**  
international  
students



**50**  
international  
agreements



**1** double degree  
and **3** relocations



**89**  
guest speakers from  
private companies



**15**  
international  
guest speakers




**IAE** ÉCOLE UNIVERSITAIRE  
DE MANAGEMENT  
UNIVERSITÉ D'ANGERS

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## Bachelor's degrees

**Economics & Management** > International Management 

## Master's degrees

### International Management

- > European & International Management (1st year) 
- > International Management & Marketing (2nd year) 
- > International Human Resource Management (2nd year) 

### Human Resource Management

- > Human Resource Management (1st year)
- > Human Resources & Innovation (2nd year)

### Accounting, Control & Audit

### Marketing & Sales

- > Marketing & Sales (1st year)
- > Digital Marketing (2nd year)
- > Pricing & Revenue Management (2nd year)
- > Product Sustainability Management (2nd year) **NEW**

### Management & Business Administration

- > Business Management (2nd year)
- > Health Sector (2nd year)
- > Engineering Management (2nd year)

### Management Consulting & Research\*

## List of English-taught courses

Some courses taught at M1 or M2 levels may be opened to undergraduate students provided that they are in their third or fourth year of Bachelor's studies and have the right prerequisites.

Field	Course	ECTS	Field	Course	ECTS	
<b>BACHELOR'S DEGREES</b>						
<b>3rd year: Economics</b>						
<b>ECONOMICS &amp; MANAGEMENT</b>	Fall	Project Management I			<b>2</b>	
		Introduction to intercultural management			<b>1</b>	
	Spring	Project Management II			<b>1</b>	
<b>MASTER'S DEGREES</b>						
<b>1st year: European &amp; International Management</b>						
<b>INTERNATIONAL MANAGEMENT</b>	Fall	International Strategic Management	<b>INTERNATIONAL MANAGEMENT</b>	<b>2nd year: International Management &amp; Marketing</b>		
		International Marketing: Case studies				
		Talent Management				
		Organizational & Consumer Behavior				
		Search Marketing				
	Spring	International Logistics				
		Change Management				
		Employer Branding				
		Human Resource Management Policies				
		International Team Management				
		Brand Management				
		New Product Development				
		The European Social Dialogue				
		Corporate Social Responsibility				
		<b>2nd year: International Management &amp; Marketing</b>				
Fall	E-Marketing	<b>4</b>	<b>INTERNATIONAL MANAGEMENT</b>	<b>2nd year: International Human Resource Management</b>		
	Print Marketing	<b>2</b>				
	Event Marketing	<b>3</b>			Digital HRM & Social Networking	<b>3</b>
	International Trade Negotiation	<b>3</b>			Competency Management & International Mobility	<b>3</b>
	International Purchasing	<b>3</b>			Performance Appraisal & Career Management	<b>3</b>
	Social Marketing	<b>3</b>			International Recruitment & Training	<b>3</b>
	New Trends in Management	<b>3</b>			International HR Strategy & Compensation Policy	<b>4</b>
	International Events	<b>2</b>			Strategic Issues & Best Practices in HRM	<b>3</b>
	Personal Development	<b>3</b>			New Trends in Management	<b>3</b>
					International Events	<b>2</b>
		Personal Development	<b>2</b>			
		IM Day Challenge & Events	<b>2</b>			
		International Professional Project	<b>3</b>			
		HR Innovation Management	<b>2</b>			
		Organizational Behavior	<b>2</b>			
		Workplace Quality of Life & Diversity Management	<b>3</b>			
		Collective Intelligence & Project Management	<b>3</b>			
		Research Methods & Article Write up Workshop	<b>3</b>			

\* Co-directed with the University of Nantes.

Fall semester: classes taught from beginning of september to Christmas holidays.

Spring semester: classes taught from beginning of January to end of April (except for the 1st year

of the Master's degree in European and International Management, which starts in April and ends in June).