# LIST OF COURSES

## IAE School of Management

Part of a network of 38 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 is a French public reference for Management studies and research.

IAE Angers is dedicated to the academic and career success of each of its students, providing them with tailored support and ensuring that 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.











"The campus, the atmosphere, and the people were all truly amazing. The knowledge and experiences I have gained during my time here have been invaluable, and I am grateful for the opportunity to be a part of this exceptional community."

Leon, Germany





Around **500** students



**30** international agreements



1 double degree and3 relocations



**90** guest speakers from private companies



15 international guest speakers





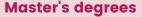
UNIVERSITÉ D'ANGERS

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#### **Bachelor's degrees**

Economics & Management > International Management



#### Management & International Business

- > Management & International Business (1st year)
- > International Management & Marketing (2nd year) ╬
- > International Human Resource Management (2nd year) \*\*

#### **Human Resources 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)

#### 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 open 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
	BACHELOR'S DEGREES			2nd year: International Management & Marketing			
	3rd year	:: Economics			Spring	International Consumer Behaviour	4
ECONOMICS & MANAGEMENT	Fall	Project Management I Introduction to intercultural	1			Marketing Research Project - Master Thesis Preparation	4
		management	1			Managing International Marketing Channels	4
	Spring	Project Management II	2			Event Marketing	2
	MASTER'S DEGREES				Collective Intelligence & Project	4	
	1st year: Management & International Business					Management	4
INTERNATIONAL MANAGEMENT	Fall	International Strategic Management	2	INTERNATIONAL MANAGEMENT	2nd year	: International Human Resources Manage Digital HRM & Social Networking	ment 3
		International Marketing: Case studies	3			Competency Management & International Mobility	3
		Talent Management Organizational & Consumer	2			Performance Appraisal & Career Management	3
		Behavior	3			International Recruitment & Training	3
		Search Marketing	2			International HR Strategy &	4
	Spring	Employer Branding	3			Compensation Policy	
		Change Management	2			HR Innovation Management	2
		Human Resource Management Policies	2			Strategic Issues & Best Practices in HRM	3
		International Team Management	2			New Trends in Management	3
		Brand Management	3			International Negociation	2
		New Product Development	3			Student Commitment I	-
		The European Social Dialogue	2			International Professional Project	4
		Corporate Social Responsibility	3			Organizational Behavior	3
	2nd year: International Management & Marketing					Workplace Quality of Life & Diversity Management	4
	Fall	E-Marketing	4		Spring	Collective Intelligence & Project	
		Print Marketing	2			Management	4
		international Communication	3			Research Methods & Article Write up	3
		International Trade Negotiation	4			Workshop	
		International Purchasing	4			Student Commitment II	1
		Social Marketing	3				
		New Trends in Management	3				

 $Fall \ semester: classes \ taught from \ beginning \ of \ september \ to \ Christmas \ holidays.$  Spring semester: classes taught from beginning of January to March.

International professional project 3



<sup>\*</sup> Co-directed with the University of Nantes.