

美國法國一年雙碩士課程(全球創新管理碩士)
秋季在法國上課
春季在美國上課
夏季在美國或法國實習
一年後畢業, 美國北卡州大及法國波希拉大學同時頒發碩士學位
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GRADUATE SCHOOL OF MANAGEMENT



Master of Science in Global Innovation Management

Academic Advisor:
Anne-Marie Guerin
Administrative Manager:
Monique Ricard

*"Cultural shocks stimulate
creativity"*

Lindsey Owen-Jones

*"The Master of Science in Global
Innovation Management,
administered in partnership with
North Carolina State University
(NCSU), Raleigh, NC, is a major
in the Professional Master of
Science in Business
Administration at the IAE of Aix-
en-Provence".*

Validated by a dual degree:

- Master of Science in Business Administration with a major in Innovation awarded by the Institut d'Administration des Entreprises (IAE) of Aix-en-Provence.
- Master of Science in Innovation Management awarded by North Carolina State University (NCSU), Raleigh, NC.

OBJECTIVE

This programme, which is taught in English, will enable students to develop the skills and mindset required to effectively participate in corporate innovation.

In particular, it exposes the students to varied cultural and economic environments.

On completion of this programme, students will have acquired:

- specific insight into the stakes and organizational aspects of corporate innovation.
- mastery of the latest concepts and approaches in innovation: innovation networks, developments in technology, protection and transfer to markets, innovation marketing...

INNOVATION MANAGEMENT FACULTY

The specialists in innovation who are teaching this programme are:

- Innovation Marketing: Anne-Marie Guérin (Associate Professor at the IAE Aix)
- Management of Technology and Innovation: Mitzi Montoya-Weiss and Lynda Aiman-Smith (Professor and Associate Professor at NCSU)
- Project Management: John McCreery (Associate Professor at NCSU)
- Interpersonal Communication: David Henard (Associate Professor at NCSU)
- Technology Transfer to Markets: Luis Filipe Lages (Professor at Nova de Lisboa University)
- Innovation Networks, Strategies and

Financing: Pierre Casanova (A Consultant giving lectures on a temporary basis at IAE Aix)

ADMISSIONS REQUIREMENTS

This programme is intended for students in initial training, with degrees from an engineering school or a Master's 1 or 2, or the equivalent in a scientific domain (foreign diploma).

Applicants must have solid technical expertise, a great interest in innovation and be very open-minded.

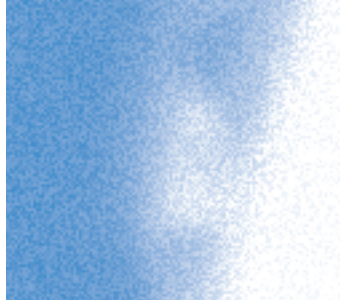
Admission is based on the application file (Management Aptitude Tests: TAGE-MAGE or GMAT, English level tests: TOEFL or TOEIC, professional project, previous studies, internships or other professional experience) and an interview with the admissions board.

ORGANISATION OF STUDIES

The Master of Science in Global Innovation Management is awarded after one year following direct access into the second-year Master's programme.

This programme is composed of three periods:

- The first four months (end of August to end of December) take place at the IAE of Aix-en-Provence where participants are exposed to European innovation practices (courses, conferences, workshops, visits to firms, projects).
- The next four months (beginning of January to the end of April) participants complete their training in the practices of innovation in a different cultural environment at NCSU (Raleigh, North Carolina, USA).
- Students finish the programme with a work internship from May to September in France or in the USA.



GENERAL INFORMATION

The programme includes an average of 35 to 40 students. Half of the class is made up of American students admitted according to the same NCSU criteria.

STRUCTURE AND CONTENT OF THE PROGRAMME

First semester:

- Financial accounting
- Financial analysis
- Marketing
- Strategy
- Relational development
- Interpersonal communication
- Innovation networks
- Technology transfer to markets

Project innovation:

This part of the programme consists in performing a group project on an innovation issue. The issue can, for example, focus on the identification and evaluation of potential commercial applications for a new technology.

Workshops and conferences reinforce this course with more specific innovation themes (innovation financing, intellectual property, innovation and sustainable development...).

Second semester:

- Management of Technology and Innovation
- Innovation Marketing
- Project Management
- Option:
 - Innovation in services
 - Technology, competition and law (Intellectual property)
 - Entrepreneurship

Internship (USA or France)

POSITIONS OPEN TO FUTURE GRADUATES

Given the great diversity of academic backgrounds, job opportunities are extremely varied both in terms of level and activity sector.

For example, graduates can occupy posts in R&D departments and participate in the conception and development of technical solutions for new products or research commercial applications for new technologies or technologies that have already been implemented in the firm. They can also work on new missions such as old technology, development of innovations, protection of the intellectual property of the firm, etc.

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