

JOINT INTERNATIONAL PROGRAMS IN MANAGEMENT

from

**Institut d'Administration des Entreprises (IAE),
University of Poitiers, France**

and

**CASS Graduate School of International Management,
Brussels, Belgium**

leading to

**Master's degree in International Business
Management awarded by the University of
Poitiers, France**

Institut d'Administration des Entreprises de Poitiers I.A.E.

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A long history

The IAE of Poitiers is the business school of the University of Poitiers which is one of Europe's oldest and most prestigious higher educational institutions (founded in 1431). When it opened its doors in 1956 the IAE of Poitiers was among the first university business schools in France. It quickly developed and diversified its teaching programmes to meet the specific needs of industry. Thus, while preserving its first degree program (the DESS CAAE),

The I.A.E. of Poitiers today also means :

- 23 national diplomas -
- 12 diplomas specializing in management and administration
- 6 diplomas specializing in finance,
- 5 diplomas specializing in marketing,
- and 5 University Diplomas (DU).

The IAE of Poitiers...

- ✚ E-learning programs
- ✚ Continuing vocational training
- ✚ Off-shore relocated programs
- ✚ International programs

I.A.E. of Poitiers Today has

1926 students :

- 419 in Licence programs (Bachelor's degree program)
- 1 467 in Master's degree program
- 40 in Doctorate's course

45 permanent faculty
 32 administrative staff
 250 part-time instructors

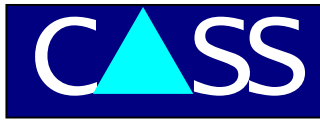
A regional establishment

In addition to its main campus in Poitiers, the IAE also has two teaching centers located:

- In Angoulême: the European Center of Children's Products develops the activities of Children's Products training programmes and ranks among the best in its field in France
- In Niort: the IUP, University Institute specializes in management of SMEs offers a Bachelor's degree in Management of SMEs, and a Master's degree in Service Activities Management through apprenticeship during the 2nd year.

Top-quality Research at the IAE of Poitiers

Cerege (The Management Research Centre of the University of Poitiers) brings together 80 researchers and doctoral students in all management fields. The special fields of the **Cerege** research team are focused on: marketing, child consumerism, international management (with a strong presence in Asia), management control (with 2 groups working on information technology and sustainable development), public accountancy (with the Ministry of Finance and the Revenue Court), sporting activities management, and Human Resources Management.



Graduate School of International Management

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Recognized training institute by the
Flemish government, Belgium
(certificate n° 200201471)

Our Mission

“To prepare, through our highly interactive and innovative courses, a new generation of forward-thinking managers who shall confidently lead their organizations in the ever-changing environment of international business.”



The Institution

Established in 1996 as a management development institute, CASS is today an innovative business school whose executive training programs are fully recognized by the Flemish government of Belgium (Recognition Certificate N° 200201471). Apart from its short executive training programs, CASS offers undergraduate and post-graduate programs leading to the award of the Bachelor, Master's and Doctorate degrees in business administration and management with specializations in general management, supply chain management and information technology, European and international management and international finance. Some of the courses in the programs can also be completed online under our e-Learning arrangement. For further details please contact the school.

CASS offers:

- 3 Master's programs (MSc and MBA)
- A Doctor of Business Administration (DBA) program
- Executive training programs
- E-learning programs

Our training programs are recognized by the Flemish government, Belgium under their system of "Opleidingscheques", and our degree programs are accredited by the University of Nice-Sophia Antipolis, France; the University of Poitiers, France; and the University of Groningen, The Netherlands.

Faculty, Research, and Consultancy

- 30 permanent faculty members
- over 50 part-time instructors from industry
- Average of 8 externally funded research projects per year
- Industry funded projects
- Company consultancy assignments

STRUCTURE OF THE JOINT DEGREE PROGRAM

Due to the existing ECTS credit transfer agreement between CASS and the University of Poitiers (IAE Poitiers), students who have successfully completed the CASS MBA program and taken five additional courses from IAE Poitiers as well as submitted and orally defended a master's thesis will be eligible for an award of a Master's degree in International Business Management from the University of Poitiers, France.

The five courses currently offered are the following:

- International Finance
- International Management
- International Business Strategy
- Intercultural Management and International Business Negotiations
- Techniques of International Business Financing.