

UNIVERSITY SCHOOL OF MANAGEMENT

IAE de Poitiers

Revealing talents
since 1956

- FINANCE •
- ACCOUNTING - CONTROL - AUDIT •
- MANAGEMENT CONTROL AND •
- ORGANIZATIONAL AUDIT •
- HUMAN RESOURCES MANAGEMENT •
- INTERNATIONAL TRADE •
- AND MANAGEMENT •
- MANAGEMENT AND ADMINISTRATION •
- MARKETING - SALES •
- COMMUNICATION •



POITIERS
ÉCOLE
UNIVERSITAIRE
DE MANAGEMENT

« Since 1956, the IAE de Poitiers, school of management, has developed a rich, original and high quality training offer. To support you in your career, we rely on an innovative and interactive pedagogy thought in close collaboration with organizations of the socio-economic world, historical international partnerships and the dynamism of a research laboratory (CEREGE - CEntre de REcherche en GEstion). The values of responsibility, solidarity, high standards and openness animate the members of our community (teachers, professors, administrative staff, economic and institutional partners, graduates), all are committed to your success. We hope that you will take full advantage of this environment to make your professional project a reality ! »



Benjamin DREVETON
Head Director of the IAE

Summary

To be carried out

Give yourself a choice

Open up
to the world

Access to a
pioneering pedagogy

Join a collective
intelligence



3 campus
Poitiers
Niort
Angoulême

4 registration
methods : :
Initial training
Continuing
education
Distance learning
Apprenticeship

10 
masters ranked
among the
best in France
(Eduuniversal, 2023)


QUALICERT
Certification
training
/research
(annual audit
by SGS)

What if being **original** was first of all being yourself ? For 65 years we have welcomed profiles from different backgrounds and cultivate equal opportunities. Students are integrated according to their professional project and the coherence of their academic curriculum. Our vocation is twofold: to be at the service of our students and to meet the expectations of companies.

TO BE CARRIED OUT



Recruiting
from
Bac + 2

250

professional
speakers

50

permanent
teachers

30

nationally and
internationally
recognized courses

give yourself a choice

9

masters

Finance
Accounting
Management
Control and
Organizational
Audit
Human
Ressources
Management
and International
Trade
Management
and Business
Administration
Marketing-Sales
Communication
Economic
Intelligence

4

bachelors in

eco-management

Management
Accounting - Control
- Audit
Information and
Communication
Trade
and Distribution

3

mentions
of doctorates

Management Sciences
Information and
Communication Sciences
Sport Management

Our training courses cover areas of expertise as varied as management, control, finance, accounting, marketing, communication, human resources, and economic intelligence.

Students who wish to do so can gain access to real expertise, right up to a doctorate.



4th

master
in France*

in Accounting-
Control-Audit

5th

master
in France*

in Economic
Intelligence

8th

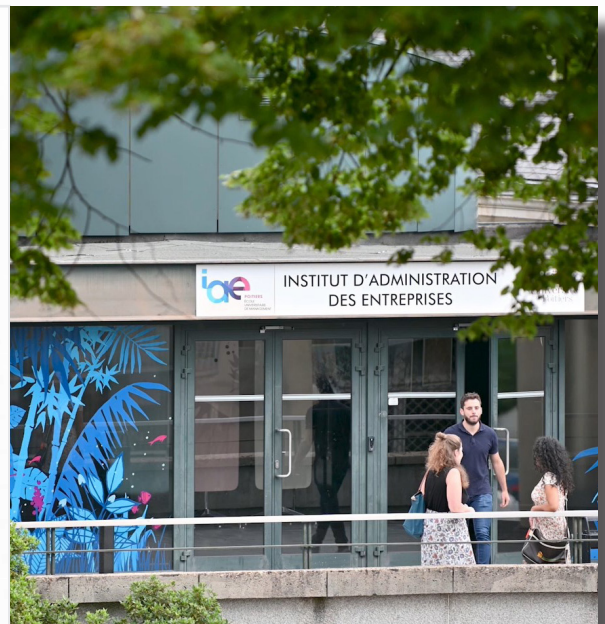
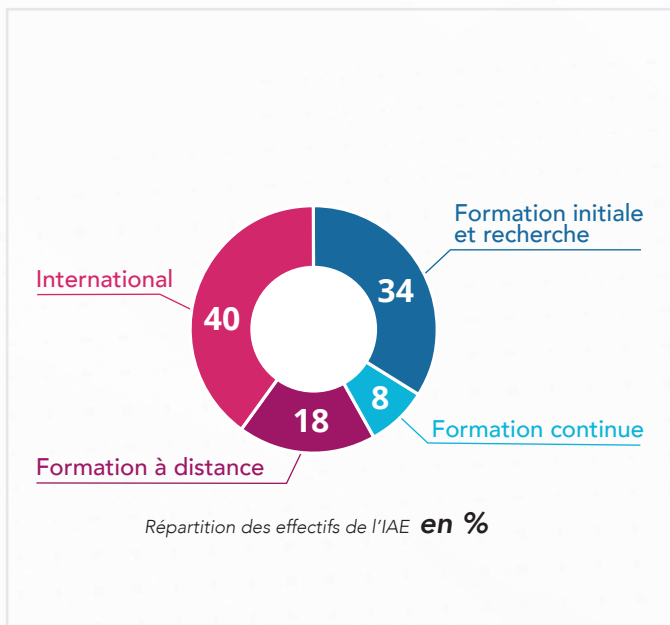
master
in France*

in Finance and
Financial Engineering

7

other
diplomas

in the ranking
of the best Masters,
MSc and MBA in France
(ranking
EDUNIVERSAL 2023)



We offer more than 30 nationally and internationally recognized programs, in different training frameworks that concretely approach the professional world (internships, project management...).

Initial training

9 master's degree portal programs : Finance, Accounting-Control-Auditing (ACA), Management Control and Organizational Audit, Management and International Trade, Management and Business Administration, Human Resources Management, Marketing-Sales, Organizational Communication and Business Intelligence.

Continuing training

2 programs with special timetables : Master's degree in Business Management and Administration, Master's degree in Human Resources Management.

The other masters open in initial training and in alternation are accessible in continuing education. Possibility of VAE and VAPP.

Distance learning

11 e-learning courses available to employees, students job seekers. In France or abroad thanks to partnerships with 25 countries.

Alternated training

8 masters open in alternation: Marketing Project Management (M1 and M2), M2 Management Control and Organizational Audit, M2 Fiscal Management, M2 Human Resources Management, M2 Finance and Financial Engineering, M2 Economic Intelligence and M2 Communication for Organizations.

A degree open to work-study students : Commerce and Distribution.

Internship
of license
L3
Management
and L3 CCA
abroad
mandatory



Courses taught
in English
Master International
Management,
Master's degree in
International Commerce,
Master in Finance and
Financial Engineering

11

diplomas available
in full e-learning
Bachelor's degree in Management
Master 1 Management and International Business
Master 1 Finance
Master 2 Finance and Financial Engineering
Master 2 International Business
Master 2 International Management (FR)
Master 2 International Management (ENG)
Master 2 Economic Intelligence
Master 2 Marketing, Sales
Master 2 Human Resources Management
Master 2 Business Administration (over 2 years)

OPEN UP TO THE WORLD

Our international strategy is based on several axes:

- Encouraging international mobility of students through study stays or internships abroad (ERASMUS);
- Welcoming foreign students in our different programs of study and thus encouraging the mixing of cultures in the classroom ;
- Participate in European and international programs and networks ;
- Develop the offer of courses in English and welcome a public of non-French speaking students ;
- To develop the delocalized training of the IAE thanks to Distance Learning programs ;
- Open new international management programs (100% English-speaking) to accommodate the most diverse audiences.



2400

students per year,
including
900 abroad and
500 in Distance
Learning



+ de
28 000
graduated engineers,
executives, managers,
working on
four continents since 1956.

The IAE Poitiers encourages its students to build a path that includes significant experiences abroad. For this, many devices are available to students: internships abroad, exchanges (Erasmus or privileged partnerships), gap year. The Master's degree in Management and International Business requires a minimum of six months experience abroad. The International Relations Department offers personalized assistance: welcome, help with administrative procedures for students arriving in France or leaving abroad.



250
stakeholders

Se rencontrer



ACCESS TO A PIONEERING PEDAGOGY

Our IAE is committed to a balanced design of educational devices :

- Professional experience (internship, apprenticeship) / Basic training ;
- Individual work / Collective work ;
- Case studies / Situations (management simulation, field projects, challenges);
- Academic rigor / Playfulness.

The most innovative pedagogical tools (learning platform, collaborative work...) are available to everyone to train and enrich themselves.

Rodolphe BOUIN
General Manager
of FUTUROSCOPE
Master's degree in
Management Sciences,
Marketing option (2001)

*"Be certain of the background you
have when you come to IAE [...],
work hard, and put your skills to
work for collective efficiency."*



Since

25 years

Leader in distance learning
management training

Professional insertion
of the IAE Poitiers masters

93%

Insertion rate
at 30 months

Training courses in partnership with
ESSEC, Excecia, ESCE,
and ILÉRI.

The CEREGE

CEntre de REcherche en GEstion

Laboratory of the IAE recognized by the HCERES, the CEREGE advises companies, associations and institutions.



ALUMNI

The ALUMNI network
A professional community that brings together young and old graduates in the same spirit



Integrating the IAE is also joining the network of

37 university schools of management from IAE France, facilitator of professional integration.

The students of our school can rely on the solid network IAE France, and the dynamics of its Alumni. At IAE Poitiers, the pedagogy can not be thought without research, focused on the problems of organizations which irrigates all courses. The school of research is also made of an intellectual rigor, an ability to identify problems of complex situations, an ability to reflect on its own practice, a willingness to propose solutions thought and not of ready-made solutions.

JOIN A COLLECTIVE INTELLIGENCE



The training offer

2DU

(diplômes universitaires)

D.U. Management
(Cairo, Alexandria, Libreville)
D.U. Research in Management
of Management

3 Doctorates

in association with the CEREGE
laboratory

Management Sciences
Information and
Communication Sciences
Sport Management

BACHELORS

BACHELOR'S DEGREE
IN ECONOMICS AND
MANAGEMENT

- MANAGEMENT COURSE

- ACCOUNTING - CONTROL -
AUDIT (CCA)

- INFORMATION

AND BUSINESS
COMMUNICATION

- PROFESSIONAL DEGREE
COMMERCE AND
DISTRIBUTION

MASTERS

Mention

FINANCE

ACCOUNTING, CONTROL, AUDITING

MANAGEMENT CONTROL AND
ORGANIZATIONAL AUDIT

INTERNATIONAL MANAGEMENT
AND INTERNATIONAL TRADE

MARKETING
SALES

COMMUNICATION

ECONOMIC INTELLIGENCE

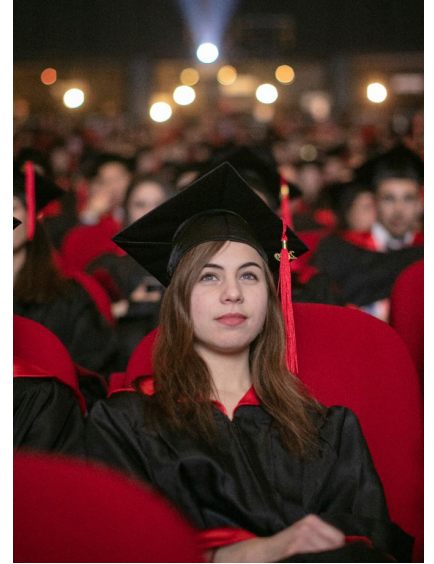
HUMAN RESOURCES

BUSINESS ADMINISTRATION



FI Initial Training
ALT Apprenticeship
FC Continuing Education
FAD Distance learning

Programs	FI	ALT	FC	FAD
Finance and Financial Engineering	▶	▶	▶	▶
Fiscal management	▶	▶	▶	
	▶		▶	
		▶	▶	
International management (french)				▶
International Management (english)	▶		▶	▶
International management (Asia)	▶			
International Trade	▶		▶	▶
International Spirits Trade (Segonzac)	▶	▶	▶	
Real Estate Management (ESSEC)			▶	
Marketing and Brand Strategy (Poitiers)	▶		▶	▶
Marketing Projects Management (Niort)		▶	▶	
Digital Youth (Angoulême)	▶		▶	
Design, Communication and Packaging (Angoulême)	▶		▶	
	▶	▶	▶	
	▶	▶	▶	▶
	▶	▶	▶	▶
	▶		▶	▶



IAE of Poitiers : join a collective intelligence !