



PRESS RELEASE

**Reaccredited EQUIS in 2012 : What is the secret to IAE Aix success ?
... or how does the leading French university business school manage
to defy the rules and develop an alternative and efficient international
model which puts it among the best management schools in the world ?**

The IAE Aix is the Graduate School of Management of the Aix-Marseille University (70,000 students, located in France).

As the premier French public business school and accredited EQUIS since 1999, the IAE Aix invented and has developed, since its creation in 1955, a unique model based on its audacious strategy: internationalization, innovation and career placement, putting personal and professional student expectations at the heart of the system.

« *We stand behind strong values* » explains **Patrick Rousseau, IAE Aix Dean**, « *A public service mission which combines diversity, responsibility and ethics and plays itself out in the implementation of innovative international programmes, personalised guidance support services such as those of the Corporate & Career Services Centre, and putting into place alliances and international partnerships* ».

The IAE Aix has succeeded in creating an institution considered by the auditors of the EFMD (European Foundation for Management Development) as original, with strengths that go beyond the basic standards required for EQUIS accreditation. Most notably are the strategy of internationalization, the spirit of innovation and creativity which drive the entire IAE Aix community, the quality of relationships with academic and corporate partners, and the fulfillment of students.

In assuring a student/professor ration that exceeds numerous other establishments and training delivered more than 50% in English, the IAE Aix has managed to place itself among the best European management schools.

In conclusion, the EFMD has renewed EQUIS accreditation for the IAE Aix for 3 years. AMU **President, Yvon Berland** clarifies, "*The IAE Aix plays a principal role in the international ambitions which my presidency should bring to the largest university in the French-speaking world.*"

The following degrees (entirely taught in English) have been highlighted for their innovative and international dimensions:

MGIM: Master of Global Innovation Management, a dual-degree with Poole College of Management, North Carolina State University (United States). Mainly designed for scientific students and engineers, this programme takes place on 3 continents (France, USA and a Summer experience of 8 weeks in China), in order to give to its participants a global vision about «transferring innovation to market» and to think « outside the box », with an approach based on real case studies, in-company projects in France, United-States and China, and a unique exposure to artistic practices thanks to the partnership with Prejlocaj, a National Contemporary Dance Company based in Aix-en-Provence (France).

MBA Change & Innovation: with more than 10 years experience, the full-time MBA of the IAE Aix trains executives coming from all over the world, using a mix of action learning exercises, real-cases, discussions, role-plays and a maximum of contact and work with international companies, thanks to a group based consulting project that lasts several months. In addition, numerous class and seminars on Intercultural Management, Strategic Intelligence, Change Management and Creativity help participants to develop their personal and professional dimension and achieve their international career goals.

MSc in Management: with more than 500 students each year, the IAE Aix 2 year MSc in Management offers its students 10 specializations, classes delivered by international experts coming from all over the world, academic exchanges and study tours to some of the prestigious partner universities worldwide.

In 2012, the IAE Aix was audited by Equis international experts for the fourth time (1999, 2002, 2007 and 2012).

The audit was conducted in 2 phases:

- The constitution of a «Self Assessment Report» detailing the all area of activity of the IAE Aix for the last 5 years (Governance, Programmes, Students, Faculty, International, Corporate Links, Research...).
- This report was sent to the Equis Auditors in July 2012.
- A complete audit of the campus during 3 for in September 2012.

The Equis Audit was, for the whole IAE Aix Community, a unique opportunity to demonstrate to the world the Institution's capability to develop innovative pedagogy, its high level of Internationalization at all stage of the Institution and the very high level of Professional Placement of its participants. In other words, the excellence and the international recognition of the French University.