

Responsable de formation

Anne-Marie Guerin

## MODALITES D'INSCRIPTION

### Diplôme requis

Scientific profile (engineers, master 1 or 2, foreign diplomas)

### Remarques éventuelles

Enseignements en anglais : TOEIC ou IELTS requis  
Management Aptitude Test

### Date d'inscription

Mi-mai

### Frais d'inscription

Non renseigné

### NOMBRE DE PLACES

Non renseigné

### DUREE DE LA FORMATION

1 an

### CORPS PROFESSORAL

Universitaires

Praticiens

### STAGE

Oui  
4 mois

### RENSEIGNEMENTS

Mme Odile RAINGEARD  
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## Programme

From August to December (IAE Aix - France): participants are exposed to European innovation practices (courses, workshops, visits to firms, projects...).  
From January to the end of April (NCSU - United States): participants complete their training in the practices of innovation.  
Then, students finish the programme with an internship from May to September worldwide

### Semestre 1

#### Core Courses

Financial and Management Accounting  
Financial Analysis  
Marketing Management  
Strategy and Innovation  
A New Marketing for Innovation/Creativity  
Innovation Management Project  
Innovation & Sustainability  
Multinational Corporation  
Intellectual Property  
International Seminar Series (e.g., creativity, networking)

#### Workshops

### Semestre 2

#### Core Courses

Management of Technology  
Project Management  
Business Relationship Management  
Entrepreneurship  
Technology, Competition, & the Law  
Product Design and Development  
Innovation Management Project

#### Elective Courses