

IAE La Rochelle

University school
of management

iae.univ-larochelle.fr

EDITORIAL



Thierry Poulain-Rehm

Director
of the IAE La Rochelle



Vincent Taveau

President of
the IAE La Rochelle council

“ With an exceptionally high quality working environment, excellent lecturers, and the high value we give to human factors, the Institut d'Administration des Entreprises (Institute for Business Administration) at the University of La Rochelle seeks excellence in both teaching and research into management science. All of our efforts are aimed at ensuring that our students succeed in their chosen career, in particular through the development of work/study programmes and closer partnerships with business.

We do all we can to help our graduates find internships and employment opportunities, while at the same time raising the profile of our Institute on the international stage. These are some of the principles that form the foundation for, and guide our work.

“ The Council aims to build close links between students, lecturers and business so that the training offered by the IAE La Rochelle responds, as closely as possible to the current and future needs of business. We offer very high-quality training and over 90% of our graduates find work.

However the Institute is not well-known by local entrepreneurs. This is why we have established partnerships and built links with local businesses that highlight the relevance of our training. We have developed opportunities such as internships, work/ study programmes and ongoing professional development courses for our students. As a result, the young graduates who leave us already equipped with the skills businesses are looking for.



4 GOOD REASONS TO CHOOSE THE IAE LA ROCHELLE

1. A high standard of management training

The Management School at the University of La Rochelle has been a member of the IAE France network since 2013. It has distinguished itself through a combination of **academic excellence** and **high professional standards**. Part of the Faculty of Law, Political Science and Management, the Institute offers degree programmes in management, including an undergraduate degree and five advanced Master's programmes that are open to either recent graduates or integrated into an ongoing programme of professional development. Consequently, our students are well-prepared for the world of work.



- >> An annual intake of almost 900 students for initial and ongoing training.
- >> A permanent team of researchers and lecturers, who work alongside their colleagues from industry.
- >> 59 active international partnerships in 27 countries.
- >> 1 research team, CEREGE, working in 2 main areas : digital technology and sustainable development.

2. A management school that works hand-in-hand with business

The Institute works very closely with the business world. Through its training programmes it is able to combine real-world experience of business and an excellent understanding of management methods. Our teaching practices mean that our graduates quickly find jobs: working in small groups, case studies, Business Games and internships ensure that our students have the knowledge, skills and know-how that businesses need.

3. The ideal working environment

The IAE La Rochelle is located in one of the most beautiful coastal towns in France, an area with a remarkably high quality of life, which has a rich and active cultural heritage. The town of La Rochelle is known for its festivals and commitment to the environment. It also plays a major role in the aquaculture and nautical sectors, with one of the largest pleasure boat ports on the Atlantic coast.

4. La Rochelle: a new generation of universities

A key socio-economic actor in the region, the University of La Rochelle brings together more than 8000 students, almost 900 permanent staff and 800 temporary members of staff. Its strategy is oriented towards high training standards, scientific excellence and building close links with industry. This philosophy has made La Rochelle a leading university; one that responds to the constantly changing world that it is part of.



TRAINING

TRAINING TAILORED TO YOUR NEEDS



Initial : Degree programmes that are open to all students who wish to continue their education, and who have no professional experience.



Ongoing : A professional development programme tailored to the needs of working professionals (whether employed, self-employed, freelance or looking for work) who already have work experience and who would like to gain further qualifications and enhance their CV.



Work/study : Earn new qualifications while combining work and study.



Apprenticeship : Earn new qualifications with apprenticeship training.



E-learning : A distance learning programme for ongoing professional development aimed at students, working professionals and job-seekers. An ideal solution for anyone who does not live in the region.



Score IAE Message (SIM) : This programme requires that the student passes the SIM test to be admitted. The SIM test takes 3 hours, and measures the candidate's abilities in 4 key areas: general culture, comprehension and expression in English, comprehension and expression in French, and numerical and logical reasoning.



Registration is online only

To find out more : www.iae-message.fr



UNDERGRADUATE DEGREES



LEVEL 1 MANAGEMENT

Bac +1

Semesters 1 & 2



LEVEL 2 MANAGEMENT

Bac +2

Semesters 3 & 4



LEVEL 3 MANAGEMENT

Bac +3

Semesters 5 & 6

Specialisations offered in semesters 5 and 6

- >> Sales Marketing
- >> Accounting Management
- >> Hotels and Tourism



Internships : Two internships form part of this degree programme : a minimum of 6 weeks at Level 2, and a minimum of 8 weeks at Level 3.



Level 1 **Management** : lg1@univ-lr.fr

Level 2 **Management** : lg2@univ-lr.fr

Level 3 **Management** : lg3@univ-lr.fr



MASTERS



MASTER IN **MANAGEMENT AND BUSINESS ADMINISTRATION**

Bac +4 & 5

Semesters 1, 2, 3 & 4



master.management@univ-lr.fr



MASTER IN ENVIRONMENTAL SCIENCES, **Environmental Management option**

Bac +4 & 5

Semesters 1, 2, 3 & 4



master.me@univ-lr.fr



MASTER IN SALES MARKETING, **Services Marketing option**

Bac +5

Semesters 1, 2, 3 & 4



master.marketing@univ-lr.fr



MASTER IN TOURISM, **Hotel and Tourism Management option**

Bac +5

Semesters 1, 2, 3 & 4



master.hotellerie@univ-lr.fr



MASTER IN INFORMATION SYSTEMS MANAGEMENT, **Applied Information Systems Management option**

Bac +5

Semesters 1, 2, 3 & 4



master.siam@univ-lr.fr



ONGOING PROFESSIONAL DEVELOPMENT



MASTERS LEVEL 1 & 2 IN BUSINESS ADMINISTRATION,
Specialisation in **General Management**

DISTANCE LEARNING

Bac +4 & 5



To find out more : mae-el@univ-lr.fr



DIPLOMA IN **MANAGEMENT AND HUMAN RESOURCES**

Bac +3



To find out more : dumrh@univ-lr.fr



DIPLOMA IN **CONSULTANT IN ORGANIZATION AND
MANAGEMENT**

Bac +3




To find out more : du.consultant@univ-lr.fr



MEMBER OF THE IAE FRANCE NETWORK

IAE France: the seal of approval

The IAE France network consists of 32 French institutions, which combine the benefits of France's **prestigious management schools and academic values**. Responsibility, equal opportunities, hard work, and the pursuit of excellence: these are the values common to IAE France members. The IAE are a one-of-a-kind model in the French university system, combining **high academic standards in training and professionalism**.

 To find out more: www.iae-france.fr


IAE FRANCE
Écoles Universitaires
de Management



QUALICERT CERTIFIED

Qualicert: a guarantee of service quality

The IAE La Rochelle obtained Qualicert certification in 2009. This accreditation relates to management processes, and a total of 50 points are examined by experts from the Société Générale de Surveillance. The Institute is certified based on the standard relating to "academic research and teaching activities in the domain of management sciences".

 To find out more: www.qualicert.fr





INNOVATION

RESEARCH

Our doctoral programme

The PhD programme is run by a specialised *Sociétés et Organisations* post-graduate school shared by the Universities of La Rochelle, Limoges and Poitiers. It brings together around 15 research teams in the domain of Human and Social Sciences.

The post-graduate school offers doctoral programmes in the following specialised areas:

- >> Urban planning, urbanism
- >> Anthropology, ethnology
- >> Geography
- >> Economic sciences
- >> Management sciences
- >> Science and technology in sports and physical activity
- >> Sociology, demographics.

The management sciences research team : CEREGE (EA 1722)

The rochelaise team CEREGE is structured around two main themes: **digital technology** and **sustainable development**. The aim is to develop a centre of research excellence, through academic publications, participation in projects and collaboration with other institutions, and more generally by contributing to the debate in their areas of expertise and beyond.

 To find out more: iae.univ-larochelle.fr/Recherche





UDACIOUS

AN INTERNATIONAL OUTLOOK

Discover new horizons and build an international career

The IAE La Rochelle offers its students the opportunity to study abroad. Discover new cultures, learn new languages, build an international career... the benefits are many and varied.

The Institute has created almost 60 active partnerships in 27 countries in Europe, North America, South America and the Asia-Pacific region.

“ *Travelling abroad demonstrates that you have a certain level of maturity and that you plan on going places. This experience will enable you to discover different academic systems and ways of carrying out research; even better, when you return to France, you will be truly bilingual.*


Joseph Egwurube

International Relations Officer

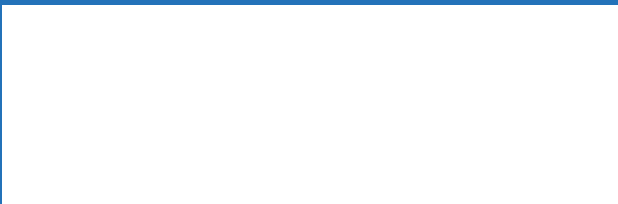
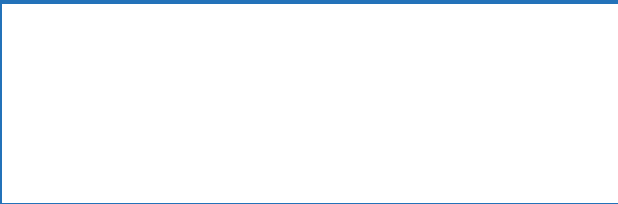
Studying abroad can open up career opportunities. Not only is it personally satisfying, it is a way to become more independent and to gain a better understanding of the global economy.

A warm welcome for foreign students

Each year more than 1,000 non-French students begin their studies at La Rochelle University as a result of agreements with almost 150 universities in Europe and around the world. These joint degree programmes and the co-supervision of PhD students, together with our participation in international research programmes and a regular inflow of non-French researchers, help to consolidate our reputation around the world.

 **To find out more:** iae-international@univ-lr.fr





NTREPRENEURSHIP

BUSINESS PARTNERSHIPS

The key objective of the IAE La Rochelle is to provide our students with the skills that employers need. Motivated by this, the Institute has developed strong, sustainable links with its social and economic partners through the various services it provides.

Recruitment of interns or IAE graduates

Each year over 900 students graduate from the IAE La Rochelle with either a Bachelor's or Master's degree, almost 300 of them in the domains of management, business management, marketing, information systems or hotel studies/ tourism. Internships take place throughout the year and can last from 4 weeks to more than 6 months. An integral part of the Institute's philosophy, internships are a key way for students to learn the skills that are necessary in the workplace.

Team-building through ongoing professional development

The IAE La Rochelle offers ongoing professional development that is tailored to the needs of the individual. All of our Bachelor's and Master's degrees in management can be taken as part of an ongoing programme of professional development.

Moreover, innovative professional development training programmes have been developed to meet the specific needs of working professionals. These programmes can be accessed as e-learning and blended learning courses (see the ongoing professional training section).

The apprenticeship tax

The apprenticeship tax is a key resource for the IAE to improve its teaching facilities. In choosing the Institute, businesses can contribute to the training of their future colleagues:

- >> Through the purchase of equipment to improve training facilities that meet the current needs of business.
- >> Through the internationalisation of courses.
- >> Through the development of training tailored to business needs.

PAYMENT
IN FEBRUARY

“ If is of overriding importance to integrate students, as soon as possible in their training, into the industry. Internships are an excellent way for students to immerse themselves in the real world of work. They are also a way for businesses to remain “young” and re-examine their working practices. Therefore I encourage all of my colleagues and business leaders to open their doors to IAE La Rochelle students and help them to begin their professional career in local companies.

Gilles Desvallois

Member of the IAE La Rochelle Council
Director of Immobilier Desvallols – Immobilier ORPI – Arthur Loyd

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