

## Dual Degree Masters Program

# Masters in Global Innovation Management

... offered in partnership with the Université Paul Cézanne Graduate School of Management (IAE) in Aix-en-Provence, France

## Program Overview

The North Carolina State University College of Management, in Raleigh, N.C. - in partnership with the Université Paul Cézanne Graduate School of Management (IAE) in Aix-en-Provence, France - is offering a new master's degree in Global Innovation Management, beginning with fall 2008. Students in the program will come from around the world and classes will be held in both France and the United States.

This one-year program awards two master's degrees: a degree from NC State University and a degree from the Université Paul Cézanne. The curriculum is designed to give engineering, science and other technology-oriented students a strong exposure to core business management skills while providing in-depth exposure to a host of global innovation management issues.

Students will be taught by international professors who are leaders in their fields. Interactions with global firms will occur both in the classroom and via internships. The Master in Global Innovation Management was designed to respond to a growing need identified by U.S. and international companies, who report that they are seeking: "technically trained graduates who have a global perspective, who can think outside the box, and who can make an immediate, positive impact at our company."

## Who Should Apply?

- College of Engineering students
- College of Physical & Mathematical Sciences students
- College of Humanities & Social Sciences students
- College of Textile students
- Any student looking to create a personal competitive advantage for today's job market

## Program Benefits

- Training in critical core business areas
- Developing globally oriented, creative mind-set
- Enhancing business communication skills
- Managing projects from conceptualization to commercialization
- Enhancing networking and team-related skills

## ... and one more thing

In addition to the international experience, after two years of work experience, students who earn the dual master's degree in Global Innovation Management from NC State and IAE can receive their MBA from NC State University after completing just one additional year of study. That's three graduate degrees for two years of study. Talk about a great way to strengthen your personal competitive advantage!

## Masters in Global Innovation Management

### Program Curriculum

#### Core Courses

- Financial Accounting
- Financial Analysis
- Marketing
- Strategy
- Business Relationship Management
- Innovation Management Project
- Technology & Innovation Management
- Project Management
- Marketing Innovation

#### Elective Courses

Choose three (3) from below :

- Business in a Multinational Corp.
- Network Innovation
- International Seminar (creativity; networking; etc.)
- Entrepreneurship
- Technology, Competition & the Law
- Services Innovation

U.S. or European Internships

### Applications

Applications will be accepted beginning in January 2008

### Tuition and other costs

#### Tuition:

Instate (residents of Academic Common Market states):

10,000 euros (approximately US\$14,000)

Out of state: US\$25,684

- Plus graduate student fees

#### Other costs:

- Airfare to and from country of origin to academic program site and other travel within country
- Lodging. A variety of lodging options are available.

### Questions?

For additional information, please contact:

David H. Henard, Ph.D.

Program Director, Master's in Global Innovation Management  
NC State University Jenkins Graduate School of Management  
Campus Box 7229

Raleigh NC 27695-7229

919.515.8945

E-mail: [dhhenard@ncsu.edu](mailto:dhhenard@ncsu.edu)

Website: [mgt.ncsu.edu/mgim/](http://mgt.ncsu.edu/mgim/)

### Program Location

#### Fall 2008

Classes will be held in Aix-en-Provence, France

#### Spring 2009

Classes will be held in Raleigh, NC

### Program Partners

**North Carolina State University**

**Jenkins Graduate School of Management**

Raleigh, NC, USA

Program Director: Dr. David H. Henard

**Université Paul Cézanne Aix-Marseille**

**Graduate School of Management**

Aix-en-Provence, France

Program Director: Dr. Ann-Marie Guerin

### About the Partners

#### IAE Graduate School of Management

IAE Aix-en-Provence Graduate School of Management - part of the Université Paul Cézanne, Aix-Marseille III - is located in the South of France, within France's second largest metropolitan area after Paris. Founded in 1955, the IAE Aix-en-Provence was the first graduate school of management in the French public university system. It is the only French public university entity to receive dual international accreditation: the European standard of excellence EQUIS in 1999, and the AMBA accreditation in 2004 for its MBA Change & Technology, in 2005 for its master's programmes, and in 2007 for its Euro\*MBA. The school has 40 permanent faculty members, and invites more than 30 international professors and 150 business speakers each year to conduct lectures and courses within the various programmes.

Université Paul Cézanne Graduate School of Management  
<http://www.iae-aix.com/en/iae/about-iae-aix/>

#### Jenkins Graduate School of Management

The Jenkins Graduate School is part of the North Carolina State University College of Management, which was established in 1992. Located in Nelson Hall on the northwest edge of the NC State Campus, it is part of North Carolina's Research Triangle Park region. The Jenkins Graduate School includes the MBA and Master of Accounting programs, and the Graduate Economics Program offered jointly with the College of Agriculture and Life Science, and has over 90 graduate faculty members as well as a team of lecturers and professionals who serve as visiting lecturers. Its graduate programs focus on the intersection of management and technology across all the business disciplines, and its graduate and undergraduate business management programs are accredited by AACSB International.

NC State College of Management: [www.mgt.ncsu.edu](http://www.mgt.ncsu.edu)