



**EIFFEL SCHOOL  
OF MANAGEMENT**

# UNIVERSITY PARIS-EST CRÉTEIL

# & UNIVERSITY PARIS-EST MARNE LA VALLÉE

Founded in 1971, with more than 32,000 students, the University Paris-Est Créteil (UPEC) is one of the biggest multidisciplinary universities in the Paris Region. The university has successfully united a range of disciplines which offer an exceptional program of education and houses 31 research centers covering almost every available field. The main campus is situated in Créteil, located Southeast of Paris intramuros, 25 minutes by metro from the heart of Paris (Bastille).

The University Paris-Est Marne-la-Vallée (UPEM) was created in 1991. Together with “l'École des Ponts et Chaussées”, the university makes up a centre of research and of higher education in which the partners share their doctoral schools and laboratories as well as certain Masters. Located 15km East of Paris, the UPEM is at the centre of a communication network, making exchanges to Paris, France and Europe easier.

In 2007, UPEC and UPEM became founding members of the University Paris-Est, research and higher education cluster that affiliates East Paris Region universities, Grandes Ecoles, and research organizations. They offer a full range of programs, from Bachelor's degree to PhD, in an international and professional environment.

## Fields of Study

Economics, Education Sciences, Health, Humanities and Social Sciences, Languages, Law, Literature, Management, Mathematics, Physical Education, Science, Technology, and Urbanism.

## Research Areas

- ▶ 3 focus areas: City, Environment and their Engineering; Health and Society; Image and Media.
- ▶ 6 doctoral schools: City, Transport and Territories; Cultures and Societies; Life and Health Sciences; Mathematics and ICST; Organisations, Markets, Institutions; Science, Engineering and Environment.

## Key figures

- ▶ 15 faculties and 10 institutes spread over ten sites
- ▶ 51 Research Centers
- ▶ More than 43,000 students
- ▶ 17% international students (from approximately 110 different countries)
- ▶ More than 2,000 Professors and lecturers and researchers
- ▶ 1,200 administrative and technical staff members
- ▶ More than 200 exchange and cooperation agreements

[www.u-pec.fr](http://www.u-pec.fr)

[www.u-pem.fr](http://www.u-pem.fr)

# THE EIFFEL SCHOOL OF MANAGEMENT

## A WORD FROM THE DEANS

**Dynamism, rigor, diversity:** these are the three words that drive the IAE at the University Paris-Est.

**Dynamism:** the world is in perpetual motion, and thus the IAE must continually adapt its training programs to meet the ever-changing demands of the economy and to equip our alumni to become the managers of tomorrow. Critical evaluation of our actions prevents us from falling into the trap of singlemindedness, as we see daily the ills that such a manner of thinking creates.

**Rigor:** we strive for academic excellence, not only because we are part of a university, but also because of our strong ties with the corporate world. We are thus called on to be professional, and we constantly scrutinize the service we offer students, whether they study full-time or choose sandwich courses, and employers.

**Diversity:** we believe this to be a source of inestimable wealth. Diversity is found in the wide array of training programs we offer, the modes of study (full- or part-time), our student body (made up of students, employees, job seekers), the social origins and nationalities (15% foreign) of our degree-seeking and exchange students.

Isabelle Vandangeon-Derumez & Muriel Jougleux  
Deans of the Eiffel School of Management

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## Education

The Eiffel School of Management is one of the highest ranked business schools in France. Its highly reputable faculty is widely renowned and respected for its research, professional standing and selective admissions procedure. Its selective admission and tailored courses alongside its successful alumni combine to provide an excellent learning environment for students.

It offers both undergraduate (Bachelor – Licence) and graduate (Master and PhD – Doctorat) programs in fields such as accounting, finance, management, marketing, and health management.

All the degrees offered by the Eiffel School of Management are accredited by the French government. 29 Masters degrees have been created in accordance with labor market needs, 3 of which are specific to the IAE: the Master in Corporate Social Responsibility, the Master in Geomarketing and the Master in Higher Education Management.

Furthermore, the Eiffel School of Management provides a range of different programs to suit the needs of all learners: full-time, part-time, and continuing education programs.

Ongoing dialogue with the corporate world and society helps our programs meet the demands of today's competitive global business environment.

As class size is limited (25 students) in 95% of the courses, students get individual attention. Teaching methods foster personal involvement and teamwork. The Eiffel School of Management also offers professional development for students through professional training and coaching.

These factors, combined with the opportunity to gain invaluable work and international experience, explain the excellent job placement of 10 350 alumni.

## Research

The IRG “Institut de Recherche en Gestion”, the Management Sciences Research Center from the University Paris-Est, has been labeled “Equipe d’accueil” by the CNRS (French National Center for Scientific Research) since 1997. IRG staff counts about 60 French and International PhD students and 70 Researchers organized around three areas: Finance & Accounting, Management, Marketing & Logistics.

Its aim is to encourage the development of research in Management at the University Paris-Est and to contribute to the scientific and technical progress in Management Sciences. It is also an organization which enables teaching innovations and provides support for young faculty members, PhD and Research Master’s Students.

## International Relations

The Eiffel School of Management works to promote the international dimension of higher education. It has more than 50 partner universities in Asia, Europe, North and South America, and aims to develop strategic cooperation agreements around the globe for student exchange, research collaboration, and visiting professor programs.

The IAE has a long history of welcoming international students, and its student body is currently composed of 15% foreign students. An increasing number of students from all the over the world choose to study at the Eiffel School of Management, as it provides adapted support for international students.

The IAE offers courses and programs taught in English as well as French language courses. Moreover, exchange students can take advantage of activities organized by a group of French students whose role is to facilitate the integration of international students.

The Eiffel School of Management also fosters an international environment by encouraging students to study abroad, welcoming international teachers, and integrating languages and cross-cultural topics into the different programs.

## Student life

The Student Union’s (BDE - Bureau Des Etudiants) mission is to facilitate social interaction among students by organizing and sponsoring a variety of social events.

The Eiffel School of Management also offers excellent study conditions with modern facilities: specialized libraries, buildings equipped with Wi-Fi and video-projectors, and student cafeterias.

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## Key figures

- ▶ 1,500 students
- ▶ 200 international students
- ▶ 10,350 alumni
- ▶ 70 full-time professors and lecturers and 400 adjunct professors
- ▶ More than 50 exchange and cooperation agreements
- ▶ 1 research center, 3 research teams

[www.iae-eiffel.fr](http://www.iae-eiffel.fr)

**CRÉTEIL CAMPUS**

**BACHELORS (3<sup>rd</sup> year)**

• ›  L3 Business management

**MASTER IN ACCOUNTING, AUDITING & CONTROL**

• › M1 Accounting, auditing & control

• › M2 Accounting, auditing & control

**MASTERS IN FINANCE**

• › M1 Finance


• › M2 Financial engineering

• › M2 Portfolio management

• › M2 Wealth management

**MASTERS IN MANAGEMENT**

• › M1 Management

• ›  M1 International master in business management

• › M2 Corporate social responsibility management

• › M2 Higher education management

• › M2 International human resources management

• › M2 Logistics & international purchasing

• › M2 Management decision & control

• › M2 Research in management

**MASTER IN HEALTH MANAGEMENT**

• › M1 Health management

• › M2 Health management

**MASTERS IN MARKETING & TRADE**

• › M1 Marketing

• › M1 Geomarketing (FA)

• › M2 Business engineering

• › M2 Geomarketing

• › M2 Marketing product manager

• › M2 Research in marketing

• › M2 Trade networks management

**DESCARTES CAMPUS**

**BACHELORS (3<sup>rd</sup> year)**

• ›  Bachelor in International management

**MASTER IN ACCOUNTING, AUDITING & CONTROL**

• › M1 Accounting, auditing & control

• › M2 Accounting, auditing & control

**MASTER IN FINANCE**

• › M1 Banking and insurance

• › M2 Banking and insurance

**MASTER IN HUMAN MANAGEMENT**

• › M1 Human resources management  
and international staffing

• › M2 Human resources management  
and international staffing

**MASTERS IN MANAGEMENT**

• › M1 Management

• › M2 Management of educational organizations

• › M2 Management of sustainable organizations

**MASTERS IN MARKETING AND SALES**

• › M1 Marketing and sales

• › M2 Innovation, design & luxury management

• › M2 Service marketing and management

**SÉNART CAMPUS**

**BACHELORS**

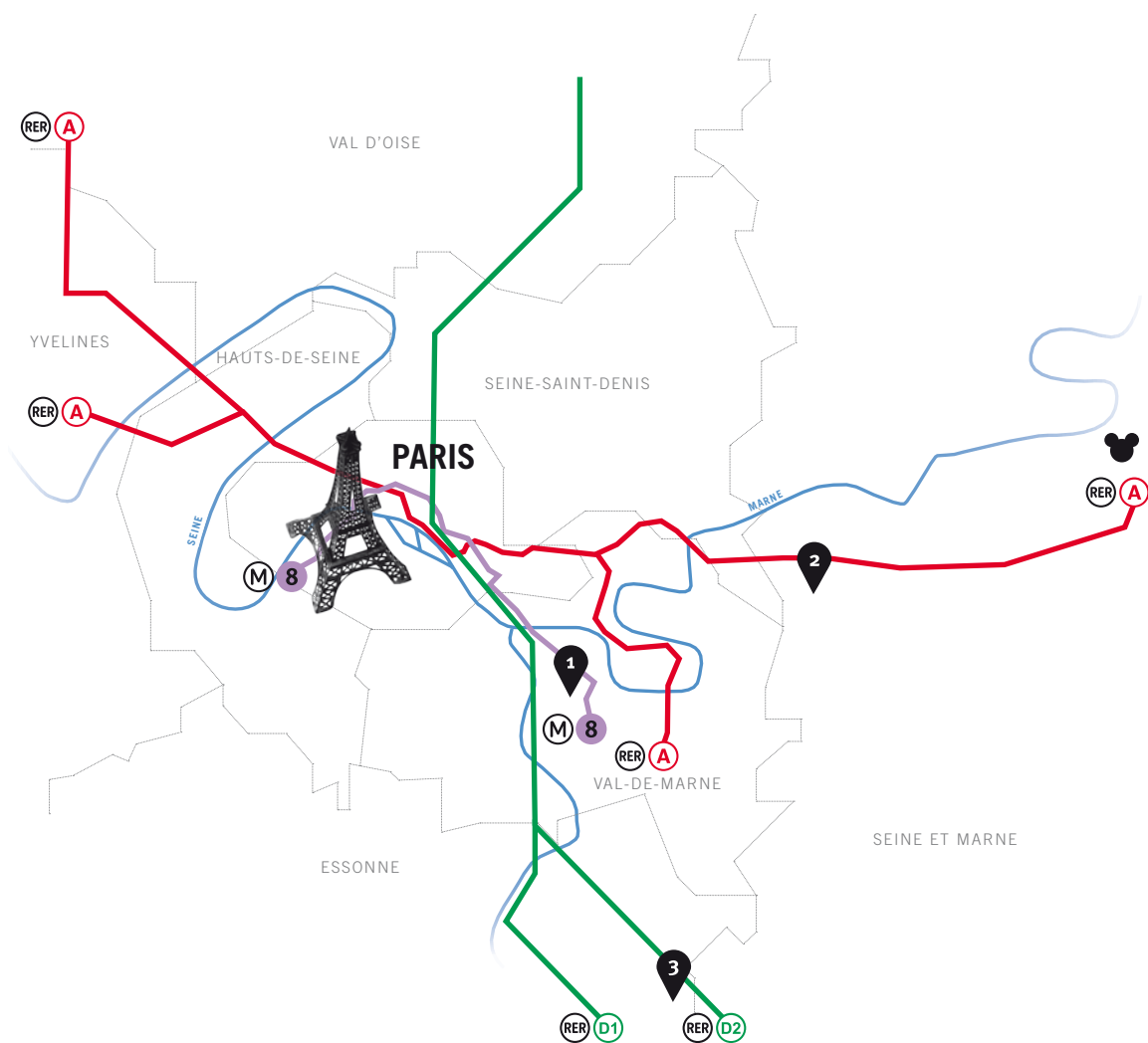
• ›  Bachelor in International management

**UNIVERSITY PARIS-EST**

PhD in Finance

PhD in Management

PhD in Marketing



**iae** Gustave Eiffel  
ÉCOLE DE MANAGEMENT

[www.iae-eiffel.fr](http://www.iae-eiffel.fr)

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UNIVERSITÉ  
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IAE FRANCE  
Écoles Universitaires  
de Management



CFA DESCARTES

