**IEE’S DEGREES : INNOVATING QUALIFICATIONS AND PROFESSIONAL TRAINING**

IEE offers a series of courses – research-oriented and vocational – ranging from the third year of the vocational licence (BA honours) to the doctorate in European studies. The interdisciplinary study programmes allows the students to acquire a better knowledge of foreign cultures and societies, of the processes and policies of European integration along with an understanding of the international context and challenges linked with globalisation.

**MASTER IN EUROPEAN AND INTERNATIONAL STUDIES (PROFESSIONAL & RESEARCH DEGREE)**

The master in European and International Studies offers 4 two-year courses of studies, one of which is purely vocational: **« International Trade and Export Marketing »** while the other three combine a strong vocational training with a research orientation (only in the second year of studies), which enables to articulate the knowledge of the European and international context with the acquisition of specialised know-how and professional skills: **« The European Union and Globalisation», « Cultural Policies and Management in Europe », « Towns, Metropolises and Social Dynamics in Europe ».**

The master intends to give its students a thorough knowledge, including a critical approach, of European integration and globalisation, with the aim to train specialists, experts and project managers as well as international actors for NGOs, associations, enterprises, administrations, local authorities and lobbies, who will be capable of implementing the transnational strategies required by EU multi-level governance.

Theses degrees have not only allowed their graduates to find skilled jobs but also helped to create new ones since their programmes integrate a prospective reflexion on the changes undergone by the European Union within a constantly evolving system of global interdependencies.

The diploma admits 300 students per year (excluding the 10 students studying in the joint research course with Viadrina European University (Germany) and the 20 doctoral students who are affiliated to two Doctoral Schools and three research centres (see Doctorate below).

**COURSE OF STUDIES: « INTERNATIONAL TRADE AND EXPORT MARKETING »**

**AIMS AND GENERAL ORIENTATION**

This vocational course aims at training SMEs export managers, international senior managers, export zone chiefs, managers of foreign branches or subsidiaries, mainly in North America and Latin America.

 The degree is recognised and certified but the French Foreign Trade Advisers who participate in the selection of the students, lecture in the cycle of professional conferences and deliver a qualification certificate to the students complying with the requirements laid down.

This course offers a new option: « Exporting Luxury Goods », which creates a transdisciplinary link between the two MA courses: « Cultural Policies and Management in Europe » and « International Trade and Export Marketing “. Such a mix will offer the students particularly interesting job opportunities.

**FURTHER STUDIES AND CAREER OPPORTUNITIES:**

- European or American MBA (INSEAD, London School of Economics).

* - SMEs’ Export managers, international chief managers, export zone chiefs (Americas or Central and Southern Europe notably), managers of foreign branches or subsidiaries (especially in North America, Latin America and Asia).

- Business and administrative senior managers for enterprises with a strong foreign trade activity

- Senior managers for international trade auxiliaries (distributors, purchase agents, transporters, freight forwarders, banks, insurance-credit companies, transport, trading societies, Market study agencies counsellors in international strategies).

**ENTRY REQUIREMENTS AND APPLICATION**

MA 1st year: level of studies: Licence/bac +3 or equivalent foreign degrees (three years of university studies) in economy, management, law, applied foreign languages, geography. Vocational diplomas in trade, marketing, management, logistics,

MA 2nd year: level of studies: bac + 4/maîtrise or equivalent foreign degrees (four years of university studies) in the same fields as above.

Validation of professional experience by equivalencies

**Selection**: on application form (on line), written exam and oral interview with the jury

**Number of places available:** **M1:** 40 - **M2:** 40