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The EM Normandie joins iTunes U

The EM Normandie is now present on iTunes U, the free service on Apple's iTunes Store (www.apple.com/itunes) which offers the world's largest online catalogue of free educational content from top schools and universities.

The EM Normandie iTunes U site features classes, lectures and conferences, as well as interviews and research materials. Also available are testimonials from EM Normandie alumni, and information about the school. The content is available in the form of videos, audio podcasts, or PDF files, and can be viewed or downloaded using a computer, iPad®, iPhone®, or iPod Touch®. New content will be added to the site on a regular basis.

The resources, in French or in English, cover a wide variety of topics including languages, territorial development, sustainable development, corporate social responsibility, entrepreneurship, economic and strategic intelligence, services marketing and business law.

The EM Normandie's iTunes U site is the result of a close collaboration between the school's academic and technical departments, and is a key element of the school's SmartEcole® project. This flagship project of the school's new strategic plan uses information and communications technology (ICT) to develop a new educational model, based on participation and connectivity. It also leverages the school's pioneering experience in the area of online learning, notably on its Master's programme, which is offered in full blended-learning format.

For Jean-Guy Bernard, Director General of the EM Normandie, "The digital sharing of knowledge via the iTunes U platform constitutes a real opening on a world where everyone can contribute to and benefit from the global pool of knowledge and experience. Today's young generations are permanently connected and mobile, both during their studies and in their professional lives. iTunes U aligns with our school's objective of offering a new way to learn, wherever you are, whenever you want, and allows us to disseminate educational materials which foster the development of the EM Normandie."

Find the EM Normandie on iTunes U: <http://itunesu.em-normandie.fr>

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