

**BUSINESS  
SUMMER TERM**

*Summer 2019 Edition*



A TOP GLOBAL BUSINESS SCHOOL

**Take your academic journey global this summer. Come to Audencia.**

Studying at Audencia means learning at **one of the best universities in France** – a world-renowned management education and research institution.

Highly ranked and triple accredited, Audencia's superior curriculum and deep connections with the business world translate into proven results for graduates of our programmes, whether they go on to further study or into the job market.

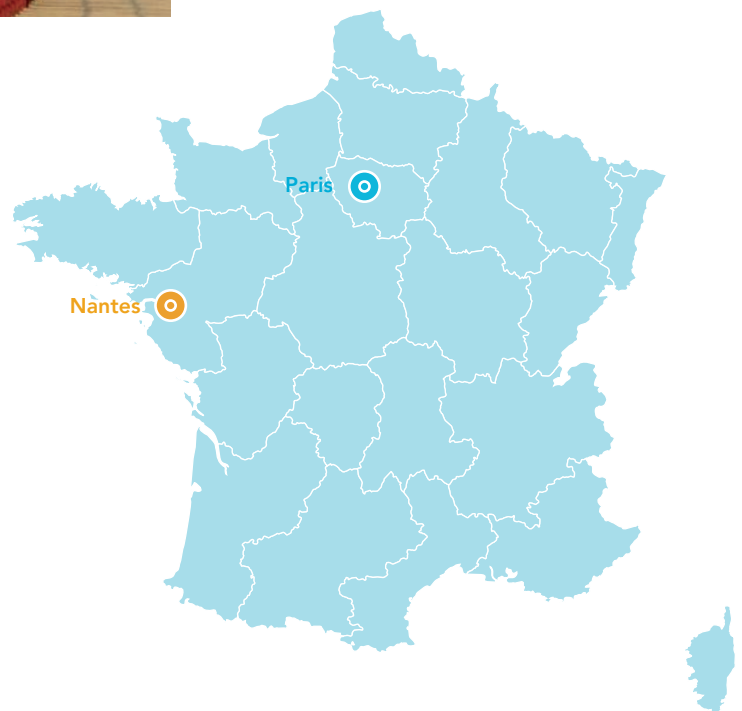
Audencia attracts students from 85 countries and faculty from around the world. And with more than 160 global academic partners, we offer **a truly international environment** for learning and engagement.



WE LOVE OUR  
HOST CITY.  
YOU WILL, TOO.

## Located in beautiful, welcoming Nantes

Nantes, a thriving modern metropolis with old-world flair, has been recognised as **Europe's most livable city**. There's easy-to-use public transportation with stops right on campus, just 15 minutes from the centre of town. Just two hours from Paris and a half hour from the Atlantic coast, it is a magnet for students and visitors, with **countless historic sites and attractions**. **Major European destinations are also within easy reach** by flight or train.





# AUDENCIA'S SUMMER TERM

A lively blend of learning & experience

**Whether you're ready to launch your career or plan to go on to further study, Audencia is the ideal gateway to success.**



→ **Our intensive eight-week term, conducted entirely in English, features:**

- Superb and approachable academic staff with extensive practical expertise
- Focus on marketing, management and communications
- Deep connections to French and global businesses
- Curriculum infused with global contexts and practices
- Small class sizes and dynamic group projects
- Weekly company visits with tours and staff discussions
- Unique four-day study tour to Brussels to learn about the European Union (optional)

→ **With built-in flexibility and lots of support, you can design your ideal summer:**

- Take optional French lessons
- Earn academic credit, an official certificate and a transcript
- Create a tailored programme of less than eight weeks (if desired)
- Get thorough and attentive student services support



*"I had a fantastic summer and was able to meet students from all around the world. Exchanges like these provide invaluable skills that you will be able to apply in an increasingly global business world."*

**Eric R.**, University of Cincinnati, United States  
Summer Term 2018 participant

## HOUSING & STUDENT SERVICES

**We help you take care of the details that matter.**



→ **From social activities to housing to campus facilities, our attention to every detail ensures a positive experience.**

- Professional, experienced and personalised student services
- Extensive assistance from a dedicated summer housing expert with locating housing, whether in a private home or apartment in Nantes or with a host family
- Great amenities such as computer labs, libraries and high-speed wifi

**Check out our housing blog:**

[www.audenciahousing.blogspot.fr/p/summer-term-housing.html](http://www.audenciahousing.blogspot.fr/p/summer-term-housing.html)

## **Summer in Nantes is full of adventure!**

Our French students organise social outings for our Summer Term students – to local celebrations such as the Fête de la Musique and the Nuit de l'Erdre (music festivals) as well as trips to the beach, a special farewell dinner and much more.

**Like Audencia Summer Term on Facebook!**





*"While at Audencia, you can feel that you are studying in a top business school: high-level education, challenging and amazing ... Each week you focus on a single subject full-time, and it gives you the possibility to meet people from all over the world."*

**Andrea F.**  
MIP Politecnico di  
Milano, Italy  
Summer Term 2016  
participant

**Audencia's Summer Term is an intensive programme designed for students who want to build international management and business expertise, earn additional credits or experience Audencia before committing to a full-time postgraduate programme here.**



→ You can take the full eight-week course for up to 30 ECTS credits, or select weekly courses to meet your needs and interests. Through this dynamic programme, you will:

- Broaden your business knowledge
- Learn about European market and management practices
- Enjoy a combination of courses, company visits and group projects
- Visit companies such as Cartier, Louis Vuitton, EDF and Cointreau
- Learn about the European Union on a four-day visit to Brussels

Credits are guaranteed by Audencia, but your home university decides whether to accept these credits within the context of your studies. Please discuss this with your study advisor in advance, directing your advisor to us with any questions about the content or level of the course.

## 2019 COURSES

### Summer Term Schedule May 20 – July 12, 2018

Full course descriptions available on our website.  
Students may select one course per week.  
1 US credit = 2 ECTS



WEEK	DATES	MODULES	DETAILS
1	May 2 – May 24	Branding and Advertising Strategies	For each module: 4 ECTS credits, 24 hours
		Cross-Cultural Management	
2	May 27 – May 31	Social Media and Global Impact	
		Global Sales	
3	June 3 – June 7	Digital Marketing	
		Leadership	
		European Union: History, Institutions and International Relations	
4	June 10 – June 14	International Marketing and Communications	
		European Economics	
5	June 17 – June 21	Psychology of Money and Consumer Behaviour	
		Europe's Productivity Challenge	
6	June 24 – June 28	European Finance	
		Big Data, IT and Marketing	
7	July 1 – July 5	Sport Business Management: From Traditional to E-sports	
		International Business	
8	July 8 – July 12	Study Trip to Brussels	2 ECTS

*\*Courses listed are representative and subject to slight changes.*

## Tuition

### STUDENTS FROM:

**Partner universities**  
No additional tuition

**Other universities**  
€500/week (tuition only)  
€750/week (tuition & student residence)  
€900/week (tuition & luxury residence)

*\*Discounts may apply according to the length of your stay.*



APPLY TODAY!

## Spend your summer in a prestigious Audencia programme.



[www.international.audencia.com/short-term-programmes/](http://www.international.audencia.com/short-term-programmes/)

We welcome highly motivated students with a good command of English at the bachelor's and master's levels.

Students from Audencia's partner universities must be nominated by their programme coordinator. Audencia has 260 international partners around the world. Check with your international office to see if your institution is one of them.

### **Deadline**

Apply by March 15, 2019

### **Questions?**

Our Summer Term Manager can help.

Contact Cécile Steyer at  
[csteyer@audencia.com](mailto:csteyer@audencia.com)



*"My experience with Audencia and in Nantes, France, was one I will always remember fondly. The*

*students were a pleasure to work with and applied the course material to their personal and professional lives. They demonstrated a level of comprehension and understanding that I typically hope to see at the end of a 15-week semester. I recommend the Business Summer Term to global students interested in an enriching academic experience in a lively community."*

**Scott F.**, guest instructor, Miami University, United States

Summer Term Schedule  
May 20 – July 12, 2019



never  
stop  
daring