

# IT'S ALL ABOUT INSPIRING NEW LEADERS **BUSINESS SUMMER TERM** **AT AUDENCIA** **BUSINESS SCHOOL**



INNOVATIVE **LEADERS**  
FOR A RESPONSIBLE WORLD



## 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.

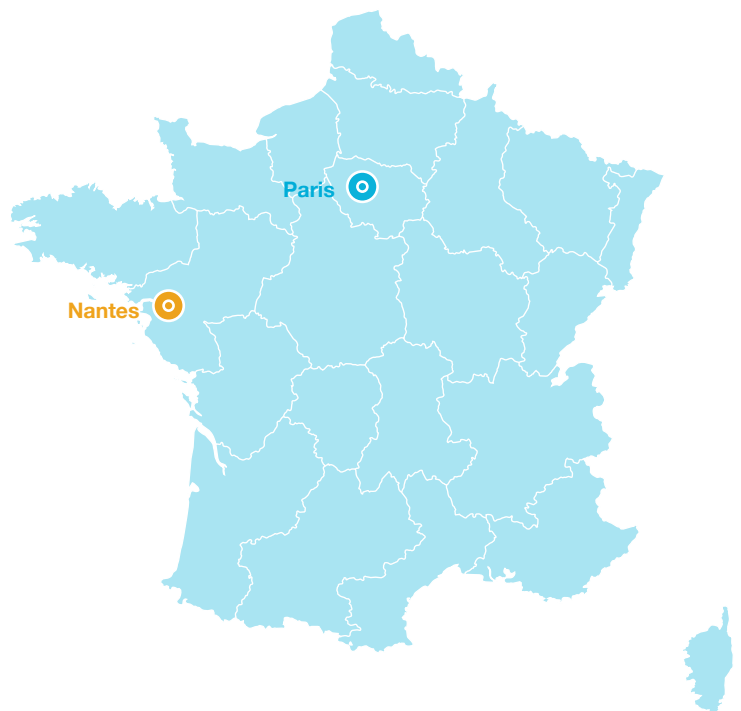
Audencia attracts students from 85 countries and faculty from around the world. And with more than 160 global academic partners, we offer a truly international environment for learning and engagement.



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 8 weeks (if desired)
- Get thorough and attentive student services support



*"I really enjoyed my time at Audencia, because it was so much more than just a Summer Term programme. We had excellent teachers, as well as host families that gave us a real taste of what life was like in France. The programme was varied, with lots of different lecture topics, as well as trips and visits. I also loved the vibrant city of Nantes. All in all, it was a wonderful experience, which I would recommend to anyone given the opportunity."*

**Alexandra B.**, Exeter University, Great Britain,  
Summer Term 2014 participant

### 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!](#)



## WHAT A SUMMER TERM LOOKS LIKE



*"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 Franzetti**

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 8-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.

## Summer Term Schedule

### May 15 – July 13, 2017

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

WEEK	DATES	COURSES AT AUDENCIA
1	May 15 - May 19	Innovation, Creativity and Design (4 ECTS credits, 24 hours)
2	May 22 - May 26	Cross-Cultural Management (4 ECTS credits, 24 hours) Branding and Advertising Strategies (4 ECTS credits, 24 hours)
3	May 29 - June 2	Marketing to Europe (4 ECTS credits, 24 hours) Crisis Communication (4 ECTS credits, 24 hours)
4	June 6 - June 9	Effective Business and Communications in the EU (4 ECTS credits, 24 hours)
5	June 12 - June 16	European Union: History, Institutions and International Relations (4 ECTS credits, 24 hours) Cross-Cultural Management: Group Work Project (4 ECTS credits, 24 hours)
6	June 19 - June 23	European Consulting Project (4 ECTS credits, 24 hours) International Trade (4 ECTS credits, 24 hours)
7	June 26 - June 30	European Finance (4 ECTS credits, 24 hours) Big Data, IT and Marketing (4 ECTS credits, 24 hours) NEW
8	July 3 - July 7 July 3 - July 12 July 10 - July 13	Study Trip to Brussels (2 ECTS credits, 18 hours) Arts Management (6 ECTS credits, 36 hours) Luxury Management (4 ECTS credits, 24 hours) NEW <i>Minimum number of participants required for this course to take place.</i>

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

#### Students from:

Partner universities	No additional tuition
Other universities	€500/week (tuition only)
	€600/week (tuition & homestay)
	€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 169 international partners around the world. Check with your international office to see if your institution is one of them.



*"My time at Audencia this past summer was quite rewarding. I found a nice blend of students from a variety of countries and universities. The discussion we had was quite lively, and I thoroughly enjoyed interacting with them. This was my second trip to Nantes, and I hope to return in the future. I highly recommend the Audencia summer programme!"*

**Dwayne G.**, guest instructor,  
Bowling Green State University,  
United States

### Deadline

Apply by April 1, 2017

### Questions?

Our Summer Term Manager can help.

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

# WELCOME TO THE WORLD OF GLOBAL BUSINESS

## AUDENCIA BUSINESS SCHOOL

### Contact

Cécile Steyer  
Summer Term Manager

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



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