

SUMMER SCHOOL 2013

From June, 10th to July, 19th



Audencia Nantes
School of Management

MODULE: European Union - 1.5 US credits

Week 1

Monday
10.06

Tuesday
11.06

Wednesday
12.06

Thursday
13.06

Friday
14.06

Morning

9.00am-9.30am
Welcome coffee and
orientation to
Audencia

9.30am-10.30am
**Defining The
EU: an
American
perspective**

10.45am-11.45am
**EU Main historical
Landmarks**

12.00pm-12.45pm
**French language &
etiquette lesson**

9.15am-
10.15am
**Defining the
EU - The
Decision-
making
Process**

10.30am-
11:30am
**The European
Economic and
Monetary
Union**

08.30am-10.00am
**US-EU Economic
Relations**

10.15am-12.00pm
**EU Business and
cultural
environment**

9.00am -10.00am
Optional French

10.15am-11.30am
**EU and USA
relationships: a
European
perspective**

10.00am-12.00am
Optional French
(language and
civilization)

Lunch

Afternoon

2.30pm-4.30pm
Guided Tour of
Nantes

2.30pm-
4.30pm
Company visit
COINTREAU

2.30pm-4.30pm
Company visit:
STX/Chantiers
Navals (group 1)

2.00pm-3.00pm
**Companies in
the EU:
Guidelines**

3.00pm-3.30pm
Test

MODULE: European Business and Cultural Environment - 3 US credits

Week 2

Monday
17.06

Tuesday
18.06

Wednesday
19.06

Thursday
20.06

Friday
21.06

Morning

9.00am-12.00pm
Business and Cultural Environment: France

9.00am-11.00am
Business and Cultural Environment: Germany

11.15am-12.15pm
Overview of the European Business and Cultural Environment

9.00am-12.00pm
Business and Cultural Environment: The British Isles

9.00am-12.00pm
Business and Cultural Environment: Mediterranean Countries

9.00am-10.00am
Business and Cultural Environment: Eastern Countries

10.00am- 1.00pm
Case study in European strategy

Lunch

Afternoon

2:30pm-4:00pm
International Marketing Project OUTLINE

4.00pm-6.00pm
Optional French
(language and civilization)

2.30pm-4.30pm
Company visit:
STX / Chantiers navals

(group 2)

2:00pm-4:00pm
Optional French
(language and civilization)

2.00pm-5.00pm
Business and Cultural Environment: Scandinavian Countries

Test

2.00pm-4.00pm
Optional French
(language and civilization)

MODULE: Intercultural Management - 3 US credits

Week 3

Monday
24.06

Tuesday
25.06

Wednesday
26.06

Thursday
27.06

Friday
28.06

Morning

9.00am-10.00am
Project coaching

10.30am-12.30pm
Introduction to Intercultural Management (I)

9.00am-12.00pm
Communication & Negotiation across Cultures

9.00am-11.00am
International HRM and Expatriate Management

11.00am-12.00pm
Talking with expatriates:
Cultural Experience in France

9.00am-12.00pm

Group I
Presentation of the projects

10.00am-12.00pm
Optional French
(language and civilization)

Lunch

Afternoon

2.00pm-4.00pm
Introduction to Intercultural Management (II)

Group work project

2.00pm-4.00pm
Company Visit
(name of the company to be confirmed)

2.00pm-4.00pm
International Business communication
Role plays and simulations

Group work project

1.00pm –5.00pm

Group II
Presentation of the projects

2.00pm-4.00pm
Optional French
(language and civilization)

MODULE: Marketing to Europe - 3 US credits

| Week 4 | Monday 01.07 | Tuesday 02.07 | | Wednesday 03.07 | Thursday 04.07 | Friday 05.07 |
|-----------|--|---|---|---|--|--|
| Morning | 9.00am-11.00am Marketing to Europe: from global to local strategy part I | 9:00am-12:00pm Politics in the EU | 9.00am-12:00pm Introduction to the corporate environment (newcomers) | 9.00am-11.00am Competition in the EU 11.15am-12.30pm Group work project | 9.00am-12.00pm Strategic Opportunities in Europe – an original approach | 10.00am-12.00pm Optional French (language and civilization) |
| Lunch | | | | | | |
| Afternoon | 2.00pm-4.00pm Marketing to Europe: from global to local strategy part II | 2.00pm-5.00pm Company visit (name of the company to be confirmed) | | 2.00pm-6.00pm International Marketing Project Presentations MID-POINT | 1.00pm-4.00pm Marketing to Europe: Advertising and retailing in the EU 2.00pm-4.00pm Optional French (language and civilization) | 2.00pm-4:00pm Optional French (language and civilization) |
| | | 5.00pm-7.00pm Optional French (language and civilization) | | | | |

| Week 5 | Monday 08.07 | Tuesday 09.07 | Wednesday 10.07 | | Thursday 11.07 | Friday 12.07 |
|-----------|---|--|--|--|---|--|
| Morning | 9.00am-11:00am (session1) and 11.10am 1.10pm (session 2) International Marketing Preparation Coaching | 9.00am-12.00pm Branding Strategies in the EU Part I | 10.00am-12.00pm Marketing & Strategy Case Study Group 1 | 10.00am - 12.00pm International Business Group 2 | 10.00am-12.00pm Test Marketing in Europe | 9.00am-12.00pm FINAL International Marketing Project Presentations |
| Lunch | | | | | | 12.15pm-12.45pm Orientation for the Brussels Study Tour |
| Afternoon | 3.00pm-6.00pm Consumer Behavior in the EU | 2.00pm-5.00pm Communication Strategies in the EU Part II | 2.00pm - 4.00pm International Business Group 1 | 2.00pm-4.00pm Marketing & Strategy Case Study Group 2 | 2.00pm-4.00pm International Marketing Project preparation | Free time |
| | 6.00pm-7.00pm Optional French (language and civilization) | 5.00pm-6.00pm Optional French (language and civilization) | 4.00pm-6.00pm Optional French (language and civilization) | | Dinner | |

MODULE: Brussels Study Tour - 1.5 US credits

| Week 6 | Monday 15.07 | Tuesday 16.07 | Wednesday 17.07 | Thursday 18.07 | Friday 19.07 |
|-----------|--|---|---|---|-----------------|
| Morning | Travel to Brussels | Visit: EUROPEAN PARLIAMENT - 10am-12pm Parlementarium Groupe 1 | Visit: - 10am-12pm Parlementarium Groupe 3 | 10am- 11.30am The National Bank of Belgium | |
| Lunch | | | | | |
| Afternoon | 1.30pm-:3.30pm Visit: Brussels City 4.00pm Visit: Economic and Social Committee | 3pm-5.15pm Visit: European Commission - 5pm-7pm Parlementarium Groupe 2 | Free time in the city | | |