



Audencia



SUMMER TERM

Short Programs

2023→24



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 programs, 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.

LOCATED IN BEAUTIFUL, WELCOMING NANTES.

Nantes, a thriving modern metropolis with old world flair, has been recognised as Europe's most livable city. 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.



6TH
LARGEST CITY IN FRANCE



60,000+
STUDENTS



50km
FROM THE ATLANTIC COAST



800,000+
INHABITANTS



2 HOURS
BY TRAIN FROM PARIS





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
- 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 program of less than eight weeks (if desired)
- Get thorough and attentive student services support



Faizan
(United Kingdom, 2022)

"I am extremely grateful to the whole Audencia team for providing this excellent course to develop my business acumen via this Summer Term. It has been an incredible experience thanks to the teaching method of exploration via different simulations, case studies, group work and presentations. I feel the whole learning experience has massively prepared me for my future opportunities. Additionally, the friends and memories which I created within the program are unforgettable and will always be an important memory to my heart. Thank you for making my experience incredible."



Tammy
(Germany, 2022)

"Attending the summer school at Audencia was the best decision. I met amazing people from all over the world that I can call my friends now. The Cross-Cultural Management course and the lecturer were super engaging and we had a lot of fun during the classes. I am looking forward to stay in touch with the lecturer from Canada and all the awesome people who spent the week with me in Nantes!"



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
- Assistance from a dedicated winter housing expert with locating housing, whether in a private home or with one of Audencia's housing partners in Nantes
- Great amenities such as computer labs, libraries and high-speed Wi-Fi

Summer in Nantes is full of adventures!

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.





Program benefits

Audencia's Summer Term is an intensive program 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 program 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 program, you will:

- Broaden your business knowledge
- Learn about European market and management practices
- Enjoy a combination of courses and group projects
- Learn about the European Union on a four-day visit to Brussels



Joey GAWRYSLAK
Visiting Professor
Shenandoah
University (USA)

"The experience teaching a summer term at Audencia is nothing short of incredible. Engaging with students in these short-term courses creates a deep and meaningful learning environment that helps students dive deep into the subject areas. The staff at Audencia do an incredible job bringing leaders from around the world across a wide variety of business concepts for students to obtain an array of knowledge in a short time. I always look forward to coming back to Audencia and being part of this incredible experience in a beautiful city that students and professors cannot get anywhere else!"



2024 Courses

SUMMER TERM SCHEDULE: MAY 21 – JULY 12, 2024

EACH MODULE IS 4 ECTS CREDITS (24 HOURS)

WEEK	DATES	MODULES
1	May 21 – May 24, 2024	<ul style="list-style-type: none"> International Finance: the Role of Risk International Economics International Human Resources Management
2	May 27 – May 31, 2024	<ul style="list-style-type: none"> Psychology of Money Digital Economy and Marketing Technologies for a new Consumer Discovering the Amazon Rainforest: Innovative Sustainable Business Models for a Better Planet
3	June 3 – June 7, 2024	<ul style="list-style-type: none"> Business environment in Latin America Entrepreneurship Managing Cyber Risk in Organizations
4	June 10 – June 14, 2024	<ul style="list-style-type: none"> Drivers for Sustainability Transition in Business Digital Economy and Marketing Technologies for a new Consumer ONLINE Boost Your Self Confidence & Self Esteem
5	June 17 – June 21, 2024	<ul style="list-style-type: none"> International Trade Essentials Measuring Marketing Effectiveness Human Resource Management
6	June 24 – June 28, 2024	<ul style="list-style-type: none"> Intercultural Communication Cross Cultural Management International Organizational Behavior
7	July 1 – July 5, 2024	<ul style="list-style-type: none"> Esports Management: The Worldwide Game Changer Marketing Research: a focus on qualitative research Strategic Marketing Management
8	July 8 – July 12, 2024	<ul style="list-style-type: none"> Data Science for Marketing European Politics & Business: Study Trip to Brussels, Belgium European Productivity Boost Your Self Confidence & Self Esteem

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

Courses listed are representative and subject to slight changes. 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.

TUITION

STUDENTS FROM PARTNER UNIVERSITIES

Administrative fee of **€100**

No additional tuition

STUDENTS FROM OTHER UNIVERSITIES

Administrative fee of **€100**

€600 per module (tuition only) – if you apply before March 15

€700 per module (tuition only) – if you apply after March 15

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



Brian HUNT
Visiting Professor
Clayton State
University (USA)

"This experience has been transformational for my career and outlook going into the fall.

During my stay in Nantes and university visit, I always felt welcomed and appreciated by the team and by my students."



Apply today!

SPEND YOUR SUMMER IN A PRESTIGIOUS AUDENCIA PROGRAM

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 program coordinator. Audencia has 260 international partners around the world. Check with your international office to see if your institution is one of them.

www.audencia.com/en/our-programs/summer-term/overview

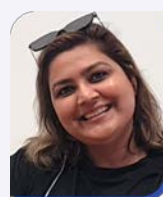
DEADLINES

Nomination deadline (for partner institutions):
April 1, 2024

Application deadline:
April 15, 2024

QUESTIONS?

Our Summer Term team can help.
Contact us at summer@audencia.com



Khatija
(South Africa, 2023)

"My time at Audencia Business School in Nantes was nothing short of extraordinary. From the moment I stepped onto the campus, I knew I had made the right decision in choosing this renowned institution for my academic pursuit. My learning experience was unparalleled, and I wholeheartedly recommend the program to any aspiring student looking to embark on a transformative journey.

The first aspect that truly impressed me was the world-class faculty at Audencia. Each professor and admin staff demonstrated a remarkable depth of knowledge and a genuine passion for their respective fields. Their dedication to providing a holistic education went beyond the classroom, as they were always available for discussions, guidance, and support, even after hours.

The student community at Audencia is truly international, fostering an inclusive and supportive atmosphere that made me feel right at home. The campus environment and extracurricular activities contributed significantly to my personal growth. Nantes, a vibrant city with a rich cultural heritage, served as an ideal backdrop for creating lasting memories, embracing diversity, and forming lifelong friendships.

To any future student seeking an exceptional learning experience that combines global perspectives with a strong sense of responsibility, I wholeheartedly recommend Audencia Business School. It will undoubtedly pave the way for a bright and promising future, just as it did for me."

NEVER STOP DARING

"
*Breed audacity,
at all times and at every age,
believe in yourself, take the plunge,
innovate, learn from your failures,
pick yourself up again
and start all over again.
Commit with and to others,
act as a responsible,
respectful and considerate manager,
have a positive impact on society.*

*Audacity helps us grow,
it widens our horizons,
and feeds our imagination so that
we can make the world a better place.*
"

contact: summer@audencia.com