

# BUSINESS SCHOOL

WINTER PROGRAMME

2024



never stop daring.



[audencia.com/short-term](https://audencia.com/short-term)



# A TOP GLOBAL BUSINESS SCHOOL

TAKE YOUR ACADEMIC JOURNEY GLOBAL THIS WINTER. 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 200 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. 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.

-  **6<sup>TH</sup>**  
LARGEST CITY IN FRANCE
-  **60,000+**  
STUDENTS
-  **50km**  
FROM THE ATLANTIC COAST
-  **800,000+**  
INHABITANTS
-  **2 HOURS**  
BY TRAIN FROM PARIS





# AUDENCIA'S WINTER PROGRAMME

## 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.

You'll enjoy a lively blend of traditional classroom instruction and hands-on experience in our intensive three-week programme, conducted entirely in English.

You'll build expertise in international management and business and quickly earn up to 12 ECTS credits.



With built-in flexibility, you will have the freedom to choose one, two or three weeks of courses - for a tailored programme that fits your interests and schedule; in Nantes and in Brussels.

*"I absolutely loved my two weeks of courses with Audencia. I learnt French in high school so being able to practice was a large draw for me. Even if you haven't studied the language before, though, I would greatly recommend the program for the ability to experience a new culture and live for a week or two as though you are a student in a different place. That alone is a truly special experience and one that should definitely be taken if offered. The ability to also visit another city as part of the program was a huge draw and highlight for me. It was incredibly exciting to meet up with the other students again but in a new city (and made for great fun when exploring the city and neighbouring ones). It was also very special to be able to take advantage of the importance of Brussels and base ourselves there for a truly immersive course in learning about the EU. It made a lot of sense to make use of that, plus it is greatly appealing to be able to see new places as well so that was definitely my top course! I would recommend it to everyone taking part in the programme."*

**Keruma (New Zealand, 2023)**



## 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





## PROGRAMME BENEFITS

Through a combination of courses, dynamic group projects and company visits, you will broaden your knowledge of business, management, and the European market. Gain insight into:

- Management and innovation
- Cultural variables and their influence on business
- Trade models and barriers
- EU institutions such as the European Parliament and the European Commission



*"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 fulltime, and it gives you the possibility to meet people from all over the world."*

**Josie (Australia, 2019)**

*"The Winter programme at Audencia has been a life-changing experience. I will never forget it, and it has helped me a lot in my career development. I am now strongly considering learning more about the EU and moving to the EU to work."*

**Momoko (Japan, 2022)**

*"The courses were interesting and meaningful, the professors were engaging, knowledgeable, welcoming, friendly and class activities were very fun."*

**Maryam (Singapore, 2023)**



# 2024 COURSES

WINTER PROGRAMME SCHEDULE: JANUARY 8 – JANUARY 26, 2024

EACH MODULE IS 4 ECTS CREDITS (24 HOURS)

| WEEK | DATES                         | MODULES   |
|------|-------------------------------|---|
| 1    | January 8 – January 12, 2024  | <ul style="list-style-type: none"> <li>• Boost Your Self-Confidence &amp; Self-Esteem</li> <li>• International Economics</li> <li>• International Finance: The Role of Risk</li> </ul>  |
| 2    | January 15 – January 19, 2024 | <ul style="list-style-type: none"> <li>• Automation, Artificial Intelligence (AI) and Multinational Business</li> <li>• Cross-cultural Management &amp; Human Development</li> <li>• Psychology of Money &amp; Consumer Behavior</li> </ul> |
| 3    | January 22 – January 26, 2024 | <ul style="list-style-type: none"> <li>• European Politics &amp; Business: Study Trip to Brussels, Belgium</li> </ul>   |

## TUITION

### STUDENTS FROM PARTNER UNIVERSITIES

Administrative fee of €100  
**No additional tuition**

### STUDENTS FROM OTHER UNIVERSITIES

Administrative fee of €100  
**€500 per module** (tuition only)

*"Attending Audencia's Winter Programme was one of the milestones in my master's degree. Coming from an engineering background, the Winter Programme was a good starting point to explore Business and Economics. The instructors were of high caliber and made studying new ideas easy and enjoyable. I will be back for more short programmes at Audencia, and expand my knowledge in Business, Finance and Economics. Thank you Audencia for the great opportunity, the well-chosen instructors and interesting topics."*

**Bassem (Germany, 2022)**





# APPLY TODAY!

## SPEND YOUR WINTER IN A PRESTIGIOUS AUDENCIA PROGRAMME

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 200+ international partners around the world. Check with your international office to see if your institution is one of them.

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

### DEADLINES

Nomination deadline (for partner institutions):  
**November 5, 2023**

Application deadline:  
**November 19, 2023**

### QUESTIONS?

Our Winter Programme team can help.  
Contact us at [winter@audencia.com](mailto:winter@audencia.com)

*"I would recommend this programme to anyone who likes to explore and is eager to learn new things on an international level. Don't be afraid to apply by yourself! This programme will enable you to meet individuals from all over the world who share the same ambition and motivation. Moreover, it will give you unforgettable memories and long-lasting friendships."*

**Anja (Slovenia, 2020)**

*"Incredibly interesting program! It was a wonderful and irreplicable opportunity to meet people from all over the world and engage in great discussions where each of our personal and national perspectives could be shared. Hearing from such diversity was a fantastic experience and was an exceptional asset for classes."*

**Keruma (New Zealand, 2023)**



Une école



**CONTACT OUR WINTER PROGRAMME TEAM**

[winter@audencia.com](mailto:winter@audencia.com)



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