Audencia BUSINESS SCHOOL

ELECTIVES DESCRIPTION 2022

		Elective Name	Language	ECTS	Proposed in 2nd year	Description
Parcours Electifs	**Challenges & Missions d'entreprises**	**Mission Etudes et Préconisations marketing**	FR	3	YES	Pour répondre aux besoins réels d'une entreprise existante ou d'un porteur de projet en cours de création (repositionnement d'une marque, lancement de produit, création d'un point de vente, étude de satisfaction,...). Gestion intégrale de l'étude: brief, mise en oeuvre des différentes étapes de l'étude (étude documentaire, étude qualitative et/ou quantitative), présentation des résultats et proposition de recommandations stratégiques et opérationnelles (travail en groupe de 5 ou 6 étudiants)
		Mission Développement commercial	FR	3	YES	Mission confiée par une entreprise de la région: prospection téléphonique, réalisation des rdv, suivi et relance des prospects, qualification d'un fichier (travail en binôme) Attention: Le dispositif (mission terrain, coaching) ne permet pas d'ouvrir l'option pour les étudiants de La Roche sur Yon
		Mission Prospection à l'international	FR	3	YES	L'étude a pour objecif de déterminer les perspectives de développement de l'entreprise à l'international par le biais de l'analyse du micro-environnement, Cela se construit autour des axes suivants: - Décrypter l'organisation et le mode de fonctionnement des acteurs du marché - Constituer une base de données - Analyser la concurrence directe et indirecte - Identifier les aspects politiques, économiques, sociologiques, technologiques, environnementaux et légaux du pays visé: conditions d'accès et spécificités - Préconisation (Go or No-Go)

Electives Path	Data & Digital	Coding *E-learning (3 face-to-face courses)*	ENG	3	YES	How does the content of a website adapt to the screen of a mobile? How long does it take to build a signup button? How can I make my profile picture look rounded? Web developers do not constantly code the same components or layouts. Instead, they build and improve their HTML and CSS libraries using the latest techniques of web design and re-use these libraries to build their website more efficiently. This course will teach students how to code simple, beautiful and responsive websites using HTML5 and CSS3 (front-end languages). It will also show them how to launch their website online, configure the domain name, integrate 3rd party services through APIs that can manage payment, newsletters, geolocation, surveys, and much more. Finally, students will learn how to implement Google Analytics to monitor their website's traffic and its users' behaviour. E-LEARNING AND FACE-TO-FACE COURSES
		Blockchain & AI Machine Learning	ENG	3	YES	Digital Disruption is shaking up the *status quo* of every industry and redefining the way consumers engage and companies compete. Therefore, Digital transformation is no longer a question of 'if' but rather 'how fast?' *Digital transformation* involves using *digital technologies* to remake a process to become more efficient or effective. Among these technologies are Artificial Intelligence (AI) and Blockchain. They are rapidly emerging as the most important and transformative technology of our time and they are poised to transform every industry and managerial function. Recent advances, particularly in machine learning, a computer's ability to improve its performance without human instruction, have held to a rapid proliferation of new applications that are changing the game for companies in almost all industries. AI and Blockchain can help accomplish many business activities with greater accuracy and at a fraction of the time; it would take humans to do the same.
		Internet of things	ENG	3	YES	The Internet of Things (IoT) technology – connecting every possible device, object or thing to the Internet – promises to be one of the biggest economic revolutions since the Industrial Revolution, enabling a step-change in productivity, driving economic growth and enriching our lives. Thanks to this elective, you will develop a better understanding of managerial challenges related to the digital evolution and the development of connected objects.
		Website creation & no code applications *E-learning (3 face-to-face courses)*	ENG	3	YES	Airbnb changed the way people travel, Netflix changed the way people entertain themselves, Slack changed the way people communicate at work. Why are these services so successful? They identified a strong need and built a great user experience around it. This course will guide students through the process of designing a tech product (a web or mobile application): from understanding who your users are and their need to drafting a solution and finally building an interactive mock-up. In short, students will learn how to build a product that responds to the needs of their users. They will also become familiar with design workflows (user research / wireframe / user testing / mock-up / behavior analytics), enabling them to collaborate more efficiently with designers and engineers throughout their career. E-LEARNING AND FACE-TO-FACE COURSES

Electives Path	Design	Design thinking	ENG	3	YES	Even, and especially, if you think you are not creative, this elective is for you! Design thinking is now widely used in companies as a creative method of problem solving. On the model of a startup weekend extended over several sessions, we will follow the main steps of design thinking to prototype an innovative product or service. This elective will not make you a designer, but it will empower you with the same tools and methods that designers use in their project management. And then you will be truly creative!"
		Design de contenu numérique	FR	3	YES	Nous vivons dans une société où les contenus affluent de toutes parts, sollicitant en permanence l'attention du public. Pour les entreprises, l'enjeu est important. Elles doivent maîtriser leurs contenus pour pouvoir se faire connaître et convaincre leurs potentiels acheteurs. Ce cours doit permettre aux étudiants d'explorer les nouveaux formats médias et de se les approprier à des fins notamment de développement d'activité et de communication commerciale. L'enseignement mêlera approches théoriques, analyses de contenus et ateliers pratiques en vue de développer l'agilité numérique des participants. Au fil des 12 séances de cours, les étudiants devront analyser des exemples concrets et produire des contenus à destination de supports numériques. En créant et en alimentant un blog collectif, et en portant une réflexion sur sa ligne éditoriale, les étudiants s'initient par la pratique aux enjeux de l'écriture et la production de contenu pour le web (référencement, visibilité et engagement des publics notamment). Ce blog collectif permettra de visualiser les productions des étudiants et d'alimenter une veille d'information portée par le groupe au fil des séances.
		Brand design	ENG	3	YES	The aim of the module is to introduce you to the principles and methods by which design & 'design thinking' can help new brands to maximise their chance of success within the market, and to understand the value of visual and physical prototyping as a means of testing, honing and evaluating concepts during the development process. To introduce the various means by which design can be deployed within the development and management of a new brand, your challenge for this project is to develop the proposition for a new 'lifestyle' brand, whose focus will serve the needs of a clearly identified market. At the end of the module, together with your team, you will present your very own 'brand of the near future'.
		History of art and design	FR	3	YES	Everything you ever wanted to know about art and design… but didn't know who to ask ! It's a paradox, art (and design) are everywhere and interest everyone but art history is one of the least taught disciplines. The objective of this elective is to fill this void. We will see together that arts and design are sources of pleasure, of questioning but also speak subtly about society, history, our relationship to the image and value systems. It is also a market that reveals many individual and collective issues. In short, what do art and design teach us about ourselves?

Electives Path	Management & Soft skills					
		Emotional intelligence and stress management	ENG	3	YES	Feel better and happier is all about that elective! Emotional intelligence (EI) is a key component of our life, connecting our mind body and heart. EI enables us to adjust to our different needs and the demands of the outside world, while the right amount of stress provides the energy required to do so. This elective course will give you insights on what are EI & stress, what roles they play in the adaptation process that allow us to adjust daily to every situation, and why we struggle so often ending up feeling overwhelmed by stress and moody. All sessions will have a part dedicated to experimentations and exercises (wear comfortable clothes) dedicated to connecting to your emotions and decoding your body language to gain greater awareness of your needs, lower anxiety, manage better acute stress, develop feeling of happiness and improve your general balance and wellbeing.
		Diversity & inclusion at the workplace	ENG	3	YES	This course draws the attention to the crucial need to manage equality and diversity in the workplace. Students will gain insight into the different dimensions of diversity, such as gender, age, disability, sexual orientation and gender identity, and ethnicity. Future leaders and managers should be aware of benefits as well as obstacles related to the implementation of diversity, equality, and inclusion policies and practices at work. The course also encourages the acquisition of important soft skills like empathy or self-reflective learning.
		Positive communication in a working environment	ENG	3	YES	☐ You are about to have an uncomfortable meeting with your boss. ☐ You are pissed of because one student in your group is never doing his share of the work ☐ You had a fight with your partner and it's an hour before bed. ☐ Your colleagues never listen to you ☐ You never seem to be able to convince your friends to go and see the movie you want ☐ You are too afraid to say what you think ☐ You sent an email whilst you were angry and it did not go down very well ☐ You said things you regret ☐ Although you love your internship, you dread going to work because of the tension between you and one of your co-worker. ☐ You would like to turn adversaries into allies ☐ You would like to resolve issues before they become a conflict If you ticked at least one box, this course is for you. This course can help you be natural without being impulsive, lively and truthful without erupting like a volcano, take a stand without hurting others. In short, this course helps you communicate with other in a more effective way and as a result improve relationship.

Electives Path	Culture / Ethics	Understanding international relations	ENG	3	YES	Do you enjoy debating and engaging in challenging issues? Do you to want to make the difference in the world? Do you want to gain real world experience? Studying international relations is a great way to gain a deeper understanding of global issues. It's an intriguing and important subject which places great emphasis on economics, culture, education, and political science and examines the impact they have on society. Working within an international relations setting means your interpersonal, analytical, decision-making and negotiation skills must be unparalleled Joining our elective will help develop your understanding of how society and people work – something highly valued by employers and organizations.
		Multi-disciplinary approach to energy transition	ENG	3	YES	Every day, you hear that climate is changing due to huge CO_2 emissions resulting from human activities, and that there is a critical need to move quickly to carbon-free energy. That's what we call the Energy Transition. But at the same time, others are saying that solar energy is too expensive, that wind turbines are destroying landscapes and killing birds and bats, that nuclear energy is carbon-free but dangerous… If you want to understand the current debate on the Energy Transition, how to choose the best technologies, how the main players of the energy sectors are preparing amazing innovative solutions, this elective is for you. Furthermore, it will show you that whatever your future specialization (physics, engineering, finance, project management, human sciences, law…), you will be able to participate in the preparation of this Energy Transition since all the issues to be solved are definitely requiring multidisciplinary approaches.
		Stratégie et philosophie	FR	3	YES	Et si Socrate, Nietzsche ou BHL avaient été des entrepreneurs ? En empruntant au jeu de rôle et au jeu d'entreprise, l'électif Stratégie & Philosophie propose de découvrir la philosophie appliquée à la stratégie d'entreprise. Sont ainsi questionnés le rôle de l'entrepreneur et de l'entreprise, la manière de prendre des décisions et d'agir dans le monde, et finalement l'éthique requise pour tout stratège. Chaque équipe incarnera un philosophe célèbre, et chaque séance introduira un nouveau challenge dans l'élaboration d'une stratégie d'entreprise. Quelle sagesse allez-vous déployer dans le monde du business ?
3rd Foreign Language Path	3rd Foreign Language	3rd Foreign Language		3	YES	**Beginners only :** Introduction to the language based on a cultural approach. Use of simple communication and everyday life situations. If you choose this elective you will have to follow it for 2 years minimum. In 1st year, you will study this foreign language over the 2 semesters (twice 24h and twice 3 ECTS). In 2nd year, you will only study it over one semester (3 ECTS), you will then be able to choose another elective. **This 3rd Foreign language elective permits you to study a language not taught in Audencia Bachelor,** adapted to your own level. It will enhance your involvement in your studies. You will have to find the place (school, university, private tuition, association…) and the fees will be at your own expense. A minimum of 24h/semester are required.