



WINTER PROGRAMME SYLLABUS



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 87 countries and faculty from around the world. And with more than 250 global academic partners, we offer a truly international environment for learning and engagement.

Our Winter Programme is ideal for students who want to broaden their knowledge and deepen their understanding of the European market and management practices. The program is based on a combination of course work, company visits, and city tours.

Students may complete the entire three week program or select weeks that fit their needs and interests.

Each week, students may choose one of the courses being offered (please be aware that some courses consist of two parts and last two weeks).

Accommodation with a French host family can be arranged upon request (homestay is only available for Nantes). Also, check out our housing blog: audenciahousing.blogspot.com



Tuition fees

Students from:

Partner universities: No additional tuition

Other universities: €500 /course

QUESTIONS ?

Contact our Winter Programme Manager :

Claire DELHOMME
cdelhomme@audencia.com

Course schedule

WEEK	DATES	COURSES
1	Jan 7 – Jan 11	Branding and Innovation – Paris (4 ECTS credits, 24 hours) Managing organizations in an International Environment – Nantes (4 ECTS credits, 24 hrs)
2	Jan 14 - Jan 18	Study Trip to Brussels - European Politics and business (4 ECTS credits, 24 hours)
3	Jan 21 - Jan 25	Cross-Cultural Management – Nantes (4 ECTS credits, 24 hours) European Finance Market – Nantes (4 ECTS credits, 24 hours)

COURSES

BI_WTE01

Branding and Innovation

Course leader

Course leader Michael Vasseur, Marketing consultant, CEO at F&F Beverages

Course description

First part: The aim of this course is to provide students with a complete overview of the most recent and effective trends in terms of consumer behavior, design, communication in the era of marketing lead by innovation.

Second part: This course aims at giving students a specific insight on how to build & manage brand equity, & optimise the brand's contact points throughout consumer's experience.
This class addresses brand personality, values and culture, branding, communication strategies, brand experience through case studies of famous European brands.

Course objectives

First part: Understand how the new trends in consumer behaviour have strongly modified the classic perception of marketing, and influenced its field turning it into creative forms of advertisement and innovative marketing strategies.

Second part: The objective is to understand the idea of branding, and to have the working knowledge on how to conceive, build and maintain brand equity or brand value for the consumer over time.

It will provide the student with the tools, insights, examples to approach marketing problematics such as brand identity, brand building, & brand activation

Course topics

- Innovation
- Emarketing
- Ebranding
- Guerilla marketing
- Viral marketing
- Definition & History of Branding
- Brand identity
- Building Equity – the art of managing and building functional and emotional value for the consumers
- Brand Activation – Bringing your brand to life to interact with your target audience: IMC, Communication platforms & touchpoint planning.

Learning methods /
Teaching procedures

Classes will be supported by examples from sports, fashion, consumer goods, social networks, etc. and will be animated by workshops, case studies, review of commercials and many others.

Assignments

Participation in group work and case studies

Evaluation

Group project: 100%

Managing organizations in international environment

Course leader	Dr Danijela SOKOLIC, Associate professor at University of Rijeka, Faculty of Economics.
Course description	Strengthening cooperation with researchers in the same field, gaining international experience, acquiring new perspective and learning new teaching methods from a different culture
Course objectives	<ul style="list-style-type: none">To analyse factors affecting organizations in international environmentTo understand the process of value creationTo be able to discuss interdependencies between strategy, organizational design, managing human resources and company resultsTo be able to interpret causes for organizational dynamics, especially when managing cross cultural teamsTo understand the logic behind business integrations
Course topics	<ul style="list-style-type: none">Internal and external contingencies affecting organizationsFrom strategy to organizational designStrategic alliances and M&AsManaging organizations in international environmentStudent presentations
Evaluation	Final quizz

Study Trip to Brussels

European Politics and Business

Course leader Guillaume BLAESS

Instructor Guillaume BLAESS

Course description Students will travel to Brussels, in the heart of the EU, to visit the main European institutions and European history related places. Visits may also include lectures at some companies' headquarters so that students understand how the EU, as a political entity, may affect business practices. Students will understand the way the three main EU bodies work together and grasp how "lobbies" try to interfere in the decision making process. The course will blend political and economic matters in the very places where decisions are taken.

Course objectives Upon successful completion of this course, students will be able to gain a deep knowledge of the EU institutions and the way the latter influence business pathways as well as everyday operational activities of businesses.

Learning methods /
Teaching procedures Visits, lectures, debriefing sessions

Assignments Students will have to hand out a reflective essay.

Evaluation Continuous assessment: participation and attendance – 50%
Final exam: report – 50%

Number of credits 4 ECTS – 2 US credits

Course's planning 24 hours – 4 days in Brussels

Sessions 1- European Commission – *visit*
2- Coca-Cola – *visit*
3- Parlamentarium – *case study + role play*
4- National Bank of Belgium – *visit*
5- Orange (to be confirmed) - *visit*

CW_WTE03

Culture & Work: How we make it an advantage in our international environment?

Course leader	Andrés Malavé-González Intercultural Management Consultant-France, USA, Puerto Rico
Course description	To be successful in the current international context a competent professional needs to look beyond the basic skill set of analysing and communicating in situations according to their national background and education. Performance today means understanding how others perceive reality and work differently according to a variety of success measurements. As managers and team members, how much do we adjust to the other? What are the potential cultural "synergies" and "conflicts"? How can we become more aware of these cultural differences and perform to our full potential?
Course objectives	Understand and apply a working definition of culture Apply dimensions of culture Comprehend how a Nation creates belonging and leads to the paradox of Us vs Them Study how Values are created from a specific context What does team work mean today in an international environment?
Course topics	<ul style="list-style-type: none">▪ Culture definition and relevance for today▪ Application of dimensions of culture▪ What is a Nation & Identity▪ Context forms thought▪ Barriers to Intercultural Communication▪ Working in an Intercultural team
Learning methods / Teaching procedures	Lecturing by professor, use Prezis, videos, case studies, role plays, class discussion is expected, company visit
Assignments	Readings, Short films, Presentations
Evaluation	Final exam: 40% Group presentations 40% Continuous Assessment 20%

Course leader	Ulrich Wessels, Universität Regensburg, Center of Finance - Chair of Financial Services
Course description	This course is intended for students who want to deepen their knowledge about capital markets and financial institutions with an emphasis on banks, mutual funds and hedge funds. Financial theories and empirical evidence will be presented which are useful for developing an in-depth understanding of capital markets. The course helps students to develop strong quantitative skills in modern finance.
Course objectives	<p>Upon completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> ▪ Discuss the future of the financial industry ▪ Differentiate between the various business areas of a bank ▪ Analyze and hedge risks ▪ Evaluate the performance of a portfolio
Course topics	<p>1. Risk and Return The first chapter covers basic statistical and financial concepts for a better understanding of subsequent chapters.</p> <p>2. Banks 2.1 Core business areas This chapter covers the core business areas of a global operating bank: commercial banking, investment banking and securities trading. We will talk about the functions of a bank, namely financial intermediation, banking regulation in Europe (Basel framework) and recent trends in the European banking landscape. 2.2 Risk Management After the presentation of the core business areas of a bank, we will discuss various risks arising from those operations. Primarily, we will focus on market risk, interest rate risk and credit risk. Concepts to measure and hedge those risks will be presented.</p> <p>3. Mutual and Hedge Funds 3.1 A primer on efficient capital markets We will begin this section with a review of some empirical evidence challenging the efficient capital markets hypothesis. This will provide the basis to discuss recent developments in asset pricing and the asset management industry in the following chapters. 3.2 Mutual Funds This section represents an introduction to the investment management landscape, covering mutual funds and sovereign wealth funds among others. Based on that, we will discuss different investment styles, portfolio management concepts and methods to evaluate the performance. 3.2 Hedge Funds After a brief introduction into the hedge fund industry, we will discuss various hedge fund strategies and evaluate the performance of those.</p>
Learning methods / Teaching procedures	<p>Lecture slides will be provided.</p> <p>Practical application in Excel will be presented.</p>
Assignments	After each lecture small assignments will be given which have to be implemented in MS Excel
Evaluation	Presentations



never
stop
daring

► CONTACT US

Claire DELHOMME

Winter Programme Manager
cdelhomme@audencia.com

