



INTERNATIONAL WINTER PROGRAMME



Audencia Winter Programme – 2019 Edition

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: www.audenciahousing.blogspot.fr

Tuition fees

Students from:

| | |
|----------------------|-----------------------|
| Partner universities | No additional tuition |
| Other universities | 500€ / course |

Questions?

For questions, please 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) |
| 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) |

| BI_WTE01 | Branding and Innovation |
|--|---|
| Course leader | Course leader Michael Vasseur, Marketing consultant, CEO at F&F Beverages |
| Course description | <p>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.</p> <p>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.</p> <p>This class addresses brand personality, values and culture, branding, communication strategies, brand experience through case studies of famous European brands.</p> |
| Course objectives | <p>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.</p> <p>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</p> |
| Course topics | <ul style="list-style-type: none"> ○ 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% |

BXL_WTE02

Study Trip to Brussels

European Politics and Business

| | | | | | |
|--|------------------------|--|------|------------------------------|------|
| Course leader | | Guillaume BLAESS | | | |
| Instructors(s) | | Guillaume BLAESS | | | |
| Course description | | <p>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.</p> <p>Students will understand the way the three main EU bodies work together and grasp how “lobbies” try to interfere in the decision making process.</p> <p>The course will blend political and economic matters in the very places where decisions are taken.</p> | | | |
| 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 | | Evaluation | Rate | Modality of the evaluation | Rate |
| | | Continuous Assessment | 50 % | Participation and attendance | 50 % |
| | | Final Exam | 50 % | Report | 50 % |
| Bibliography / Course material | | None | | | |
| Number of credits | | 4 ECTS, 2 US credits | | | |
| Course's planning | | 24 hours, 4 days in Brussels | | | |
| Course's planning | | | | | |
| N° of session | Type of session | Description | | | |
| 1 | Visit | European Commission | | | |
| 2 | Visit | Coca Cola | | | |
| 3 | Case Study + Role Play | Parlamentarium | | | |
| 4 | Visit | National Bank of Belgium | | | |
| 5 | Visit | Orange (To be confirmed) | | | |

| <div>CW_WTE03</div> <div>Culture & Work: How we make it an advantage in our international environment?</div> | |
|--|--|
| 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 | 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% |

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