



Audencia Winter Programme

2018 Edition

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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.

Tuition fees

Students from:

Partner universities

no additional tuition

Other universities

European Productivity: €500 (tuition only)

Study trip to Brussels: €500/module (tuition only)

Questions?

For questions please contact our Winter Programme Manager Cécile STEYER at csteyer@audencia.com

Course Description

	EUROPEAN PRODUCTIVITY
Course leader	Amelia BIEHL, guest lecturer, Florida Gulf Coast University, United States
Course description	This course offers an in-depth look at productivity in several European countries. The course will first introduce various measures of productivity, including gross domestic product and per capita gross domestic product. These measures will be used to compare and contrast economic well-being amongst European countries as well as analyze the numerous causes of variation in economic well-being.
Course Objectives	<p>Upon successful completion of this course, students will:</p> <ul style="list-style-type: none"> • understand various measures of economic well-being, including gross domestic product (GDP) and per capita GDP • be able to interpret and analyze country-specific GDP data • understand the causes of economic growth • understand why some European countries have higher economic growth rates than others
Tackled Concepts	Gross domestic product (GDP), per capita GDP, economic growth (causes and consequences)
Evaluation	<p>In-class assignments: 25%</p> <p>Presentation: 25%</p> <p>Exam: 50%</p>
Number of credits	4 ECTS, 2 US credits
Course's planning	<p>24 hours</p> <p>Session 1: Tools to Measure Economic Well-being, analysis of various European countries</p> <p>Session 2: Causes of Economic Growth, analysis of various European countries</p> <p>Session 3: Consequences of Economic Growth, analysis of various European countries</p> <p>Session 4: Analysis of various European countries, group work</p> <p>Session 5: Student Presentations</p>

		Study Trip to Brussels			
Course leader		Guillaume BLAESS			
Instructors(s)		Guillaume BLAESS			
Course description		Students will travel to Brussels in the heart of the EU to visit the main European institutions They will attend lectures and will role-play as members of the European Parliament. They will also write a full report on the visits, putting them in perspective.			
Course objectives		Upon successful completion of this course, students will be able to gain a deep knowledge of the EU institutions and everyday operational activities.			
Learning methods / Teaching procedures		Visits, lectures and a written report			
Assignments		Students will have to hand out a report on the different visits and will have a test. The exam will be hosted at Audencia’s partner institution in Ghent.			
Evaluation		Evaluation	Rate	Modality of the evaluation	Rate
		Continuous Assessment	50 %	Role Play	50 %
		Continuous Assessment	50 %	Report	50 %
Bibliography / Course material		None			
Number of credits		3 ECTS, 1.5 US credits			
Course's planning		24 hours, January 15th til January 17th in Brussels			
Course's planning					
N° of session	Type of session	Description			
1	Visit	European Commission			
2	Visit	European Parliament			
3	Case Study + Role Play	Parlamentarium			
4	Visit	Coca Cola			

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CONTACT

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