



# Audencia Winter Programme

## 2018 Edition

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# 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. 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](http://www.audenciahousing.blogspot.fr)

## Tuition fees

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Students from:

Partner universities	no additional tuition
Other universities	The EU & Cross-Cultural Management: €1000 (tuition only) Study trip to Brussels: €500/module (tuition only)

## Questions?

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For questions please contact our Winter Programme Manager Cécile STEYER at [csteyer@audencia.com](mailto:csteyer@audencia.com)

# Course Schedule

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WEEK	DATES	COURSES
<b>UNDERGRADUATE COURSES</b>		
1	Jan 3 - Jan 6	<u>The EU &amp; Cross-Cultural Management</u> / Part 1 in Paris (6 ECTS credits for parts 1+2, 36 hours in total)
2	Jan 8 - Jan 12	- The EU & Cross-Cultural Management continues in Nantes, including classes in international trade
3	Jan 15 - Jan 17	<u>Study Trip to Brussels</u> (3 ECTS credits, 24 hours) <i>This course is highly recommended for students taking The EU &amp; Cross-Cultural Management</i>

# Course Description

The EU & Cross-Cultural Management Part 1																	
Course leader	Christophe CHAILLOU and Béatrice DU MESNIL																
Instructors(s)	Christophe CHAILLOU and Béatrice DU MESNIL																
Course description	This course will enable students to widen and deepen, their knowledge of the EU and cross-cultural stakes.																
Course objectives	<p>Through immersion in a French and European environment, group projects and case studies, students will increase their intercultural and communication skills on the one hand, and will understand both economies in the globalisation process and political organisations made at the EU level on the other hand.</p> <p>They will gain a better understanding of:</p> <ul style="list-style-type: none"> <li>- cultural variables and communication norms, rituals and taboos of other cultures.</li> <li>- business challenges due to cultural differences.</li> <li>- barriers to intercultural communication, adjustment to other culture and culture shock</li> </ul> <p>At the end of their stay, the students will have a holistic view of the French and their culture and a better sense of what it means to be French today.</p>																
Learning goals and learning objectives	<p><b>CG01</b> : To improve one's own behavior</p> <p><b>CG04</b> : To understand the life within and the way firms operate</p> <p><b>CG06</b> : To be able to apply theory to concrete situations</p>																
Tackled concepts	<p>European Union, Geopolitics, European History</p> <p>Self-Awareness, Perception of Self and 'the Other', Understanding the French Stereotypes, <u>C</u>ulture and <u>c</u>ulture, Cultural Variables, Ethnocentrism to Ethno-relativism, Intercultural Communication, Expatriation, Cultural Profiles and business environments</p>																
Learning methods / Teaching procedures	<p>Lectures and assessments</p> <p>Group work and case studies</p> <p>Field trips</p> <p>On-site visits</p>																
Assignments	Class participation, project presentation and final exam																
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Bibliography / Course material	<ul style="list-style-type: none"> <li>• <a href="http://europa.eu/">http://europa.eu/</a></li> <li>• <a href="http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/">http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/</a></li> <li>• <a href="http://data.worldbank.org/data-catalog/world-development-indicators">http://data.worldbank.org/data-catalog/world-development-indicators</a></li> <li>• <a href="https://www.cia.gov/library/publications/the-world-factbook/">https://www.cia.gov/library/publications/the-world-factbook/</a></li> <li>• <a href="http://www.imf.org/external/index.htm">http://www.imf.org/external/index.htm</a></li> </ul>																

	<ul style="list-style-type: none"> <li>• <a href="http://www.worldbank.org/">http://www.worldbank.org/</a></li> <li>• <a href="http://www.bbc.com/news/">http://www.bbc.com/news/</a></li> <li>• The Economist</li> <li>• Le Monde</li> <li>• Baldwin, Richard and Charles Wyplosz, (2012) The Economics of European Integration, 4th ed. McGraw-Hill.</li> <li>• IMD World Competitiveness Yearbook</li> <li>• Countries of the World and Their Leaders Yearbook</li> <li>• Worldmark Encyclopedia of Cultures and Daily life</li> </ul> <ul style="list-style-type: none"> <li>• "Managing Across Cultures" by Prof Susan C.Schneider and Assoc Prof J.L Barsoux, Pearson Education 2003. Chapter 1 "The Underlow of Culture"</li> <li>• "Cross-Cultural Management/ Essential Concepts" by David C. Thomas &amp; Mark F. Peterson, SAGE Publications (Third edition- 2014)</li> <li>• Chapter 4 "How Culture Works: Fundamentals of Cross-Cultural Interaction"</li> <li>• "Cross-Cultural Management / Essential Concepts" by David C Thomas and Mark F. Peterson, SAGE Publications (third edition - 2014)</li> <li>• Chapter 2 'Describing Cultural: What it is and Where it Comes From'</li> <li>• Cross-Cultural Management / Essential Concepts by David C Thomas and Mark F. Peterson, SAGE Publications (third edition - 2014)</li> <li>• Chapter 3 `Comparing Cultures: Systematically Describing Cultural Differences'</li> <li>• "International Business Communication" By Lillian Chaney and Jeanette Martin, Prentice Hall, 2010. Chapter 10 'Intercultural Negotiation Process'</li> </ul> <p>Culture Matters, Peace Corps Cross Cultural Handbook: available on line <a href="http://www.peacecorps.gov/www/publications/culture/pdf/workbook.pdf">http://www.peacecorps.gov/www/publications/culture/pdf/workbook.pdf</a></p>
Number of credits	<b>6 ECTS, 3 US credits</b>
Course's planning	36 hours
<b>Course's planning</b>	
<b>Title</b>	<b>Description</b>
Cultural Visits	Students will visit various cultural sites, such as the Invalides Museum and the Eiffel Tower in order to get an insight into French culture.
European Union: History, Institutions and International Relations	<p>This course analyses different aspects of the European Union. It provides deeper understanding of the United States and Europe's long-term relationship, especially in terms of economic issues following World War II and the implementation of the Marshall Plan. We strongly recommend that students taking this course participate in the trip to Brussels.</p> <p>Upon successful completion of this course, students will understand what the EU is, how it works, and the major internal and external challenges it faces.</p>
Cross-Cultural Management	<p>In this course, we will examine different conceptualizations of culture, and some of the consequences of cross-cultural communication and interactions. We will compare and contrast cultures in terms of values, thought patterns, and styles of communication. The ability to communicate cross culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. The course format is structured to provide students with the opportunity for collaborative group work, individual self-reflection, interactive learning, and simulation while requiring students to challenge themselves to explore outside their own comfort zones. This class places a premium on curiosity, imagination, insight, reflection, open-mindedness and critical pedagogy.</p> <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Increase positive attitudes toward the people of other cultures</li> <li>• Examine the basic concepts, theories and issues of intercultural communication and how they affect global business</li> <li>• Increase awareness of the problems that arise in communicating (and therefore working) with other cultures</li> <li>• Become more self-aware of our cultural conditioning, individual biases and assumptions and to understand the business implications it has on our interactions with people who are different from us</li> </ul>

	<ul style="list-style-type: none"><li>• Help participants to better adapt to working with other cultures (i.e. during their stay in France and abroad and for future careers)</li><li>• Acquire the tools for objectively understanding national cultures</li></ul>
Company Visits	<p>Students will go on company visits which are to complement the teaching. Directors or senior managers are to talk to students about the strategy during the visits. An Audencia faculty accompanies the group.</p> <p>Upon successful completion of this course, students will be able to understand effectively how French companies work and implement strategies.</p>

<b>The EU and Cross Cultural Management PART 2: International Trade and Finance</b>																					
Course leader	Melissa Thomasson, Miami University																				
Instructors(s)	Melissa Thomasson, Miami University																				
Course description	This course examines comparative advantage as basis for gains from specialization and trade. Supply and demand analysis is used to study the effects of barriers to trade (tariffs, quotas, etc.). In addition, we will study of monetary aspects of international economic relations, including: alternative forms of international monetary organization, balance of payments, exchange rates, and mechanisms of balance of payments adjustment. Particular applied focus will be on the European Union and the European Central Bank.																				
Course objectives	Students will use in-class discussion of economic theory and outside class application of theory to increase their knowledge of exchange rates, trade, and international monetary policy.																				
Learning goals and learning objectives	Understand basic neoclassical trade model Understand how trade barriers affect economic welfare Calculate foreign exchange rates																				
Tackled concepts	Comparative advantage, gains from trade. Protectionism and barriers to trade. Foreign exchange rates and international financial flows.																				
Learning methods / Teaching procedures	Lectures, reading, assessments Group project and presentation																				
Assignments	Class participation, project presentation, quizzes and final exam This course covers an exceptional amount of material in a very short time period. As a result, attendance is mandatory. Grades will be based on the following:																				
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Final exam	25 %	Written exam	25 %																		
Bibliography / Course material	The text for this course is: Free Trade Under Fire, 4th edition, by Douglas A. Irwin. Princeton University Press, 2015. ISBN-13: 978-0691166254																				
Number of credits	<b>6 ECTS, 3 US credits</b>																				
Course's planning	36 hours																				
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Understanding Gains from Trade and Impact of Trade Barriers	Students will use economic models to analyse the gains from trade and the impact of trade barriers.																				

Foreign Exchange	Using economic models, students will learn about how exchange rates are determined and various theories of exchange rates.
International relations	Students will learn about financial integration and how trade ties into international relations.
Company Visits	<p>Students will go on company visits which are to complement the teaching. Directors or senior managers are to talk to students about the strategy during the visits. An Audencia faculty accompanies the group.</p> <p>Upon successful completion of this course, students will be able to understand effectively how French companies work and implement strategies.</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		<b>Evaluation</b>	<b>Rate</b>	<b>Modality of the evaluation</b>	<b>Rate</b>
		Continuous Assessment	50 %	Role Play	50 %
		Continuous Assessment	50 %	Report	50 %
Bibliography / Course material		None			
Number of credits		<b>3 ECTS, 1.5 US credits</b>			
Course's planning		24 hours, 2-3 days in Brussels			
<b>Course's planning</b>					
<b>N° of session</b>	<b>Type of session</b>	<b>Description</b>			
1	Visit	European Commission			
2	Visit	European Parliament			
3	Case Study + Role Play	Parlamentarium			
4	Visit	National Bank of Belgium			

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