

# BUSINESS SCHOOL

**WINTER PROGRAMME**

2023



never stop daring.



 **Audencia**  
[audencia.com/short-term](https://audencia.com/short-term)





# A TOP GLOBAL BUSINESS SCHOOL

TAKE YOUR ACADEMIC JOURNEY GLOBAL THIS WINTER. COME TO AUDENCIA.

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 85 countries and faculty from around the world. And with more than 160 global academic partners, we offer a truly international environment for learning and engagement.

## LOCATED IN BEAUTIFUL, WELCOMING NANTES.

Nantes, a thriving modern metropolis with old world flair, has been recognised as Europe’s most livable city. There’s easy-to-use public transportation with stops right on campus, just 15 minutes from the centre of town. Just two hours from Paris and a half hour from the Atlantic coast, it is a magnet for students and visitors, with countless historic sites and attractions. Major European destinations are also within easy reach by flight or train.



**6<sup>TH</sup>**  
LARGEST CITY IN FRANCE



**60,000+**  
STUDENTS



**50km**  
FROM THE ATLANTIC COAST



**800,000+**  
INHABITANTS



**2 HOURS**  
BY TRAIN FROM PARIS



**WE LOVE OUR HOST CITY.  
YOU WILL, TOO.**





# AUDENCIA'S WINTER PROGRAMME

## A LIVELY BLEND OF LEARNING & EXPERIENCE

Whether you're ready to launch your career or plan to go on to further study, Audencia is the ideal gateway to success.

You'll enjoy a lively blend of traditional classroom instruction and hands-on experience in our intensive three-week programme, conducted entirely in English.

You'll build expertise in international management and business and quickly earn up to 12 ECTS credits.



With built-in flexibility, you will have the freedom to choose one, two or three weeks of courses - for a tailored programme that fits your interests and schedule; in Nantes and in Brussels.



**Josie (Australia, 2019)**

*"While at Audencia, you can feel that you are studying in a top business school: high-level education, challenging and amazing... Each week you focus on a single subject fulltime, and it gives you the possibility to meet people from all over the world."*



**Momoko (Japan, 2022)**

*"The Winter programme at Audencia has been a life-changing experience. I will never forget it, and it has helped me a lot in my career development. I am now strongly considering learning more about the EU and moving to the EU to work."*



## HOUSING & STUDENT SERVICES

### WE HELP YOU TAKE CARE OF THE DETAILS THAT MATTER

From social activities to housing to campus facilities, our attention to every detail ensures a positive experience.

- Professional, experienced and personalised student services
- Extensive assistance from a dedicated winter housing expert with locating housing, whether in a private home or apartment in Nantes
- Great amenities such as computer labs, libraries and high-speed Wi-Fi







## PROGRAMME BENEFITS

Through a combination of courses, dynamic group projects and company visits, you will broaden your knowledge of business, management and the European market. Gain insight into:

- Management and innovation
- Cultural variables and their influence on business
- Trade models and barriers
- EU institutions such as the European Parliament and the European Commission



**Bassem (Germany, 2022)**

*"Attending Audencia's Winter Programme was one of the milestones in my master's degree. Coming from an engineering background, the Winter Programme was a good starting point to explore Business and Economics. The instructors were of high caliber and made studying new ideas easy and enjoyable. I will be back for more short programmes at Audencia, and expand my knowledge in Business, Finance and Economics. Thank you Audencia for the great opportunity, the well-chosen instructors and interesting topics."*



# 2023 COURSES

WINTER PROGRAMME SCHEDULE: JANUARY 9 – JANUARY 27, 2023

EACH MODULE IS 4 ECTS CREDITS (24 HOURS)

WEEK	DATES	MODULES
1	January 9 – January 13	<ul style="list-style-type: none"> <li>Leading Organizational Change <b>ONLINE</b></li> <li>Psychology of Money &amp; Consumer Behavior</li> <li>Self-Confidence, Self-Esteem &amp; Identity</li> </ul>
2	January 16 – January 20	<ul style="list-style-type: none"> <li>International Finance: The Role of Risk <b>ONLINE</b></li> <li>Cross-cultural Management &amp; Human Development</li> </ul>
3	January 23 – January 27	<ul style="list-style-type: none"> <li>European Politics &amp; Business: Study Trip to Brussels, Belgium</li> </ul>

## TUITION

### STUDENTS FROM PARTNER UNIVERSITIES

Administrative fee of €100  
No additional tuition

### STUDENTS FROM OTHER UNIVERSITIES

Administrative fee of €100  
€500/week (tuition only)



Calin (United States, 2018)

"It was amazing. I learned a lot about the European governing system."







# APPLY TODAY!

## SPEND YOUR WINTER IN A PRESTIGIOUS AUDENCIA PROGRAMME

We welcome highly motivated students with a good command of English at the bachelor's and master's levels. Students from Audencia's partner universities must be nominated by their programme coordinator. Audencia has 260 international partners around the world. Check with your international office to see if your institution is one of them.

[www.audencia.com/short-term](http://www.audencia.com/short-term)

### DEADLINES

Nomination deadline (for partner institutions):  
**November 7, 2022**

Application deadline:  
**November 20, 2022**

### QUESTIONS?

Our Winter Programme team can help.  
Contact us at [winter@audencia.com](mailto:winter@audencia.com)



**Anja (Slovenia, 2020)**

*"I would recommend this programme to anyone who likes to explore and is eager to learn new things on an international level. Don't be afraid to apply by yourself! This programme will enable you to meet individuals from all over the world who share the same ambition and motivation. Moreover, it will give you unforgettable memories and long-lasting friendships."*





**CONTACT OUR WINTER PROGRAMME TEAM**  
[winter@audencia.com](mailto:winter@audencia.com)