Audencia
Summer School Programme
September 2010
France

At the crossroads of Europe

- France shares common frontiers with Germany, Belgium, Spain, Italy, Luxembourg and Switzerland

Key figures

- 27.5 million workers
- 1st agricultural power in the EU, 2nd in the world behind the USA
- 4th economic worldwide power (GDP)
- 5th industrial worldwide power
- Worldwide leader in the luxury industry
- 1st country in the world for tourism
Nantes

- The weekly *L’Express* voted Nantes the Greenest City, and the weekly *Le Point* named it « Best Place to Live in » in 2003, 2004 and 2008. « Nantes is the most livable city in all of Europe »

- 6th town in France, 600 000 inhabitants, 56 000 students
- 2 hours from Paris by TGV (400km)
- 50 km away from the Atlantique Ocean
- 5 rivers including the Loire, 12 public gardens, 180 km cycling ways
- International Airport, 21 TGV per day to Paris
KEY FACTS AND FIGURES

- Founded in 1900
- 19 graduate, post-graduate and executive programmes
- +15000 graduates
- 2886 students, 54 nationalities
- 30 student associations
- 90 permanent faculty
- 13 nationalities
- 80% of PhD holders
- 124 academic international partners
A GROWING REPUTATION

AUDENCIA in line with international and national standards

- **1998**: EQUIS accreditation from the EFMD (European Foundation for Management Development)
  - Reaccredited in 2002
  - Reaccredited in 2007 for the maximum period (five years)

- **2004 & 2010**: Accreditation from the American organisation the AACSB for a period of five years

- **2005**: Audencia’s MBAs accredited by the Association of MBAs (AMBA) for a period of five years

- **2002**: Audencia Master in Management (Grande École programme) awarded official grade of Master for a period of six years
Rankings

The Financial Times Masters in Management:
In September 2009 Audencia Master in Management ranked 13th.

The Economist / Which MBA? Ranking:
In September 2009 Audencia MBA is in the list of the top 100 MBAs in the world for the fourth year. 13th for faculty quality. Ranked 69th.

Beyond Grey Pinstripes
Global MBA ranking. One of just three French based programmes in the top 100. Ranked 96th.

Mexican business magazine Expansión
World's top MBAs in February 2010. Audencia was 42nd, the third best performance by a French-based management school.
A dense network of international partners

124 academic partners in 43 countries

64 of them are AASCB or/and EQUIS or/and AMBA accredited
A school to live in

« One of the most beautiful campuses in France »
French Magazine L’Étudiant

23,000 m² and a 5,000 m² extension project (in 2010)
OBJECTIVES OF THE SUMMER SCHOOL PROGRAMME

- To gain first-hand experience of living in an overseas environment.
- To gain an introduction to the business, economic, social and political environment of France and Europe.
- To give the opportunity to those students who have an intermediate knowledge of French to acquire and use advanced Business French.
- To give all students the opportunity to learn French.
Launched in 1980, the summer school is a six-week programme (mid-June to late July) followed by between 50 and 70 business and non-business students who are for the large majority from the USA.

In three modules, the programme deals with:

- The European Business Environment
- The European Union (includes a study tour of European institutions in Brussels)
- Marketing and Management in Europe
- French language (optional)
### Summer School programme: 14 June-21 July 2011

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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<tbody>
<tr>
<td>•European Business Environment</td>
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<td>•European Union</td>
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<td>•European Union</td>
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<tr>
<td>•French individual Track (optional)</td>
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<td>•French individual Track (optional)</td>
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<tr>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
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<tbody>
<tr>
<td>•Study Tour Brussels (15h)</td>
<td>•Marketing and Management in Europe</td>
<td>•Marketing and Management in Europe</td>
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<tr>
<td>•French individual Track (optional)</td>
<td>•French individual Track (optional)</td>
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+ Optional classes / company visits
STUDY TOUR BRUSSELS

• European Council
• Economic and Social Committee
• Commission
• European Parliament
• US Mission in the EU

Visits take the form of presentation and discussion of the institution concerned (its background, environment, structure and policies) and its role in current and future European and international economics, business and/or politics.
This course offers an introduction to the environment of European business through the study of different aspects of European countries examined in comparative sessions: Western Europe (France, Germany and the United Kingdom), Northern Europe (Benelux, Scandinavia), Southern Europe and Central/Eastern Europe. The different areas covered are human & physical resources, history & culture, business & government relationships, regional interaction and integration, business & cultural conditions, political & social environment and management practices. Many of the classes are interactive and enable students to discuss differences and similarities between the countries.

**SSP 302 /1 Study Tour Brussels**
15 hours/1.5 quarter credits
During the study tour, students will visit European Union and other international institutions. Visits take the form of presentation and discussion of the institution concerned (its background, environment, structure and policies) and its role in current and future European and international economics, business and/or politics.

**SSP 302/2 European Union**
15 hours/1.5 quarter credits
This course covers the two most important issues facing the European Union today and the development of the Single Market and the free circulation of people, goods, services and capital.
SSP 303 Marketing and Management in Europe
30 hours / 3 quarter credits

This course is functional rather than environment based. It is divided into class work and a group project. The class lectures and discussion will cover an introduction to the European business environment, different management practices in Europe and marketing and management in Europe. In the group project, students choose freely a product and one of the 27 European Union countries to market it to. The final presentation covers a presentation of the product, a presentation of the pertinent characteristics of the country you are marketing to and a marketing plan to successfully enter the market concerned.

SSP 306 French
30 hours / 3 quarter credits

The main objective is to help students to cope with the situations of everyday life. The course should as well help them to discover French culture and way of life.
FACILITIES

- Audencia library
- Computer lab
- Sport facilities
- Music room
HOST FAMILY HOUSING

All students are housed with carefully selected families living in Nantes who will provide lodging for duration of the programme.

These families host foreign students with the intention of participating in a cultural exchange & practicing English.
Family housing conditions

500€ per student for 6 weeks

Included

• 4 breakfasts/week
• 4 dinners
  (Monday to Thursday)/week
• + the first Friday of the programme
• + the first and last week-ends
  (meals & accommodation)
• Accommodation

Possible extra costs

• Meals during the week-end
• Telephone bill if the student uses a telephone card with a charge from France Telecom
• Meals for students who do not go to Brussels
Accommodation in Student residences

- Students are fully integrated in the French way of life as they will be able to join activities organized by the International Connection association and French students.

- French students are participating to the Summer School classes and project. They will be able to have dinner with the students on a regular basis.

- Evening activities and week-end activities organized by French students.
STUDENT RESIDENCE LA BRUNELIERE

Residence La Brunelière

• In the heart of the city center
• Internet access
• Night gardian
• Many services included (sheets & towels included)
• Own kitchen, own bathroom
• 15 square meters
• Option 1 (renting only for the week) **480€** for 6 weeks
• Option 2 (renting for the week + week-end) **590€** for 6 weeks
• See map

http://la-brunelliere.residences-etudiantes.com
Residence La petite Sensitive

• 10 minutes walk from Audencia
• Next to tram ligne 2
• 470€ (studio) for 6 weeks
• 490€ (T1 22/25m²) for 6 weeks
• 560€ (T2 30/34m²) + 20€ for 2 people for 6 weeks
• Internet access
• Many services included
• Interphone
• Studio, T1, T1 bis, T2
• See map
ACCOMMODATION IN STUDENT RESIDENCES

CROUS Residence Fresh Blanc (State residence)

- 451,76€ for 6 weeks
- Northern Nantes
- Close to Audencia
- Close to tram line 2
- Close to a shopping center
- Shared kitchen
- 9 square meters

CU Fresche Blanc
51 rue de la Bourgeonnière
44322 Nantes, Cédex 03
Tel: 02 40 76 64 91

See map

There is one kitchen on each floor complete with oven/hot plate and a shared refrigerator. All rooms have their own sink and lots of storage space—sheets and blankets are provided. The entire residence is served by 2 washing machines and 2 dryers in Building B, tokens are available from the Accueil desk.

There is also a pay phone, a T.V. room, a ping-pong table, a study hall, leisure library, dark room and weight room. The residence has been renovated in 2006.
COST OF THE PROGRAMME

The total cost for the program will be € 2800 including 3 modules of 30 hours and housing & food. For a student not wishing to take all the modules the cost for any single module is the following:

<table>
<thead>
<tr>
<th>Tuition &amp; Housing</th>
<th>Total number of hours</th>
<th>Language of Teaching</th>
<th>Cost for partner universities</th>
<th>Cost for other universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Business Environment</td>
<td>30h</td>
<td>English</td>
<td>750 €</td>
<td>1,000 €</td>
</tr>
<tr>
<td>Marketing and Management in Europe</td>
<td>30h</td>
<td>English</td>
<td>750 €</td>
<td>1,000 €</td>
</tr>
<tr>
<td>European Union</td>
<td>15h</td>
<td>English</td>
<td>400 €</td>
<td>500 €</td>
</tr>
<tr>
<td>Study Tour Brussels</td>
<td>15h</td>
<td>English</td>
<td>400 €</td>
<td>500 €</td>
</tr>
<tr>
<td>French (optional)</td>
<td>30h</td>
<td>French</td>
<td>500 €</td>
<td>600 €</td>
</tr>
<tr>
<td>Host family housing (for 6 weeks minimum)</td>
<td>-</td>
<td>-</td>
<td>500 €</td>
<td>500 €</td>
</tr>
</tbody>
</table>

prices are subject to change without notice

All students are housed with carefully selected families living in Nantes. The family will provide lodging for the whole six-week period, continental breakfast and dinner when students are in Nantes and in class.

Click here for the Bank details.

<table>
<thead>
<tr>
<th>Cost does not include:</th>
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<tbody>
<tr>
<td>Travel between the home and Nantes</td>
</tr>
<tr>
<td>Travel within Europe</td>
</tr>
<tr>
<td>Personal medical and civil liability insurance</td>
</tr>
<tr>
<td>Weekend, together with before and/or after the program. A Eurail pass is probably the best way to cover this. Students are responsible for travel costs related to Brussels</td>
</tr>
<tr>
<td>Insurance and passport if they do not already have them.</td>
</tr>
</tbody>
</table>
Virtual tour of the school

I'd already reached the toughest ski slope and then I had to keep going up.
The city is a centre of the high-tech and aeronautics industries, food-processing, and fisheries.

The region's vineyards produce wines of international reputation.

52 000 students in Nantes.

Nantes is a centre for horticulture.

There are also many museums and lively arts and music festivals. It is within easy reach of Paris. Nantes is 45 minutes from the sea.

Audencia’s intranet to access all the practical information to prepare your stay in France: (click on the following link)
http://www.intranet.audencia.com/fr/extraetu/iri/menu/intro.htm
Night life in the city centre

Shopping gallery
Famous La Cigale Restaurant

Famous Muscadet vineyard
Carnaval in Nantes

Rowing competition on the river

Music Festival
The former LU factory

Shipping industry
Audencia