

## **Course Substitution for** **Audencia Nantes University, France** (All courses taught in ENGLISH)

### SUMMER PROGRAM

PLEASE NOTE THAT Audencia Nantes offers an 8 week program. Students can participate in all eight weeks or just one. Students can earn between 3-15 units for this programs depending of week of participation.

In addition, students have the option to participate in an intensive program in China with a discount prices as part of our exchange agreement

**Summer Courses subject to change each semester/please check Audencia Website**

→ You can take the full 8-week course for up to 30 ECTS credits, or select weekly courses to meet your needs and interests.

Week 1	Innovation, Creativity & Design, 2 units	Management Elective <b>PROPOSE</b>
Week 2	Cross-Cultural Management 2 units	Management Elective <b>PROPOSE</b>
	Branding & Advertising Strategies 2 units	Marketing Elective
	Social Media, 2 units (No Longer Available)	Marketing Elective
Week 3	Marketing to Europe 2 units	Marketing Elective <b>PROPOSE</b>
	Crisis Communication 2 units	Marketing Elective <b>PROPOSE</b>
Week 4	Effective Business & Communications in the EU 2 units	Marketing Elective
	HR Essentials 2 units	Management Elective <b>PROPOSE</b>
Week 5	European Union: History, Institutions & International Relations 2 units	Explorations Social and Behavioral Sciences
	Cross-Cultural Management: Group Work Project 2 units	Management Elective <b>PROPOSE</b>
Week 6	European Consulting Project 2 units	Management Elective <b>PROPOSE</b>
	International Trade 2 units	Finance Elective <b>PROPOSE</b>
Week 7	European Finance 2 units	Finance Elective <b>PROPOSE</b>
	Big Data, IT and Marketing 2 units	MIS Elective <b>PROPOSE</b>
Week 8	Study Trip to Brussels 1 unit	Explorations Social and Behavioral Sciences
	Arts Management 3 units	Management Elective <b>PROPOSE</b>
	Luxury Management 2 units	Marketing Elective <b>PROPOSE</b>