

Global Business Summer Programme



THE AUDENCIA-SOUTHAMPTON GLOBAL BUSINESS SUMMER PROGRAMME

THE ULTIMATE BUSINESS SUMMER SCHOOL EXPERIENCE IN EUROPE.



Do you want to learn about business from two of the top Business Schools in Europe, visiting the UK and France and experiencing two distinct but beautiful cultures? Do you want to meet new friends and professors from around the world, at the same time as earning ECTS towards your degree? The Audencia-Southampton Global Business Programme is like no other summer school you will have seen or experienced before.



Weeks



Countries

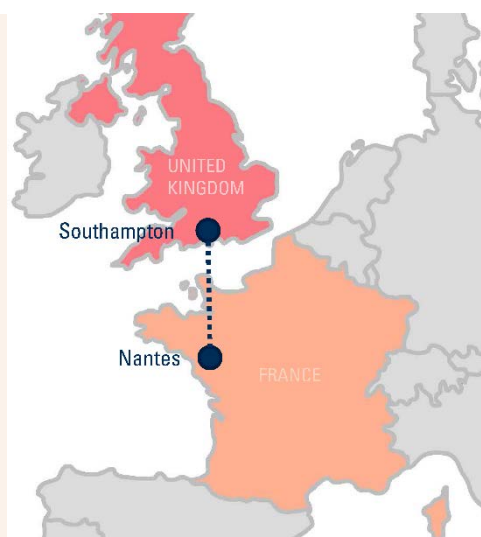


Renowned
Institutions



Joint
Certificate

- Visit France and the UK in one single, all-inclusive, summer school in business
- Experience two of the most beautiful cities in France and the UK – Nantes and Southampton – and enjoy opportunities to visit the capital cities of Paris and London.
- Live a unique multicultural experience
- Study in two ranking Internationally accredited Business Schools
- Earn 12 ECTS credits towards your degree, choosing from a selection of different topics that interest you.*
- Make new friends from all around the world.
- Relax and focus on enjoying yourself with food, accommodation, and social activities including trips included.
- Plan your own 'getaway' with your new friends in Europe during Discovery Week



*Courses listed are representative and subject to slight changes. The school reserves the right not to open a course where minimum participation is not reached or due to unforeseen circumstances.



YOUR DESTINATIONS

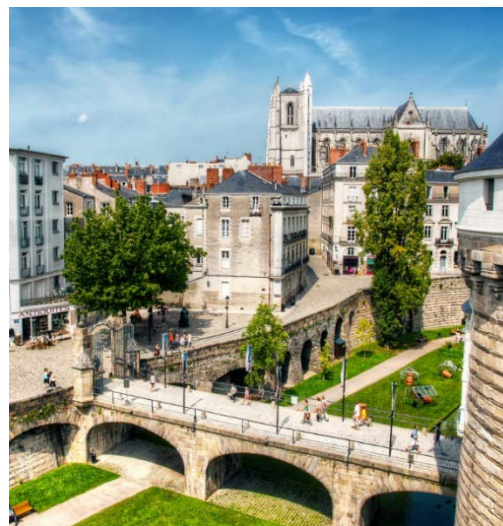
AUDENCIA BUSINESS SCHOOL (NANTES, FRANCE)

Audencia Business School, founded in 1900, is a top Grande École de Commerce recognised by the French Ministry of Higher Education. The Grandes Écoles are considered to be the pinnacle of business education in France.

Audencia is amongst the 1% of business schools holding all top international academic accreditations.

Just two hours from Paris and less than a 30-minute drive from the Atlantic coast, Nantes is a thriving modern city with old-world flair. The capital of the “Pays de la Loire” region, Nantes, developed around the castle of the Dukes of Brittany. A popular tourist destination, this region draws around two million visitors per year and offers countless sights and attractions, including parks, castles, beaches and vineyards.

The city is also key for a wide range of international industries and businesses, such as food processing, aeronautics, information technology and biotech.



SOUTHAMPTON BUSINESS SCHOOL (SOUTHAMPTON, UNITED KINGDOM)



Southampton Business School (SBS) is a UK Top 20 Business School in the Faculty of Social Sciences at the University of Southampton – ranked #77 in World’s best Universities (QS 2022).

Few people know that the World-Wide Web (www) was pioneered by Sir Tim Berners-Lee who has close connections to the University after being awarded a Professorial Fellow in 1996.

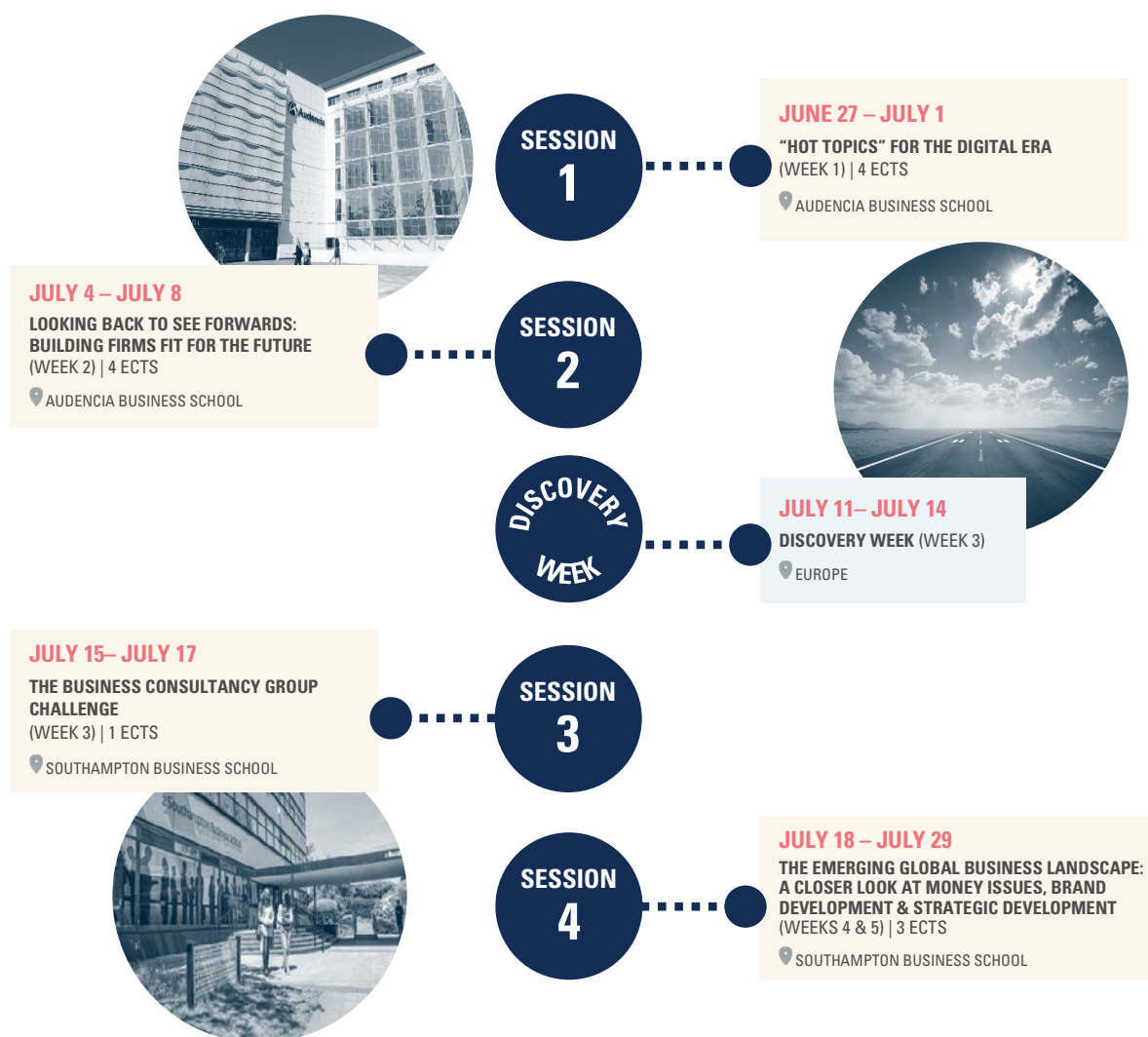
SBS is the proud recipient of AACSB and AMBA accreditations.

Ideally positioned on the beautiful South coast of the UK, a mere one-hour journey to central London, Southampton is an energetic hub for business and industry, well known for its shipping industry (The Mayflower and Titanic set sail from here), Premier League Football team, and historic walls with hidden cobbled streets intertwined with modern architecture. It is also on the doorstep of the historic and beautiful New Forest National Park, the Jurassic Coastline and the famous Stonehenge World Heritage Site – one of the greatest wonders of the ancient world.



SCHEDULE

FROM JUNE 27 TO JULY 29, 2022



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PROGRAMME DETAILS

SESSION 1: "HOT TOPICS" FOR THE DIGITAL ERA

Choose **ONE** of the following courses. Each topic counts for 4 ECTS points

- **Big data: Data analytics and visualization**
- **Intercultural leadership**
- **E-sports management: A worldwide game changer**

EARN
12 ECTS
CREDITS IN
TOTAL

SESSION 2: LOOKING BACK TO SEE FORWARDS: BUILDING FIRMS FIT FOR THE FUTURE

Choose **ONE** of the following courses. Each topic counts for 4 ECTS points

- **Drivers for sustainability transition in business**
- **Designing and shaping firms for innovation**



DISCOVERY WEEK

Spend time exploring France, the UK, or elsewhere in Europe. (please note this week, food and accommodation will not be provided).

SESSION 3: THE BUSINESS CONSULTANCY GROUP CHALLENGE

Arrive in Southampton for a weekend of real-world consultancy where you will work on solving a business problem in teams (1 ECTS point)

SESSION 4: THE EMERGING GLOBAL BUSINESS LANDSCAPE: A CLOSER LOOK AT MONEY ISSUES, BRAND DEVELOPMENT AND STRATEGIC DEVELOPMENT

Choose **THREE** of the following courses. Each topic counts for 1 ECTS points

- **Cryptocurrency investments**
- **Building revenue streams doesn't take place in a vacuum: Exploring the role of context in a globalised world**
- **Multi-tier sustainable supply chain management**
- **The Agile organisation**
- **Bling Bling: Luxury brand management across cultures and times**



SOCIAL AND CULTURAL ACTIVITIES

This Summer School is not all about learning in the classroom. In fact, you will be gaining experiences way beyond the lecture theatres too. A diverse selection of cultural and social activities will be organized during the Summer School in France and the UK, providing students with the chance to get to know each other, their professors, and to discover the local area.

Activities include:

- **In France**
Trips to Cointreau's distillery, where the famous orange liqueur is produced and the Mont Saint Michel (*subject to change*)
- **In the UK**
Trips to beautiful Winchester; Portsmouth's Historic Dockyard; The heart of London; and UNESCO world heritage sites, Avebury and Stonehenge.

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ADMISSION

APPLICATION

APPLICATION DOCUMENTS

- Transcript of records
- To ensure you can make the most of our programme, we recommend your English language competency to be equivalent to at least IELTS 5.5 / CEFR B2
- Apply and ask for more details at: summer@audencia.com

APPLICATION DEADLINE

April 15th
Early bird: **April 1st**

TUITION & FEES

Tuition: **€5,100 (including a non-refundable admin fees)**

- A 10% discount will be applied to students from partner universities of Audencia or University of Southampton in any subject area, or
- 5% early bird discount for students applying independently

Price includes:

- 5 business courses and the Business Consultancy Group Challenge working with a real company
- Accommodation in Nantes (15 nights) and in Southampton (16 nights)*
- Most meals (breakfast-lunch at Audencia; breakfast, lunch & some dinners at Southampton from Monday to Friday)
- Social events: trips and excursions

Price does not include: transport to Nantes, transport from Nantes to Southampton, transport from Southampton onwards, accommodation in Discovery week after July 9.

**Students can leave Nantes at any time after Session 2 has finished to embark on the European Discovery Week. They should arrive in Southampton on Thursday evening (Thursday 14th July) ready for the Weekend Business Consultancy project.*


HOUSING

Accommodation is booked for you by your host institutions:

- Aparthotel accommodation in downtown Nantes booked by Audencia
- On-or-near campus accommodation in Southampton booked by Southampton Business School

Contact us at summer@audencia.com for more details.

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 **Find out more:**
audencia.com/en

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