



## INNOVATIVE LEADERSHIP, GLOBAL RESPONSIBILITY

Train to be a leader for positive change with study at Audencia Business School. Our short MBA courses allow you to develop your skills in one of four innovative, flexible concentrations at a top European institution. These concentrations are built around Audencia's strategic strengths – finance, innovation, corporate social responsibility (CSR) and entrepreneurship.

Your intensive, three-week session in Nantes can be completed in either January or April. You'll choose one concentration from the two offered per session – and then select one to three courses. This option is for highly qualified students who have at least three years of full-time professional experience.

## LIFE IN NANTES



You'll study at Audencia's 23,000m<sup>2</sup>, purpose-built **main campus in the heart of beautiful Nantes** – located just two hours from Paris and 30 minutes from the Atlantic coast. A bustling and modern city with old-world flair, Nantes (pop. 600,000) is nestled in the Loire Valley region, a popular tourist destination filled with **legendary castles, breathtaking beaches and some of the most prestigious vineyards in France.**

## KEY INFORMATION

**Credits earned:** 3 ECTS per course; certificate of completion

**Language:** English

**Location:** Nantes

**Programme start:** 7 January for winter, 15 April for spring

**Duration:** Three weeks

**Eligibility:** At least 3 years' postgraduate work experience

**Tuition:** €1000 per course (free for exchange students)

## INTERNATIONALISE YOUR CAREER

Studying at Audencia connects you to a worldwide network of alumni.



## WINTER COURSES

↓ CHOOSE A CONCENTRATION ↓

### CORPORATE FINANCE

Choose 1-3 courses



#### FINANCIAL & RISK MANAGEMENT

Develop a fundamental understanding of risk management and discover the latest tools being developed in the field. You'll learn the how and why of managing risk, with special focus on analysing economic impacts. To prepare you for real-world, multidisciplinary collaboration, you'll combine classroom discussion with case studies and teamwork.

#### MERGERS & ACQUISITIONS

Explore the complex world of mergers, acquisitions and joint ventures through case studies, workshops, lectures and group projects. You'll gain practical knowledge and tools to help you tackle strategic issues in the managerial aspects of this evolving field.

#### TREASURY MANAGEMENT

Learn to mitigate the risks of global market fluctuations and ensure the stability of future cash flow – two critical objectives for businesses today. Key learnings include the constraints of working capital, the use of basic and advanced derivatives tools, and how to develop a financing plan.

### ENTREPRENEURSHIP & TRANSFORMATION

Choose 1-3 courses



#### FROM BUSINESS OPPORTUNITY TO BUSINESS PLAN

Prepare to bring your ideas to life, whether you're launching a start-up or a new non-profit venture. This hands-on course will train you to think like an entrepreneur – through exercises, discussion, case studies and step-by-step guidance in building a business plan.

#### TRANSFORMING THE ORGANISATION

Study change management in depth – from decision-making and implementation, to handling resistance and facilitating transitions, to assessing results. This course explores the full cycle of organisational change, giving you new insight into culture and politics and helping you discover transformative solutions.

#### MARKETING OF NEW PRODUCTS & SERVICES

In today's global economy, innovation and new product development must create not only economic value, but social and environmental value, as well. In this course, you'll gain the marketing and analytic tools that help businesses develop and manage sustainable portfolios.

## SPRING COURSES

↓ CHOOSE A CONCENTRATION ↓

### STRATEGIC CORPORATE SOCIAL RESPONSIBILITY

Choose 1-3 courses



#### RESPONSIBILITY & SUSTAINABILITY CHALLENGES

As more companies embrace a sense of social responsibility, the challenges and opportunities of CSR have become fundamental to any business today. Through real-life case studies, discussions and group projects, you'll learn to navigate the key concepts and stakeholder interests of the field.

#### CSR-DRIVEN INNOVATION

Explore the potential of strategic CSR to push boundaries and inspire reinvention. You'll discover how companies are using socially responsible innovations in technology, practices, models and more – to transform society for the better while ensuring their own growth and economic success.

#### LEADERSHIP FOR A SUSTAINABLE FUTURE

What does responsible leadership mean in a complex, globalised world? Examine the challenges, pressures and questions decision-makers and managers face today – as well as the strategies that can make a sustainable and positive impact on both your company and society at large.

### INNOVATION & NEW PRODUCT DEVELOPMENT (NPD)

Choose 1-3 courses



#### NEW PRODUCT DEVELOPMENT: A USER-CENTRED APPROACH

Get real-life experience with the NPD process, from prototype to pitch. Through a combination of fundamental theory and hands-on workshops, you'll gain insight into the experiences and pain points of customers – and use that knowledge to develop a new product or service of your own.

#### BUSINESS MODEL INNOVATION

In this era of disruption, many companies owe their success to an innovative business model. By analysing current approaches and examining case studies across industries, you'll gain the understanding you need to develop, test and evaluate models that can transform an organisation.

#### MANAGERIAL INNOVATION

Whether you're starting your own venture or pursuing a leadership role in your company, innovation is a critical tool for any leader. In this course, you'll establish a creative framework for thinking about some of the most pressing decisions facing managers and entrepreneurs today.