

## GENERAL MANAGEMENT COURSES | AUDENCIA MAIN CAMPUS\_NANTES

### FALL & SPRING SEMESTER

Management Control	5 ECTS
Initiation to Entrepreneurship	4 ECTS
Strategy and Entrepreneurship	5 ECTS
Business Simulation	3 ECTS
Financial Analysis	5 ECTS
Sector-Specific Marketing	5 ECTS
Managing and Leading a Team/Human Resource Management	5 ECTS
European Business Environment & Culture	5 ECTS
Organizational Change Management	3 ECTS
International Finance	3 ECTS
Digital Marketing and Social Network	3 ECTS
Accounting Auditing and Control	3 ECTS
French as a Foreign Language	4 ECTS

## MAJORS/SPECIALISATION COURSES | AUDENCIA MAIN CAMPUS\_NANTES

### ELECTIVES

(up to 2 can be chosen to complement the specialisations that follow)

International Business Planning	2 ECTS
Foreign Currency Speculation	2 ECTS
International Business: Managing the Legal Risk	2 ECTS
Foundation of Leadership and Teamwork	2 ECTS
Business and Management Ethics	2 ECTS
Strategic Alliances and Acquisitions	2 ECTS
Value Creation in M&As	2 ECTS

### SPECIALISATION IN CONSULTING

(Spring and Fall)

Financial and Quantitative Analysis for Consultants	4 ECTS
International Business for Consultants	4 ECTS
IS and Digital Transformation for Consultants	4 ECTS
Strategy and Change Management for Consultants	4 ECTS
Soft Skills for Consultants	4 ECTS
Project and Knowledge Management for Consultants	4 ECTS
Consulting Mission	4 ECTS

### SPECIALISATION IN MARKETING FOR PRODUCT MANAGERS

(Spring and Fall)

Developing Marketing Strategies and Tactics	4 ECTS
Capturing Markets Insights	4 ECTS
Communicating Value	4 ECTS
Developing Value Propositions	4 ECTS
Integrating Retailing Channels	4 ECTS
Developing Trade Marketing	4 ECTS
Integrated Marketing Communication in the Digital Age	4 ECTS

### SPECIALISATION IN CORPORATE FINANCE

(Spring and Fall)

Valuation Techniques	4 ECTS
Portfolio Management	4 ECTS
Module of Specialization	4 ECTS
Financial Engineering	4 ECTS
Advanced Financial Analysis	4 ECTS
Cash Management & Derivatives	4 ECTS
Reporting under IFRS/US GAAP	4 ECTS

### SPECIALISATION IN FINANCIAL MARKETS

(Spring only)

Valuation Techniques	4 ECTS
Portfolio Management	4 ECTS
Module of Specialization	4 ECTS
Advanced Financial Analysis	4 ECTS
Derivatives Valuation	4 ECTS
Quantative Finance	4 ECTS
Macroeconomics & International Finance	4 ECTS

### SPECIALISATION IN DIGITAL BUSINESS & INFORMATION TECHNOLOGY

(Fall only)

Foundations in Information Systems and Technology Management	4 ECTS
Consulting in Strategic Management of IT	4 ECTS
Information Systems Strategy and Planning	4 ECTS
Business Information Systems & Applications	4 ECTS
Business Models and IT	4 ECTS
Managing Business Transformation and Change	4 ECTS
Digital Business and Big Data	4 ECTS

### SPECIALISATION IN SUPPLY CHAIN

(Spring only)

Supply Chain Strategy	4 ECTS
Supply Chain Planning and Forecasting	4 ECTS
Operations Management	4 ECTS
Purchasing Management	4 ECTS
Logistics Management	4 ECTS
Digital Business Information and Value Chains	4 ECTS
International Trade and Negotiation	4 ECTS

## INTERNATIONAL MASTERS | AUDENCIA MAIN CAMPUS\_NANTES

### SPECIALISATION IN INTERNATIONAL MANAGEMENT (IMM)

(Fall only)

Financial Accounting	3 ECTS
Cost Accounting	2 ECTS
International Strategy and Corporate Social Responsibility (CSR)	4 ECTS
Corporate Finance	4 ECTS
Human Resources Management and Business Ethics	4 ECTS
International Marketing	4 ECTS
Managing Across Cultures	4 ECTS

## UNDERGRADUATE BUSINESS CLASSES | AUDENCIA CITY CAMPUS\_NANTES

### SPECIALISATION IN INTERNATIONAL BUSINESS (Fall only)

International Business Law	2 ECTS
International Business Negotiation	2 ECTS
International Project Management	2 ECTS
Doing Business Around the World	2 ECTS
International Trade Business Game	1 ECTS
Running Export Activities	6 ECTS
International Business Strategy	2 ECTS
International Marketing	3 ECTS
Business Plan	2 ECTS
International Business Team Project	5 ECTS
International Sourcing	4 ECTS
Purchasing Strategy	5 ECTS
Supply Chain Management	3 ECTS

### BACHELOR IN BUSINESS ADMINISTRATION (check course catalogue for information on semester availability)

International Sourcing Team Project	5 ECTS
Team Building & Leadership Development	3 ECTS
Conflict Management	2 ECTS
Impact of Innovation on Global Strategy	3 ECTS
Green Marketing	2 ECTS
Data mining & Knowledge Management	3 ECTS
Community Management	2 ECTS
Cross cultural Management & Comparative Management EU vs US vs Asia	3 ECTS
EU Commercial relation & Incentive	2 ECTS
Corporate Strategy Analysis	5 ECTS
French as a foreign language	5 ECTS

## MEDIA & COMMUNICATION CLASSES | AUDENCIA SCIENCESCOM CAMPUS\_NANTES

(check course catalogue for information on semester availability)

Theories of Information and Communication	3 ECTS
Fundamentals of Organisation Theories Applied to Communication and Media	3 ECTS
Marketing : Concepts and Issue for Communication and Media	3 ECTS
Applied Research Methods in Communication and Medias Studies	3 ECTS
Professional Communication Techniques	2 ECTS
News and Information Search and Monitoring	2 ECTS
Multimedia Storytelling : An Example of French Luxury Brands	3 ECTS
Consumer Behavior	3 ECTS
Public Relations Theories	2 ECTS
Video Design for Web Diffusion	2 ECTS
Relationship Marketing	3 ECTS
Politics and Media coverage in France an International Perspective	3 ECTS
Communication Strategy & Media Planning	3 ECTS
Brand Activation	3 ECTS
Intercultural Communication	3 ECTS
Social Media and Global Impact	3 ECTS
Mass Media, Political Communication and Elections	3 ECTS
PR and Communication in a Global Context	3 ECTS
Creative Advertising in the Brand's Digital Ecosystem	3 ECTS
Sensitive Communication	3 ECTS
Business Model Media	3 ECTS
Epistemology of Information and Communication Sciences	3 ECTS
Strategic Communication	2 ECTS
Organisation Studies	3 ECTS
Advanced Marketing	2 ECTS

## SHORT TERM PROGRAMMES | *for information on our other programmes please refer to our website*

**SUMMER TERM**  
(mid-May to mid-July)  
*This term being modular students can stay from one week up to two months*

Brand Activation	4 ECTS
Innovation and Creativity	4 ECTS
Social Media and Global Impact	4 ECTS
Public Opinion and Mass Media	4 ECTS
Marketing to Europe	4 ECTS
European Union - History, Institutions, International Relations	4 ECTS
Effective Business in the EU	4 ECTS
Cross-Cultural Management	4 ECTS
Company visits and Case Studies	2 ECTS
International and European Finance	4 ECTS
Study Trip to Brussels	2 ECTS
International Trade and Negotiation	4 ECTS
French as a Foreign Language	4 ECTS
Arts Management and the French Luxury Industry	6 ECTS
Brand Activation	4 ECTS
Innovation and Creativity	4 ECTS
Social Media and Global Impact	4 ECTS