

GRANDE ECOLE GENERAL MANAGEMENT COURSES | AUDENCIA ATLANTIC 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

GRANDE ECOLE MAJORS/SPECIALISATION COURSES | AUDENCIA ATLANTIC 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
Improving your leadership and teamwork	2 ECTS
Business and Management Ethics	2 ECTS
Strategic Alliances and Acquisitions	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 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

SPECIALISATION MANAGING FOR SUSTAINABLE IMPACT

(Spring only)

Sustainability Challenges in Business	4 ECTS
Sustainability Strategy and Performance	4 ECTS
Business models and governance for sustainability	4 ECTS
CSR Audit, Certification and Communication	4 ECTS
Developing cross-sector solutions	4 ECTS
Social Economy Financing	4 ECTS
Consulting Project	4 ECTS

INTERNATIONAL MASTERS | AUDENCIA ATLANTIC 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



MEDIA & COMMUNICATION CLASSES | AUDENCIA MEDIACAMPUS 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
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 is modular so students can stay as little as one week and as long as two months

Branding and Advertising Strategies	4 ECTS
Leadership	4 ECTS
Digital Marketing	4 ECTS
Big Data, IT and Marketing	4 ECTS
Social Media and Global Impact	4 ECTS
Sport Business Management / E-sports	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 Business	4 ECTS
French as a Foreign Language	4 ECTS