



Audencia

Summer Term

Business School



A top global business school

Take your academic journey global this summer. Come to Audencia

Studying at Audencia means learning at one of the best universities in France - a worldrenowned management education and research institution. Highly ranked and triple accredited (EQUIS, AMBA, AACSB), Audencia's superior curriculum and deep connections with the business world translate into proven results for graduates of our programs, whether they go on to further study or into the job market. Audencia attracts students from 85 countries and faculty from around the world. And with more than 200 global academic partners, we offer a truly international environment for learning and engagement.

Located in beautiful, welcoming Nantes

Nantes, a thriving modern metropolis with old world flair, has been recognized as Europe's most livable city. Just two hours from Paris and a half hour from the Atlantic coast, it is a magnet for students and visitors, with countless historic sites and attractions. Major European destinations are also within easy reach by flight or train.



6th

**LARGEST CITY IN
FRANCE**

60,000+

STUDENTS

50km

FROM THE ATLANTIC COAST

800,000+

INHABITANTS

2 hours

BY TRAIN FROM PARIS



Audencia's Summer Term

A lively blend of learning & experience

Whether you're ready to launch your career or plan to go on to further study, Audencia is the ideal gateway to success. Our intensive eight-week term, conducted entirely in English, features:

- Superb and approachable academic staff with extensive practical expertise
- Focus on marketing, management and communications
- Deep connections to French and global businesses
- Curriculum infused with global contexts and practices
- Small class sizes and dynamic group projects
- Unique four-day study tour to Brussels to learn about the European Union (optional)



Faizan
(United Kingdom, 2022)



With built-in flexibility, you can design your ideal summer:

- Take optional French lessons
- Earn academic credits, an official certificate and a transcript
- Create a tailored program of less than eight weeks (if desired)
- Get thorough and attentive student services support

"I am extremely grateful to the whole Audencia team for providing this excellent course to develop my business acumen via this Summer Term. It has been an incredible experience thanks to the teaching method of exploration via different simulations, case studies, group work and presentations. I feel the whole learning experience has massively prepared me for my future opportunities. Additionally, the friends and memories which I created within the program are unforgettable and will always be an important memory to my heart. Thank you for making my experience incredible."



Housing & student services

We help you take care of the details that matter

From social activities to housing to campus facilities, our attention to every detail ensures a positive experience.

- Professional, experienced and personalized student services
- Assistance with locating housing with one of Audencia's housing partners in Nantes
- Great amenities such as computer labs, libraries and high-speed Wi-Fi

Summer in Nantes is full of adventure!

Our French students organize social outings for our Summer Term students – to local celebrations such as the Fête de la Musique and the Nuit de l'Erdre (music festivals) as well as trips to the beach, a special farewell dinner and much more.



Joey GAWRYSIAK
Visiting Professor

"The experience teaching a summer term at Audencia is nothing short of incredible. Engaging with students in these short-term courses creates a deep and meaningful learning environment that helps students dive deep into the subject areas. The staff at Audencia do an incredible job bringing leaders from around the world across a wide variety of business concepts for students to obtain an array of knowledge in a short time. I always look forward to coming back to Audencia and being part of this incredible experience in a beautiful city that students and professors cannot get anywhere else!"





Program benefits

Audencia's Summer Term is an intensive program designed for students who want to build international management and business expertise, earn additional credits or experience Audencia before committing to a full-time postgraduate program here. You can take the full eight-week course for up to 30 ECTS credits or select weekly courses to meet your needs and interests. Through this dynamic program, you will:

- Broaden your business knowledge
- Learn about the European market and management practices
- Enjoy a combination of courses and group projects
- Learn about the European Union on a four-day visit to Brussels



Ji-hyun
(South Korea, 2024)

"Audencia's Summer Term has been the most meaningful youth experience in my university life.

The international friends and professors I met here were very kind and welcoming, so I was able to make lots of exciting memories and connections with them.

Although it was my first time learning marketing, I gained valuable knowledge and mindset through diverse and engaging classes, while learning about the European Union has given me a deeper understanding of globalization and cooperation with various cultures. This experience also boosted my confidence in communicating in English.

Overall, my oversea experience in Audencia Summer Term has broadened my perspectives and provided me global outlooks."

2025 Courses

Summer Term schedule: May 19 - July 11, 2025

EACH MODULE IS 4 ECTS CREDITS (24 HOURS)

WEEK	DATES	MODULES
1	May 19 - May 23	<ul style="list-style-type: none"> • <i>Economics of European Integration</i> • <i>Human Capital Development: Nurturing Talent for Business Success</i>
2	May 26 - May 30	<ul style="list-style-type: none"> • <i>Boost Your Self Confidence & Self Esteem</i> • <i>Digital Economy & Marketing Technologies for a New Consumer</i> • <i>International Finance: the Role of Risk</i>
3	June 2 - June 6	<ul style="list-style-type: none"> • <i>Entrepreneurship : New Venture Creation</i> • <i>Measuring Marketing Effectiveness</i> • <i>Psychology of Money & Consumer Behavior</i>
4	June 10 - June 13	<ul style="list-style-type: none"> • <i>Corporate Productivity in Global Context</i> • <i>Luxury Brand Management</i>
5	June 16 - June 20	<ul style="list-style-type: none"> • <i>Global Management & Organizational Behavior</i> • <i>Strategic Marketing</i>
6	June 23 - June 27	<ul style="list-style-type: none"> • <i>Cross Cultural Management</i> • <i>Responsible Business Models: Design & Tool</i> • <i>Services Marketing</i>
7	June 30 - July 4	<ul style="list-style-type: none"> • <i>Discovering the Amazon Rainforest: Innovative Sustainable Business Models for a Better Planet</i> • <i>Esports Management: The Worldwide Game Changer</i> • <i>Marketing Research: A Focus On Qualitative Research</i>
8	July 7 - July 11	<ul style="list-style-type: none"> • <i>European Politics & Business: Study Trip to Brussels, Belgium</i> • <i>International Trade Essentials</i>

Full course descriptions available on our website. Students may select one course per week. 1 US credit = 2 ECTS. Courses listed are representative and subject to slight changes. Credits are guaranteed by Audencia. Contact your home university's study advisor to confirm these credits are accepted within the context of your studies.

Tuition

STUDENTS FROM PARTNER UNIVERSITIES*

- Administrative fee of €100
- No additional tuition

STUDENTS FROM OTHER UNIVERSITIES

- Administrative fee of €100
- €600 per module (tuition only) – if you apply before March 15
- €700 per module (tuition only) – if you apply after March 15

*Tuition may vary depending on your home university. Contact us for more information.



Apply today!

Spend your summer in a prestigious Audencia program

We welcome highly motivated students with a good command of English at the bachelor's and master's levels. Students from Audencia's partner universities must be nominated by their program coordinator. Audencia has 200+ international partners around the world. Check with your international office to see if your institution is one of them.

<https://www.audencia.com/en/our-programs/summer-term/overview>

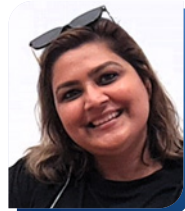
Deadlines

Nomination deadline (for partner institutions):
April 1, 2025

Application deadline:
April 15, 2025

Questions?

Our Summer Term Team can help.
Contact us at summer@audencia.com



Khatija
(South Africa, 2023)

"My time at Audencia Business School in Nantes was nothing short of extraordinary. From the moment I stepped onto the campus, I knew I had made the right decision in choosing this renowned institution for my academic pursuit. My learning experience was unparalleled, and I wholeheartedly recommend the program to any aspiring student looking to embark on a transformative journey.

The first aspect that truly impressed me was the worldclass faculty at Audencia. Each professor and admin staff demonstrated a remarkable depth of knowledge and a genuine passion for their respective fields. Their dedication to providing a holistic education went beyond the classroom, as they were always available for discussions, guidance, and support, even after hours.

The student community at Audencia is truly international, fostering an inclusive and supportive atmosphere that made me feel right at home. The campus environment and extracurricular activities contributed significantly to my personal growth.

Nantes, a vibrant city with a rich cultural heritage, served as an ideal backdrop for creating lasting memories, embracing diversity, and forming lifelong friendships.

To any future student seeking an exceptional learning experience that combines global perspectives with a strong sense of responsibility, I wholeheartedly recommend Audencia Business School. It will undoubtedly pave the way for a bright and promising future, just as it did for me."

Contact

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