



Audencia

Summer Term Course Catalog

Business School



Audencia Summer Term

2025 edition

This intensive program is designed for students who need additional credits or want to experience studying at Audencia before committing to a full-time schedule. Our Summer Term is ideal for students who want to broaden their knowledge and deepen their understanding of the European market and management practices. The program is based on a combination of course work and group projects.

Students may complete the entire 8-week program or select weeks that fit their needs and interests. Each week, students may choose **one** of the courses offered.

Each module is made of 24 teaching hours and worth 4 ECTS credits.

[French courses](#) and [company visits](#) are also offered throughout the program for students who wish to participate.

Course schedule

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 Marketing</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>



SUM2425_01	ECONOMICS OF EUROPEAN INTEGRATION														
<i>Course Leader</i>	Dónal Palcic , visiting professor from the University of Limerick. (Ireland)														
<i>Course Description</i>	This course introduces some of the main concepts and methods of international economics and illustrates them with applications drawn from the real world. The first half of the course deals with international trade and policy and looks at the history and economics of EU integration, as well as recent trade issues raised by Brexit. It also focuses on how contemporary global events (e.g. climate change) are impacting on globalisation and trade. The second half of the course covers international macroeconomics issues. This part of the course starts with an overview of fiscal policy and how governments can stabilise economies and the issue of sovereign debt dynamics. We then focus on monetary policy and the role central banks play in stabilising economies and financial markets. We finish with an overview of the various forms of exchange rate regimes, as well as the theory of optimum currency areas and whether the Euro area fits this criteria.														
<i>Course Objectives</i>	Upon completion of the module, you should be able to: <ul style="list-style-type: none"> • Describe the various stages of European economic integration • Understand how fiscal and monetary policy can be used to stabilise economies • Understand sovereign debt dynamics post global financial crisis and post-Covid • Understand the concept of optimum currency areas and the design flaws in the Euro area 														
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • Economic integration and globalisation • Fiscal and monetary policy • Exchange rate regimes • Optimum currency areas 														
<i>Learning Methods / Teaching Procedures</i>	Lectures, group assignments and an exam														
<i>Evaluation / Assignments</i>	<ul style="list-style-type: none"> • Group Assignments x 2 (50%) • Final exam: 50% 														
<i>Bibliography / Course Material</i>	<ul style="list-style-type: none"> • Krugman, P., Obstfeld, M. and M. Melitz (2018) <i>International Economics: Theory and Policy</i>, Pearson, 11th ed. • De Grauwe, P. (2020) <i>Economics of the Monetary Union</i>, Oxford University Press, 13th ed. 														
<i>Number of Credits</i>	4 ECTS; 2 US														
<i>Schedule</i>	<p>6 sessions. Lectures and case studies</p> <table border="1"> <thead> <tr> <th>Session</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>World trade: an overview <ul style="list-style-type: none"> • Who trades with whom? • The changing pattern of world trade </td> </tr> <tr> <td>2.</td> <td>Economics of integration <ul style="list-style-type: none"> • Different forms of economic integration • The EU's single market and Brexit </td> </tr> <tr> <td>3.</td> <td>Fiscal policy and AD-AS <ul style="list-style-type: none"> • How can we explain short-run fluctuations in economic activity • What can governments do to stabilise economies? • Sovereign debt dynamics: post-global financial crisis versus post-Covid </td> </tr> <tr> <td>4.</td> <td>Monetary policy and AD-AS <ul style="list-style-type: none"> • What can central banks do to stabilise economies? • Standard monetary policy tools versus non-standard emergency tools • Performance of ECB post-global financial crisis and post-Covid </td> </tr> <tr> <td>5.</td> <td>Exchange rate regimes <ul style="list-style-type: none"> • Various forms of exchange rate regimes: from free float to fixed • Fixed exchange rates and foreign exchange intervention </td> </tr> <tr> <td>6.</td> <td>Optimum Currency Areas <ul style="list-style-type: none"> • Optimum Currency Area (OCA) theory • Is the Euro area an OCA? </td> </tr> </tbody> </table>	Session	Description	1.	World trade: an overview <ul style="list-style-type: none"> • Who trades with whom? • The changing pattern of world trade 	2.	Economics of integration <ul style="list-style-type: none"> • Different forms of economic integration • The EU's single market and Brexit 	3.	Fiscal policy and AD-AS <ul style="list-style-type: none"> • How can we explain short-run fluctuations in economic activity • What can governments do to stabilise economies? • Sovereign debt dynamics: post-global financial crisis versus post-Covid 	4.	Monetary policy and AD-AS <ul style="list-style-type: none"> • What can central banks do to stabilise economies? • Standard monetary policy tools versus non-standard emergency tools • Performance of ECB post-global financial crisis and post-Covid 	5.	Exchange rate regimes <ul style="list-style-type: none"> • Various forms of exchange rate regimes: from free float to fixed • Fixed exchange rates and foreign exchange intervention 	6.	Optimum Currency Areas <ul style="list-style-type: none"> • Optimum Currency Area (OCA) theory • Is the Euro area an OCA?
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SUM2425_02	HUMAN CAPITAL DEVELOPMENT: NURTURING TALENT FOR BUSINESS SUCCESS
Course Leader	Audrieanna Burgin , visiting professor from University of North Florida, United States
Course Description	Human capital plays a crucial role in economics by serving as a key driver of development, productivity, and market competitiveness. Human capital refers to the skills, knowledge, and abilities individuals possess and contribute to their job and community. In this course, we'll explore how businesses can effectively nurture talent, develop skills, and maximize the potential of their workforce. From recruitment and training to performance management and career development, we'll delve into strategies for building a skilled, motivated, and resilient workforce. Through case studies and interactive exercises, you'll gain insights into the importance of human capital in driving business success and competitive advantage.
Course Objectives	<ul style="list-style-type: none"> • Understand the concept of human capital and its significance in economics, including its role in driving growth. • Explore the components of human capital, including skills, knowledge, and abilities, and their contributions to individuals' performance in their jobs and communities. • Analyze strategies for effectively nurturing talent within organizations, including recruitment, training, and development initiatives. • Examine case studies and engage in interactive exercises to illustrate the importance of human capital in driving business success and maintaining a competitive edge in the market.
Tackled Concepts	The topics covered in this course include knowledge and talent development, competitiveness, and productivity. Throughout this course, learners will delve into the critical importance of human capital in fueling economic growth. They will evaluate various approaches to talent development within organizations, spanning from recruitment strategies to performance management techniques. By engaging with real-world case studies and interactive exercises, learners will acquire valuable skills for optimizing workforce potential and achieving success through effective human capital management.
Learning Methods / Teaching Procedures	Throughout the duration of the course, the professor will unveil a series of class presentations featuring real-life case studies, all centered around the pivotal theme of human capital. Active student participation is encouraged, with learners invited to enrich discussions by sharing examples from their unique regional and national contexts.
Evaluation / Assignments	<ul style="list-style-type: none"> • Final exam: 50% • In-Class Participation: 25% • Group presentations: 25%
Bibliography / Course Material	<ul style="list-style-type: none"> • Westover, J. H. (Ed.). (2015). <i>Human Capital Leadership: A Strategic Approach to Optimizing Workplace Potential</i> (Newly Revised First Edition). Along with additional case studies
Number of Credits	4 ECTS; 2 US
Schedule	24 hours. Lectures and case studies Session Description 1. Introduction to Human Capital Economics The session provides an overview of human capital and its significance in economic development, emphasizing its role as skills, knowledge, and abilities contributing to job performance and community contribution. It delves into understanding human capital as a multifaceted concept and its impact on individual and societal outcomes. 2. Human Capital as the Engine of Economic Growth Learners will grasp the pivotal role of human capital in propelling economic growth, productivity, and market competitiveness. They will delve into strategies aimed at amplifying the influence of human capital on organizational performance and profitability, fostering accelerated growth. Additionally, they will analyze case studies showcasing how companies have effectively utilized human capital to secure a competitive edge in the market. 3. Talent Incubation: Cultivating Tomorrow's Leaders During this session learners will explore methods for cultivating excellence by employing innovative recruitment and talent development strategies, aimed at attracting and retaining top talent. They will also investigate the implementation of training and development programs as a means to accelerate skill enhancement and increase productivity among employees. Furthermore, they will delve into fostering a culture of leadership excellence, nurturing future leaders capable of driving organizational success. 4. Navigating Change and Building Organizational Resilience Learners will redefine resilience by embracing change and fortifying organizational resilience to navigate turbulent markets and emerge stronger. They will also explore crafting adaptive strategies that empower employees to thrive in a rapidly evolving business landscape, while unlocking the potential of human capital to drive innovation and sustainable growth in the digital age.



SUM2425_03	BOOST YOUR SELF-CONFIDENCE & SELF-ESTEEM														
Course Leader	Manuel PARIS , professional life and business coach, personal development trainer and psycho-body therapist.														
Course Description	<p>What do you know about who you are and how much do you trust yourself? Everything starts inside ourselves. Trust starts with self-confidence. However, it is not a given. Good news is: you can train it. This training will focus on:</p> <ul style="list-style-type: none"> Understanding what can block or enhance self-confidence and self-esteem. Exploring your personal story to discover unifying thread for your identity. Discovering how we relate to ourselves and one to another. 														
Course Objectives	<ul style="list-style-type: none"> Know yourself better: your talents, points for improvement, what makes you unique. Train your self-confidence and self-esteem. Create your own « story » that makes you create the life you are after. Overcome your main blocking thoughts and train trust for yourself and your environment. 														
Tackled Concepts	Soft skills : self-confidence and self-esteem, knowing yourself to better perform.														
Learning Methods / Teaching Procedures	Role plays, subgroups, challenging judgements and bias.														
Evaluation / Assignments	<ul style="list-style-type: none"> Participating in all modules: 20% Personal "Self-Boost" presentation to your team at the end of the course including all findings: 40% Feedback on "Self-Boost" presentations to yourself & your team members: 10% Get personal feedback from at least 5 persons: 10% Final MCQ quiz to check upon knowledge: 20% 														
Bibliography / Course Material	<ul style="list-style-type: none"> Rosenberg M., <i>Nonviolent Communication: A Language of Life.</i>, PuddleDancer Press, 2015. Shankland R., <i>Positive psychology</i>, second edition, Dunod, 2014. Goleman D., <i>Emotional intelligence</i>, Poche J'ai lu, 2014. Watzlawick P., <i>The language of change</i>, Poche, 2014. Maslow A., <i>Becoming the best version of yourself</i>, Eyrolles, 2013. Riou A., <i>Play the role of your life</i>, Homme, 2007. Hauvette D., <i>The power of emotions</i>, Organisation, 2004. Lenhardt V., <i>Transactional analysis</i>, Organisation, 2003 Salomé J., <i>The courage to be yourself</i>, Pocket, 2003. Servan-Schreiber D., <i>Healing</i>, R. Laffont, 2003. 														
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SUM2425_04	DIGITAL ECONOMY & MARKETING TECHNOLOGIES FOR A NEW CONSUMER
<i>Course Leader</i>	Susana Morales , visiting professor from Tec de Monterrey, México-Alibaba Global trainer
<i>Course Description</i>	<p>During the pandemic, the global consumer has evolved and the way we address and create products and services to offer something valuable must absolutely change. The Marketing Technologies allow the marketers to design products and services and to communicate and connect with the consumer in ways we never imagined.</p> <p>This course will cover the evolution of the consumer since Socialnomics (the impact on the economy due to social media), until these unexpected pandemic times. The use of Marketing Technologies is the way all the industries can face and more important impact and satisfy the New Global Consumer.</p>
<i>Course Objectives</i>	<p>At the end of this course, participants will be able to:</p> <ul style="list-style-type: none"> • Understand the digital economy and all its components • Privilege the consumer while creating products, services, and marketing strategies. • Know the marketing technologies and how they changed the consumer • What is mobile marketing, and online advertising to achieve the marketing objectives of the companies. • Content and emotional marketing, the difference between a campaign and a viral strategy.
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • The Digital Economy • From B2C (business to consumer) to C2B (consumer to business) • Marketing technologies • Mobile Marketing and online advertising • Content Marketing
<i>Learning Methods / Teaching Procedures</i>	<p>The professor will share with the group all the class presentations including real-life case studies for each topic during the course.</p> <p>The students will be encouraged to actively participate and provide real life examples from their specific regions and countries to enrich the learning and understanding of the concepts seen in class.</p> <p>At the end of the course the student will be able to explain the most important concepts, provide examples and use marketing technologies to demonstrate his/ her domain of the topics seen in class.</p> <p>Assignments: class participation, and practical social media exercise</p>
<i>Evaluation / Assignments</i>	<ul style="list-style-type: none"> • Preparation and class participation: 40% • Individual social media project: 60%
<i>Bibliography / Course Material</i>	<p>Students will have all the class presentations.</p> <p>Some of the recommended literature:</p> <ul style="list-style-type: none"> • <i>Socialnomics</i>, Erik Qualman, Wiley, 2012 • <i>Small Data</i>, Martin Lindstrom, Booket, 2016 • <i>Smart Business</i>, Ming Zeng, Harvard Business. Review Press, 2018 • <i>Marketing 4.0</i>, Philip Kotler, Wiley, 2016 • <i>This is Marketing</i>, Seth Godin, Portfolio, 2018
<i>Number of Credits</i>	4 ECTS; 2 US
<i>Schedule</i>	4 sessions and a final exam



SUM2425_05	INTERNATIONAL FINANCE: THE ROLE OF RISK																		
<i>Course Leader</i>	Dr. Fergal O'BRIEN , visiting professor from the University of Limerick, Ireland																		
<i>Course Description</i>	This course offers an overview of the role of risk in finance. It covers the valuation of risky projects and related risk assessment tools. Financial assets are introduced and examined from a risk-return perspective. Risk management techniques, such as futures and options, are introduced in a non-technical manner. Finally, real options which allow financial managers to add value to projects are examined.																		
<i>Course Objectives</i>	<p>Upon completion of the module, you should have:</p> <ul style="list-style-type: none"> • an excellent understanding of the role of risk in finance • a strong foundation in project valuation and capital budgeting techniques • a strong foundation in risk management techniques • an appreciation of the role of real options in modern finance 																		
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • Risk and Return • Project Appraisal • Financial Asset Pricing • Risk Management Techniques • Real Options 																		
<i>Learning Methods / Teaching Procedures</i>	Lectures, in class exercises and an MCQ exam																		
<i>Evaluation / Assignments</i>	Final exam: 100%																		
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SUM2425_06	ENTREPRENEURSHIP: NEW VENTURE CREATION																		
Course Leader	Robert Bowen , Visiting Professor from Cardiff Business School, Cardiff University, Wales																		
Course Description	<p>This module is built around the practical exercise of working as a team to start a new business. During this module you will develop your business "as far as is possible" (this will depend on the nature of the business idea, e.g., how available a saleable product is). At the end of this process, you are required to pitch your idea for investment.</p> <p>The course is structured around 8 sessions in which the class content will introduce different concepts and then students will proceed to work on these in the groups with the aim of building up the different parts of the business plan. This will be supplemented with case studies and business examples. Sessions will be interactive and centred on the group work, facilitating the development of the business plan and pitch, which are the main assignments of the course.</p>																		
Course Objectives	<p>At the end of this session, the student will be able to:</p> <ul style="list-style-type: none"> Identify and communicate entrepreneurial opportunities. Conduct market analysis to evaluate new venture opportunities. Develop logical and concise recommendations to specific problems arising when assessing the feasibilities of a new venture. Work individually and as a team, setting goals and developing ideas. Develop the ability and confidence to communicate orally and in writing. Collect, organise, analyse and synthesise data on defined topics. 																		
Tackled Concepts	<ul style="list-style-type: none"> Analysis: of complex, incomplete or contradictory areas of knowledge communicating the outcome effectively. Synthesis: of information in a manner that may be innovative, utilising knowledge or processes from the forefront of the discipline/practice. Evaluation: of research and methodologies and argue alternative approaches. Group work - effectively work with a group as leader or member. Can clarify tasks and make appropriate use of the capacities of group members. Learning resources – confidently use a full range of learning resources. Communications: engage confidently in professional communication with others. 																		
Learning Methods / Teaching Procedures	<p>Workshops, case studies, group work, business examples</p> <p>Assignments: Group pitch presentation, individual reflection</p>																		
Evaluation / Assignments	<ul style="list-style-type: none"> Group Pitch Presentation: Group presentation – 20 minutes (plus Q&A) - 50% Individual Reflection: Personal reflection on the development of the business. 1000 words - 50% 																		
Bibliography / Course Material	<ul style="list-style-type: none"> Burns, P. (2022). <i>Entrepreneurship and small business</i>, 5th edition. Palgrave Macmillan Limited. Burns, P. (2018). <i>New Venture Creation</i>, 2nd edition. Palgrave Macmillan Limited. 																		
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4	Strategies Marketing, operations and logistics <i>Supporting material: Burns (2018) chapter 6, 8, 9; Stokes and Wilson (2021) chapters 11-12</i>																		
5	Market validation Researching and validating the market <i>Supporting material: Burns (2018) chapter 3, 10</i>																		
6	Financing Identifying startup finance, developing financial statements for the business <i>Supporting material: Burns (2018) chapter 13; Deakins and Freel (2012) chapters 7-8</i>																		
7	Pitching for investment How to pitch for investment <i>Supporting material: Burns (2018) chapter 14</i>																		
8	Group Pitches Groups present their business ideas																		



SUM2425_07	MEASURING MARKETING EFFECTIVENESS
Course Leader	Dr Konstantia (Dina) Litsiou , Senior Lecturer at The Manchester Metropolitan University
Course Description	In the current fast-changing Business environment, marketing accountability is of great importance. Information is everywhere, and measuring marketing performance is a key principle of marketing strategies and campaigns. The course focuses on the key marketing metrics, providing students with the knowledge and skills to manage business marketing performance. The course is based on qualitative methods; no statistics or other quantitative approaches are examined.
Course Objectives	<p>After taking the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the importance of measuring marketing effectiveness. • Analyse and assess customer behaviour. • Apply various metrics to assess marketing performance. • Measure the success of a marketing campaign.
Tackled Concepts	<ul style="list-style-type: none"> • MME fundamentals and rationale • MPM systems • Key Metrics Clusters
Learning Methods / Teaching Procedures	<p>Lectures, workshops, case studies, consumer surveys (qualitative research).</p> <p>This module includes a field trip in the city centre of Nantes to see research in action and real-life applications of the concepts and topics discussed in class. Participants will make sure to purchase tram tickets to join this field trip.</p>
Evaluation / Assignments	<p>The final grade of the course will be obtained from the following:</p> <ul style="list-style-type: none"> ◦ Individual evaluation: 50% (participation 20%; individual Report 30%) • Group evaluation: 50% (team presentations)
Bibliography / Course Material	Case studies, academic articles, newsletters
Number of Credits	4 ECTS; 2 US
Schedule	<p>24 hours.</p> <p>Day 1: Introduction & MME Fundamentals</p> <p>Content:</p> <ul style="list-style-type: none"> • Introduction to the course / assessment • Examine what is MME and its role in business. • Individual Activity: Case study – Reading • Individual Activity: Research <ul style="list-style-type: none"> ◦ Explore internet and find examples of MME cases in an industry • Rationale of MPM – Designing an MPM system • Group Activity: Starting Point - Brainstorming training <p>Day 2: Key Cluster Metrics (1)</p> <p>Content:</p> <ul style="list-style-type: none"> • Key Metrics Cluster: Customer Equity • Key Metrics Cluster: Brand Equity • Key Metrics Cluster: Advertisement • Key Metrics Cluster: Online • Individual Activity: Article • Group Activity: Time to work on the topic. Search the web and identify the adopted cluster metrics in the campaigns. <p>Day 3: Key Cluster Metrics (2)</p> <p>Content:</p> <ul style="list-style-type: none"> • Key Metrics Cluster: Customer Equity • Key Metrics Cluster: Brand Equity • Key Metrics Cluster: Advertisement • Key Metrics Cluster: Digital/Online • Individual Activity: Time to work on the presentation. • Group Activity: Time to work on the topic. Reflect on the cluster metrics each brand used. <p>Day 4 & 5: Further thoughts and finalise assessments.</p> <p>Content:</p> <ul style="list-style-type: none"> • Reflection on the MME and how to use MPM systems. • Individual Activity: Finalise and submit the individual report • Group Activity: Work on finalising the presentation. Conclusion – Recommendations. • Assessments – Group presentation



SUM2425_08	PSYCHOLOGY OF MONEY & CONSUMER BEHAVIOR																								
Course Leader	Marcin MATYJA , visiting professor from Kozminski University, Poland.																								
Course Description	<p>Money isn't everything: usually it isn't enough. [Anon.]</p> <p>Despite the fact that business is all about money, the psychology of money is one of the most neglected topics in the whole world of business education.</p> <p>The purpose of this course is to provide a comprehensive perspective on money, what it means to people, and how it is perceived when different aspects of everyday life are taken into consideration. From money and currency perception, through price interpretation, up to psychological dilemmas of financial motivators – this course will provide students with an overview of psychology of money-related concepts. It will be supplemented with consumer behavior package that will help students to identify consumers' needs and values. Moreover, they will get familiar with CB tools (i.e. Needscope). Students will also be able to evaluate consumers' decision-making processes and learn how companies can benefit from knowing their customers better.</p>																								
Course Objectives	<ul style="list-style-type: none"> Analyze and interpret money perception represented by individuals Evaluate how perception of currency determines financial decisions Predict people's financial decisions by applying theories and tools discussed in class Analyze how different pricing policies influence consumers' decisions Evaluate financial motivators and choose optimal solutions in different business settings Analyze consumer decisions made to show status and social power Identify areas where consumers are not sensitive to prices and understand its consequences Identify marketing tricks that make people spend more while shopping Understand the relationship between consumer behavior and customer value, satisfaction, trust, and retention Understand how culture sets standards for what satisfies consumers' needs 																								
Tackled Concepts	This course combines psychology of money topics with consumer behavior concepts. Topics include but are not limited to the following: attitudes to money, currency perception, psychological aspects of saving and investing, price interpretation, perception of promotions, discounts and free items, role and effectiveness of financial motivators. Furthermore, the following consumer behavior topics will be discussed: consumer motivation, consumer learning, communication with consumers, customer research, and customer decision-making process.																								
Learning Methods / Teaching Procedures	The course is designed to provide real-life examples and practical applications of psychology of money and consumer behavior theories in a highly interactive setting. A combination of case studies, workshops, role-plays and team activities will be used to make the learning experience stimulating and challenging, yet – at the same time – interesting and enjoyable. Assignments: in-class cases, discussions, and problem-solving exercises																								
Evaluation / Assignments	<p>Continuous Assessment:</p> <ul style="list-style-type: none"> In-class Participation - Individual – 30% <p>Final Assessment:</p> <ul style="list-style-type: none"> Multiple choice test – Individual – 40% Group presentation on a topic provided by the lecturer – Group – 30% 																								
Bibliography / Course Material	<p>Research papers provided by lecturer.</p> <p>Further possible reading:</p> <ul style="list-style-type: none"> Furnham A., (2014) <i>The Psychology of Money</i>, Routledge Solomon M., (2017) <i>Consumer Behavior: Buying, Having, and Being</i>, Global Edition, Pearson Ariely, D. (2010) <i>Predictably Irrational</i>, Harper Perennial Akerlof, G, Shiller R. (2010) <i>Animal Spirits</i>, Princeton University Press Shiller R., (2016) <i>Irrational Exuberance: Revised and Expanded Third Edition</i>, Princeton University Press 																								
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SUM2425_09	CORPORATE PRODUCTIVITY IN GLOBAL CONTEXT										
<i>Course Leader</i>	Amelia M. Biehl , Visiting Professor, Florida Gulf Coast University										
<i>Course Description</i>	This course offers an in-depth look at productivity in several countries. The course will first introduce various measures of productivity, including gross domestic product and per capita gross domestic product. These measures will be used to compare and contrast economic well-being amongst several countries in Europe, Asia and the United States as well as analyze the numerous causes and consequences of variation in economic well-being.										
<i>Course Objectives</i>	<p>Upon successful completion of this course, students will:</p> <ul style="list-style-type: none"> • Understand various measures of economic well-being, including gross domestic product (GDP) and per capita GDP • Be able to interpret and analyze country-specific GDP data • Understand the causes of economic growth • Understand why some countries have higher economic growth rates than others 										
<i>Tackled Concepts</i>	Gross domestic product (GDP), per capita GDP, economic growth (causes and consequences), compare/contrast country-specific data.										
<i>Learning Methods / Teaching Procedures</i>	Lecture, group work, and discussion In-class Assignments, Presentation, and Exam										
<i>Evaluation / Assignments</i>	<ul style="list-style-type: none"> • In-class Assignments: 26% • Presentation: 24% • Exam: 50% 										
<i>Bibliography / Course Material</i>	<ul style="list-style-type: none"> • <i>Economics Principles for a Changing World</i>, 6th Edition (2023) by Chiang. • <i>Modern Labor Economics</i>. 14th Edition (2023) by Ehrenberg & Smith • <i>Industrial Organization Theory and Practice</i> (2019) by Waldman & Jensen. • <i>Public Finance and Public Policy</i>, 7th Edition (2022) by Gruber. 										
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4.	Exam										



SUM2425_10	LUXURY MARKETING
Course Leader	Dr Konstantia (Dina) Litsiou , Senior Lecturer at The Manchester Metropolitan University
Course Description	Luxury Marketing focuses on the current issues in the luxury industry and examines the strategies and principles required to successfully market luxury brands and products. The course will explore the global luxury industry, consumer behaviour, and brand management and further develop Students' skills to operate in the sector. The course is based on qualitative methods; no statistics or other quantitative approaches are required.
Course Objectives	<p>After taking the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the core characteristics of luxury goods and services. • Explore consumer behaviour in the luxury market. • Explore various luxury brand strategies and how they create value and exclusivity. • Analyze global trends and their impact on the luxury industry. • Develop marketing plans for luxury brands.
Tackled Concepts	<ul style="list-style-type: none"> • Luxury Marketing fundamentals • Consumer Behaviours in Luxury Marketing • Global trends in the luxury industry • Luxury Marketing and Sustainability
Learning Methods / Teaching Procedures	<p>Lectures, workshops, case studies, consumer surveys (qualitative research).</p> <p>This module includes a field trip in the city centre of Nantes to see research in action and real-life applications of the concepts and topics discussed in class. Participants will make sure to purchase tram tickets to join this field trip.</p>
Evaluation / Assignments	<p>The final grade of the course will be obtained from the following:</p> <ul style="list-style-type: none"> • Individual evaluation: 50% <ul style="list-style-type: none"> ◦ Participation 20% ◦ Individual Report 30% • Group evaluation: 50% (team presentations)
Bibliography / Course Material	Case studies, academic articles, newsletters
Number of Credits	4 ECTS; 2 US
Schedule	<p>4-day Seminar – 24 teaching hours</p> <p>Day 1: Introduction to Luxury Marketing</p> <ul style="list-style-type: none"> • Defining luxury, understanding its key characteristics and the role of heritage, craftsmanship, and exclusivity. • Explore the main differences between traditional and luxury marketing. • Overview of the status of the luxury industry. • Importance of customer services in luxury retail. • Customer satisfaction management <p>Day 2: Building Luxury Brand and Pricing Strategies</p> <ul style="list-style-type: none"> • Create and manage Brand Identity and understand Brand Equity. • Explore Brand extensions and international collaborations. • Importance of customer services in luxury retail <p>Day 3: Globalization of Luxury Brands and the role of sustainability in Luxury Mindset</p> <ul style="list-style-type: none"> • Global Market Trends in the Luxury Industry, Globalization of Luxury Brands, Ethical Considerations and CSR • The Role of Sustainability in Luxury Brands • Ethical Considerations and Corporate Social Responsibility • Green Marketing and Its Impact on Luxury Consumers • Individual Activity: Time to work on the presentation. • Group Activity: Time to work on the topic. Reflect on the cluster metrics each brand used. <p>Day 4: Further thoughts and finalize assessments.</p> <ul style="list-style-type: none"> • Key Learnings and Recap. • Future Challenges of the luxury industry • Individual Activity: Finalize and submit the individual report • Group Activity: Assessments – Group presentation



SUM2425_11	GLOBAL MANAGEMENT & ORGANIZATIONAL BEHAVIOR												
<i>Course Leader</i>	Dr. Vinod Vincent , SPHR, SHRM-SCP is the Graduate Programs Director and Associate Professor of Management at the Clayton State University's College of Business, based in Atlanta, United States. Dr. Vincent's research interests include managerial cognition, intuition, artificial intelligence, and HR topics such as employee selection. His research focuses on expanding our understanding of managerial decision-making in organizational environments. His teaching includes management principles, organizational behaviour, international organizational behaviour, strategic management, talent development, HR Management, Global HR, and entrepreneurship. Dr. Vincent has many years of experience in the U.S. healthcare staffing industry where he was involved with new business ventures, strategic management, business operations management, employee selection, performance management, and employee training and development. He also has international experience working in sales and marketing for the media industry in Sri Lanka. Dr. Vincent has a Doctor of Business Administration (Management) from Kennesaw State University and a Master of Business Administration (Marketing) from the University of Tampa.												
<i>Course Description</i>	This course focuses on understanding and managing organizational behaviour in a global context. In a global market, it is imperative that current and future organizational managers better understand how to successfully manage business across borders and effectively lead a global workforce. Conceptual frameworks of organizational behaviour and culture will be discussed combined with practical advice for navigating cultural differences in the workplace. Participants will gain new insights on how to understand and interpret behaviour, thereby enabling them to effectively manage global challenges.												
<i>Course Objectives</i>	At the end of this module, participants will be able to: <ul style="list-style-type: none"> • Identify global challenges in doing business and managing talent • Recognize global strategies for multinational firms • Apply Hofstede's cultural framework in global business • Explain how culture shapes work-related perceptions • Know how to combat cultural stereotyping • Understand how to effectively communicate, manage conflict, and negotiate in a global business context • Explain motivational theories and how to apply them in global business 												
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • Introduction to global management and organizational behaviour: challenges and options for management • Cultural frameworks: understanding attitude, values, behaviour, and how it impacts global management • Managing conflict with effective communication and negotiation • Motivating employees across cultures and borders 												
<i>Learning Methods / Teaching Procedures</i>	This is an interactive course that includes a combination of lectures, videos, in-class discussions, mini-case studies, daily review quizzes, and a team project where each group will assume the role of a cross-cultural training team of a multinational firm tasked with preparing an employee for an overseas assignment.												
<i>Evaluation / Assignments</i>	Class participation 10%, quizzes 40%, team project 50%												
<i>Bibliography / Course Material</i>	Lecture slides and additional material will be provided during class.												
<i>Number of Credits</i>	4 ECTS; 2 US												
<i>Schedule</i>	24 hours <table> <thead> <tr> <th>Session</th><th>Description</th></tr> </thead> <tbody> <tr> <td>1.</td><td> Introductions - Overview of the course - Assign teams Lecture: Introduction to Global Management & Organizational Behavior: Challenges and Options for Management Complete and discuss mini-cases Work on the team project with the assigned group Submit country selection for team project </td></tr> <tr> <td>2.</td><td> Lecture - Cultural frameworks: understanding attitude, values, behavior and how it impacts global management Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group </td></tr> <tr> <td>3.</td><td> Lecture - Managing conflict with effective communication and negotiation Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group </td></tr> <tr> <td>4.</td><td> Lecture: Motivating employees across cultures and borders Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group </td></tr> <tr> <td>5.</td><td> Daily review quiz (multiple choice) Team presentations </td></tr> </tbody> </table>	Session	Description	1.	Introductions - Overview of the course - Assign teams Lecture: Introduction to Global Management & Organizational Behavior: Challenges and Options for Management Complete and discuss mini-cases Work on the team project with the assigned group Submit country selection for team project	2.	Lecture - Cultural frameworks: understanding attitude, values, behavior and how it impacts global management Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group	3.	Lecture - Managing conflict with effective communication and negotiation Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group	4.	Lecture: Motivating employees across cultures and borders Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group	5.	Daily review quiz (multiple choice) Team presentations
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4.	Lecture: Motivating employees across cultures and borders Complete and discuss mini-cases Daily review quiz (multiple choice) Work on the team project with the assigned group												
5.	Daily review quiz (multiple choice) Team presentations												



SUM2425_12	STRATEGIC MARKETING																						
<i>Course Leader</i>	Amaury Leclercq de la Baume , Marketing, Communication, and International Business Development consultant. 20+ years marketing and sales experience in various EU countries																						
<i>Course Description</i>	A comprehensive view of the indispensable levers to elaborate a marketing strategy and plan implementation.																						
<i>Course Objectives</i>	Take advantage of the recipes taught to elaborate a Strategic marketing plan in all areas of marketing and communication.																						
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • Research marketing • Strategic marketing construction • The marketing plan • How communication evolved thanks to digital innovation • The phygital answer for a delighting user experience • Inbound and outbound communication • Social selling • Omni-channel direct marketing planning. etc. 																						
<i>Learning Methods / Teaching Procedures</i>	Lectures, case study, workgroups, collective and individual practice (Generative AI practice)																						
<i>Evaluation / Assignments</i>	In-class discussion, case study, group presentation, exam.																						
<i>Bibliography / Course Material</i>	<ul style="list-style-type: none"> • <i>Marketing management</i>, Kotler. • <i>Marketing Warfare</i>, Al Ries, Jack Trout. • <i>The Art of War</i>, Sun Tzu. • <i>Marketing management</i>, Kotler. 																						
<i>Number of Credits</i>	4 ECTS; 2 US																						
<i>Schedule</i>	<p>10 sessions over 4 days</p> <table> <thead> <tr> <th>Session</th><th>Description</th></tr> </thead> <tbody> <tr><td>1.</td><td>Introduction</td></tr> <tr><td>2.</td><td>Marketing and business key concepts</td></tr> <tr><td>3.</td><td>Strategy, intelligence, planning</td></tr> <tr><td>4.</td><td>Implementation and control</td></tr> <tr><td>5.</td><td>A holistic customer approach</td></tr> <tr><td>6.</td><td>Website</td></tr> <tr><td>7.</td><td>Search & Content MKG</td></tr> <tr><td>8.</td><td>Go (Anti-)Social!</td></tr> <tr><td>9.</td><td>Direct marketing</td></tr> <tr><td>10.</td><td>Exam & workgroup presentation</td></tr> </tbody> </table>	Session	Description	1.	Introduction	2.	Marketing and business key concepts	3.	Strategy, intelligence, planning	4.	Implementation and control	5.	A holistic customer approach	6.	Website	7.	Search & Content MKG	8.	Go (Anti-)Social!	9.	Direct marketing	10.	Exam & workgroup presentation
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SUM2425_13	CROSS CULTURAL MANAGEMENT
Course Leader	<p>Benoit Chalifoux, expert on soft skills, sales and diversity in the world of business. He is the author of a best-selling book on interpersonal skills entitled "Being at your best, The Incredible Power of Interpersonal Skills".</p> <p>Graduated from Paris Dauphine University with an Executive Master in Business (EMBA), he also has an MBA and a BAA of ESG UQAM. He teaches in several business schools across Canada and Europe.</p>
Course Description	<p>The globalization of business has brought about a demand for leader and managers who are able to accomplish their objectives by working effectively outside the boundaries of nations, function, professions, and organization, and as well as their cultural and ethnic reference groups.</p> <p>This course covers the challenge of interacting, managing and leading across cultural differences and national boundaries. Cultural differences are hard to understand because, although their consequences are obvious, it is not easy to analyze, describe or categorize them. Culture is actually highly complex. For future managers, being aware of the variety of issues and opportunities that arise when we take action outside our own culture is a key factor for success.</p>
Course Objectives	<p>At the end of this module, participants will be able to:</p> <ul style="list-style-type: none"> • Consider the importance of intercultural communication • Learn to think across cultural differences; • Be aware of issues and challenges involved in global business; • Develop skills, expertise and work required toward personal and professional growth; • Negotiate across different cultures; • Understand the opportunities of doing business with different cultures.
Tackled Concepts	<ul style="list-style-type: none"> • Introduction to the global business environment and cross cultural management; • Developing your Soft Skills for Today and Tomorrow in a Global World; • Understanding cultural differences; • The importance of communication in negotiation across boundaries; • Doing business in the Middle East, Latin America, Asia, Europe, Africa, and North America; • How to succeed working overseas: Building great leaders; • Business case studies: The international success of McDonald's Corporation, the «Starbucks» revolution, the failure of Wal-Mart in Germany, etc.
Learning Methods / Teaching Procedures	<p>A successful outcome of this course depends very much on group dynamics and personal involvement; therefore, the teaching method will encourage creative thinking and interactive communication, through guided exercises, role plays, videos, and tests. Students are encouraged to question themselves, express opinions, compare points of view and evaluate new options, within the context of group discussion.</p>
Evaluation / Assignments	<ul style="list-style-type: none"> • Group case study: 50% • Individual presentation: 50%
Bibliography / Course Material	<p>Required readings</p> <ul style="list-style-type: none"> • Ibarra, H. and Lee Hunter, M. (2007). <i>How Leaders Create and Use Networks</i>. Harvard Business Review. • Trompenaars, F. (1996), <i>Resolving International Conflict: Culture and Business Strategy</i>. London Business School 7(3) p51-68. • Thomas, D.A and Ely, R.J(1996). <i>Making Differences matter. A new paradigm for managing diversity</i>. Harvard Business Review. p 1-13. • Hofstede, GJ, Catholijn, M. and Jonker, T.V. (2012). <i>Cultural Differentiation of Negotiating Agents</i>. Group Decis Negot . 21. p79-98. <p>References for further reading</p> <ul style="list-style-type: none"> • Meyer E., (2016). <i>The Culture Map</i>. PublicAffairs. • Dauber D., Fink, G., and Yolles, M. (2012). <i>A Configuration Model of Organizational Culture</i>. Sage p1-16. • Günter K. Stahl, <i>Building Cross-Cultural Leadership Competence: An Interview With Carlos Ghosn</i>, Academy of Management Learning & Education; Sep 2013, Vol. 12 Issue 3, p 494-502. • Söderberg, A.-M., & Holden, N. 2002. <i>Rethinking cross cultural management in a globalizing business world</i>. International Journal of Cross Cultural Management, 2(1): 103-121.
Number of Credits	4 ECTS; 2 US



Schedule

24 hours.

Session Description

- 1. An Introduction to the Global World**
 - Introduction to the course and the participants
 - Course objectives and requirements
 - Form the teams
 - Developing your soft skills in a global world
 - Today and Tomorrow's Challenges in a World of Rapid Change
 - Nation, culture, and identity
- 2. The intercultural analysis in management**
 - Hofstede model
 - Iribarne & Trompenaars models
 - The Culture Map framework
- 3. Culture, business ethics & International negotiations**
 - Multicultural personnel management
 - Doing Business in Africa (Business cases)
 - Doing business in Asia (Business cases)
 - Doing business in Europe (Business cases)
 - Doing business in Latin America (Business cases)
 - Doing business in North America (Business cases)
 - Doing business in the Middle East (Business cases)



SUM2425_14	RESPONSIBLE BUSINESS MODELS: DESIGN & TOOL																				
Course Leader	Luc Brès , Full-time Professor in business sustainability at Laval University, Canada																				
Course Description	How to make business more sustainable? While there is broad consensus regarding the urgent need to transform the economy, it is not always easy for managers to translate this overarching goal into viable day-to-day business practices. Founded on the concept of business models, this course offers practical knowledge and tools on how to transform the sustainability of businesses. This module is aimed not only at professionals, and future professionals, who desire effective insights into the conduct of sustainable business, but also at future leaders who want to develop their strategic thinking on how sustainability is currently reshaping the economy and on their contribution to a sustainable society.																				
Course Objectives	<p>Upon completion of this course, you should be able to:</p> <ul style="list-style-type: none"> • Show an excellent understanding of sustainable business models • Understand the main challenges associated to sustainable business. • Identify and use relevant tools for the management of sustainability. • Critically assess business sustainability policies • Anticipate future economic evolution in relation sustainability 																				
Tackled Concepts	<ul style="list-style-type: none"> • Business sustainability • Key CSR issues • Sustainable business models • Strategic Corporate Social Responsibility • Responsible Supply Chain • Stakeholder and Community Management 																				
Learning Methods / Teaching Procedures	Lecture, Case Study, Group Discussions, Group discussion, Business policies assessments, short videos																				
Evaluation / Assignments	Case study analysis, presentation, participation, real-case analysis Quiz (40%), participation & presentation (30%), Sustainability policy evaluation (30%)																				
Number of Credits	4 ECTS; 2 US																				
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SUM2425_15	SERVICES MARKETING
<i>Course Leader</i>	<p>Professor Ric Sweeney, MBA</p> <p>Ric Sweeney is a Professor of Marketing at the University of Cincinnati's Carl H Lindner College of Business, teaching a variety of topics including Marketing Principles, Advertising, and Services Marketing. In addition to his teaching, he has been inducted into many organizations and honoraries nationwide, including DECA, Alpha Mu Alpha, Beta Gamma Sigma, Delta Sigma Pi, Order of Omega, Omicron Delta Kappa, and the Sigma Phi Epsilon Fraternity. Ric has been involved with the American Marketing Association since 1996 in a variety of volunteer positions locally and nationally, serving as Chair of the International Board of Directors in 2014-2015 and as Chair for the AMA Foundation 2021-2023. For his volunteer service to the American Marketing Association, the annual Volunteer of the Year Award was named in his honor in 2016. Ric has been recognized by the University of Cincinnati for excellence in teaching and service and has received numerous awards, including the EXCEL Undergraduate Teaching Award, Boyd Innovation Award, the Harold Grilliot Award, and both the Barbour Award and Cohen Award, two of the University's top awards for excellence. In 2018, Ric was named a Cincinnati Marketing Legend by the Cincinnati American Marketing Association.</p>
<i>Course Description</i>	<p>In business and society, Services make up a significant portion of our global economy, often exceeding 70% of total economic output in many developed countries through the contribution of services to Gross Domestic Product, employment, global trade, product development, and development of new markets and reshaping of existing markets through continuous and radical innovation. The study of Services Marketing provides a deeper understanding of the unique characteristics of services through an exploration of customer service and service quality management, focusing on the tools and techniques that companies and organizations should use to achieve success through effective service management. A thorough understanding of services and their role in global economies will allow students to apply these techniques to a multitude of service-based industries, including Travel and Tourism, Healthcare, Education, Hospitality, Finance, Retail, Consulting, Manufacturing, and many more.</p>
<i>Course Objectives</i>	<p>The main objective of Services Marketing is to help students understand the vital role that services play in our world's economies and apply various techniques and tools to analyzing services. Upon successfully completing the course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the various ways that services differ from physical products. • Recognize the role that services play in businesses and organizations within our world's economies • Describe the Gaps Model of Service Quality and its role in analyzing service quality. • Understand the importance of utilizing research to better understand customer requirements of service quality and design for local, national, and global service companies and industries. • Utilize Service Blueprinting to analyze and evaluate service design. • Apply techniques, tools and models to analyzing services and service quality, and recommend appropriate alternations to improve service.
<i>Course Topics</i>	<p>This course will cover the breadth and depth of services through the exploration of:</p> <ul style="list-style-type: none"> • The Gaps Model of Service Quality • Customer Expectations and Perceptions of Service • Listening to Customers through Research • Service Recovery • Service Innovation and Design • Physical Evidence and the Servicescape • Employees' and Customers' Roles in Service • Managing Demand and Capacity • Integrated Service Marketing Communications • Pricing of Services
<i>Learning Methods / Teaching Procedures</i>	<p>Students will gain an understanding and appreciation of services through a combination of lectures, case study discussions, team-based collaborations, reflective essays, and assessments designed to gauge understanding and application of principles and techniques related to Services Marketing.</p>
<i>Assignments</i>	<p>Students will be assessed through a variety of vehicles, including:</p> <ul style="list-style-type: none"> • Company/Organization Gaps Analysis • Company/Organization Service Blueprint • Essays discussing key aspects and tools/techniques related to Services Marketing • Reflective Essays to gauge understanding and application of Services Marketing concepts and principles



<p><i>Evaluation</i></p>	<p>Students will be evaluated based on:</p> <ul style="list-style-type: none"> • Overall understanding of the tools and techniques applicable to Services Marketing • Quality and thoroughness of thought and consideration • Overall skills in writing and expression <p>Overall Evaluation:</p> <ul style="list-style-type: none"> • Knowledge Assessment Essays: 20% • Service Blueprint: 20% • Gaps Model Analysis and Recommendations: 50% • Reflective Essay: 10% 																		
<p><i>Bibliography / Course Material</i></p>	<p>Course Materials may include an online text resource provided by McGraw Hill Higher Education, which offers a digitally-based learning environment and a variety of Case Studies and assessments.</p>																		
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SUM2425_16	DISCOVERING THE AMAZON RAINFOREST: INNOVATIVE SUSTAINABLE BUSINESS MODELS FOR A BETTER PLANET
<i>Course Leader</i>	<p>Prof. Msc Caio Fanha, Bachelor's degree in Administration with a focus on Marketing from CESUPA; Postgraduate degree in Marketing Management from ESPM-SP; Professional Master's degree with a dual diploma in Management Science and International Management from Université Catholique de Louvain, Belgium and University of Sydney, Australia (Top 3/ Ranking Financial Times). Prof. Fanha has been working as a Marketing and Strategic Management professor at CESUPA, an institution located in Belém do Pará, in the heart of the Amazon rainforest, for ten years. He has served as a mentor at Startup Weekend and the NASA Space Apps, NASA's Hackathon, considered the largest Hackathon in the world. With over 1100 hours of experience, he has impacted more than 1000 people. He has experience as a business consultant, Executive Director, Marketing Manager, and Coordinator of the Administration Course. Currently, he is a Partner and Owner of Hack Experience, a startup that provides innovation solutions and personalized corporate hackathons, and Coordinator of the International Office and Cooperation Networks at CESUPA.</p>
<i>Course Description</i>	<p>Welcome, international students! We invite you to participate in our workshop on sustainable Bioeconomy business models in the Amazon rainforest region. This is a unique opportunity for you to expand your knowledge on sustainable development, business strategies, and cultural diversity. This workshop is designed to explore the sustainable bioeconomy business model in the Amazon rainforest region. The course will examine the challenges and opportunities of developing a sustainable bioeconomy in the region and provide practical tools and strategies for developing and implementing a successful business model. The workshop will be conducted using a challenge-based learning methodology, where participants will work in teams to address real-world problems related to sustainable bioeconomy development in the Amazon.</p> <p>The workshop is linked to the following United Nations Sustainable Development Goals:</p> <ul style="list-style-type: none"> • Goal 8: Decent Work and Economic Growth By creating sustainable business models, the workshop aims to promote economic growth that is inclusive and sustainable. • Goal 9: Industry, Innovation and Infrastructure The workshop's focus on innovation in the bioeconomy aligns with this goal, as it seeks to promote sustainable infrastructure and foster technological progress. • Goal 12: Responsible Consumption and Production The workshop's emphasis on sustainable business practices and the use of renewable resources is closely aligned with this goal, which aims to promote sustainable patterns of consumption and production. • Goal 13: Climate Action By promoting the use of renewable resources and sustainable business practices, the workshop is contributing to global efforts to mitigate climate change. • Goal 15: Life on Land The Amazon Rainforest region is one of the most biodiverse areas on the planet, and the workshop's focus on sustainable use of its resources can help to protect this unique ecosystem and promote biodiversity conservation. <p>By joining this workshop, you will not only acquire valuable skills and knowledge, but you will also contribute to the promotion of sustainable practices and the conservation of one of the most important biomes on Earth. The Amazon rainforest is a unique ecosystem that hosts a rich biodiversity and provides essential services for the global climate and economy. We believe that together, we can create a positive impact and build a more sustainable future. Join us in this inspiring journey!</p>
<i>Course Objectives</i>	<ul style="list-style-type: none"> • Understand the ecological, social, and economic context of the Amazon Rainforest region. • Identify the unique raw materials available in the region and their potential for sustainable use in the bioeconomy. • Analyze the challenges facing businesses operating in the region and develop strategies to address them. • Use the Lean Canvas methodology to develop a sustainable bioeconomy business model. • Apply the challenge-based learning methodology to solve real-world problems in the Amazon Rainforest region. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Gain knowledge of the Amazon Rainforest region's unique advantages and challenges for the bioeconomy. • Develop skills in identifying and analyzing sustainable raw materials and potential markets in the region. • Develop a sustainable business model using the Lean Canvas methodology. • Apply critical thinking skills to solve real-world challenges in the region.
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • Introduction to the Amazon Rainforest region and its bioeconomy potential. • Ecological, social, and economic context of the Amazon Rainforest region. • Unique raw materials and their potential for sustainable use in the bioeconomy. • Challenges of operating a sustainable business in the Amazon Rainforest region. • Lean Canvas methodology and its application to the bioeconomy. • Design thinking and innovation in the bioeconomy. • Stakeholder engagement and partnerships in the bioeconomy. • Presentation of final sustainable bioeconomy business model and feedback.



Learning Methods / Teaching Procedures	The workshop will use a mix of lectures, case studies, group exercises, and discussions. Participants will be encouraged to engage in hands-on activities, such as market research, stakeholder analysis, and ideation sessions. The challenge-based learning methodology will be used to address real-world problems in the Amazon Rainforest region.																		
Evaluation / Assignments	<ul style="list-style-type: none"> • Class participation (class activities and case studies): 30% • Final project: 70% 																		
Bibliography / Course Material	<ul style="list-style-type: none"> • <i>Bioeconomy in the Amazon region: potential, challenges, and opportunities.</i>, Ribeiro, G. et al. (2020). • <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.</i>, Ries, E. (2011). • <i>Designing for Growth: A Design Thinking Toolkit for Managers.</i>, Liedtka, J. and Ogilvie, T. (2011). • <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.</i>, Osterwalder, A. and Pigneur, Y. (2010). 																		
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Schedule	<p>8 sessions of 3 hours each (4-days)</p> <table> <thead> <tr> <th>Session</th><th>Description</th></tr> </thead> <tbody> <tr> <td>1.</td><td>Introduction to the Amazon Rainforest region and its bioeconomy potential In this session, participants will learn about the Amazon Rainforest region and its potential for the bioeconomy. The session will cover the region's biodiversity, cultural diversity, and economic potential.</td></tr> <tr> <td>2.</td><td>Ecological, social, and economic context of the Amazon Rainforest region In this session, participants will learn about the ecological, social, and economic context of the Amazon Rainforest region. 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SUM2425_17	ESPORTS MANAGEMENT: THE WORLDWIDE GAME CHANGER																		
Course Leader	Joey Gawrysiak , visiting professor from Syracuse University, US																		
Course Description	Sports around the world continue to become more commercialized as their popularity grows. It is important to understand how these organization run as a business in order for them to maximize their profits and thrive in today's global economy. This course is designed to teach students how to manage various aspects of the sport industry, including marketing, event management, governance, revenue generation, and collegiate sports in the U.S. Beyond these traditional models of sport management, this course will introduce students to the burgeoning industry of competitive video gaming, or esports. Concepts will be introduced such as defining esports as sport, event management, and unique aspects of the esports industry that makes it different from traditional sports.																		
Course Objectives	At the end of this module, participants will be able to: <ul style="list-style-type: none"> • Explore and master practical sport management skills. • Analyze and critique contemporary sport management issues. • Compare and contrast various sport competition formats around the world and understand why they are successful • Design new forms of revenue generation • Explore and present a solution to a contemporary sport management issue. • Understand how technology and esports impact traditional sport business management 																		
Tackled Concepts	<ul style="list-style-type: none"> • Core terminology and theory of sport management • Challenges and issues in contemporary sport management • Revenue generation • Competitive formats around the world • The Olympics • The impact of media on sport • Technology and esports 																		
Learning Methods / Teaching Procedures	A series of lectures, presentations and discussions: https://youtu.be/f2y2QJxBGeA																		
Evaluation / Assignments	<ul style="list-style-type: none"> • In class assignments: 50% • Final presentation: 25% • Final exam: 25% 																		
Bibliography / Course Material	Street & Smith's Sport Business Journal student subscription																		
Number of Credits	4 ECTS; 2 US																		
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SUM2425_18	MARKETING RESEARCH: A FOCUS ON QUALITATIVE RESEARCH										
Course Leader	Isabelle Palud , Lecturer in Marketing at Tertiary School in Business and Administration (TSiBA)										
Course Description	Marketing Research: a focus on qualitative research.										
Course Objectives	Learn how to conduct qualitative research in an agile environment. The purpose is to present methods and processes to enable innovation, quick and sound decisions in a VUCA world, for entrepreneurs and intrapreneurs.										
Tackled Concepts	<ul style="list-style-type: none"> Context: importance of agility, the lean movement, pivot or iterate your Business Model Different objectives for conducting marketing research: segmenting, positioning, drivers of consumer behaviour (building personas and journey maps based on data to facilitate strategic decisions) Process of qualitative research for in-depth interviews and focus groups. 										
Learning Methods / Teaching Procedures	<p>Project-Based Learning: by groups, students solve a business case (resources provided + coaching; regular "check-ins" = intermediate Group Presentations based on a checklist to guide the works)</p> <p>Experiential immersion: case studies achieved in groups (3-4 students):</p> <p>Students select</p> <ul style="list-style-type: none"> a new concept '(provided by lecturer) a new business idea or scaling up an existing idea of a student an UN SDG <p>Students define a problem, ideate potential solutions, design and achieve qualitative research, going through the whole research process: setting objectives, designing the method, implementing the fieldwork, analysing the content. The final aim is to validate or pivot the solution.</p>										
Evaluation / Assignments	Group assignment: report + group presentation (10 mins pitch+ Q&A) + individual reflections										
Bibliography / Course Material	<ul style="list-style-type: none"> <i>The Lean Start-Up</i> by Eric Ries <i>Design Thinking</i> (IDEO) <i>Business Model & Value Proposition Canvas</i>, by Alexander Osterwalder: <i>Marketing Research</i>, Alvin C. Burns (Pearson) 										
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SUM2425_19	EUROPEAN POLITICS & BUSINESS: STUDY TRIP TO BRUSSELS, BELGIUM
<i>Course Leader</i>	Guillaume BLAESS , associate Professor at Audencia Business School
<i>Course Description</i>	<p>Students will travel to Brussels, in the heart of the EU, to visit the main European institutions and European history related places. Visits may also include lectures at some companies' headquarters so that students understand how the EU, as a political entity, may affect business practices.</p> <p>Students will understand the way the three main EU bodies work together and grasp how "lobbies" try to interfere in the decision-making process.</p> <p>The course will blend political and economic matters in the very places where decisions are taken.</p>
<i>Course Objectives</i>	Upon successful completion of this course, students will be able to gain a deep knowledge of the EU institutions and the way the latter influence business pathways as well as everyday operational activities of businesses.
<i>Tackled Concepts</i>	<ul style="list-style-type: none"> • Nations • Supranational/Cross-national • Nation state/country • MEPs • Commissioner/Commission/European Council/Council of Europe • Heads of States • These are the notions that students will master and learn to differentiate.
<i>Learning Methods / Teaching Procedures</i>	Visits, conferences, lectures, debriefing sessions
<i>Evaluation / Assignments</i>	<p>Continuous assessment: participation and attendance – 50%</p> <p>Final exam: essay – 50%</p>
<i>Number of Credits</i>	4 ECTS; 2 US
<i>Schedule</i>	<p>24 hours – 4 days in Brussels (Monday to Thursday)</p> <p>Cultural and institutional visits.</p> <p>Lectures:</p> <ul style="list-style-type: none"> • History of the European Integration • Political Economy of European Integration • European Institutions and decision-making <p>The group will meet directly in Brussels. Students who participate only in this module do not need to travel to Nantes before or after the study trip.</p>



SUM2425_20	INTERNATIONAL TRADE ESSENTIALS												
Course Leader	Brian Hunt , Lecturer of Economics from the College of Business at Clayton State University of Morrow, Georgia, United States												
Course Description	This course develops an understanding of the economics behind trade. It examines trade policies nations adopt, international resource flows, geopolitics, and BRICS. The theoretical principles, historical developments of international trade, and new trade theories will be examined through mini-lectures, discussions, and a daily international trade game. The economic features of open economies, benefits and costs derived from trade, and the impact of trade on production, consumption, and distribution of income will also be examined.												
Course Objectives	In our study of international trade, we will develop a theoretical framework to improve the understanding of problems in international trade. We will examine the possibility of gains from trade, loss of gains from trade, the nature of comparative advantage and the determination of pattern of trade, and the role of scale economies, imperfect competition, and factor movements in an international economy. The remainder of our study of international trade will be devoted to examining trade policy, in particular effects of protection (tariffs, non-tariff barriers, administered protection), trade and sustainability, and some aspects of the political process of the formation of trade policy. Special attention will be given to US-China trade relations, trade within the European Union, the evolving geopolitics of trade in a post-COVID world, and the rise of BRICS.												
Tackled Concepts	<ul style="list-style-type: none"> Determining trade patterns Calculation of gains (losses) from trade International resource movements across countries Economies of scale and offshoring Imperfect competition Tariffs, Quotas, and Non-Tariff Barriers Trade and Climate Change Architecture of free and managed trade agreements Weaponization of trade China's One Belt-One Road Initiative BRICS 												
Learning Methods / Teaching Procedures	This course is taught with an application approach using a combination of mini-lectures, in-class discussions, problem-solving, daily online concept quizzes (Blackboard), an international trade game, and a final course examination.												
Evaluation / Assignments	<ul style="list-style-type: none"> Individual Class Participation (40%): Attendance and active participation in all class discussions, problem solving activities, and daily international trade game Blackboard Assignments (40%): Daily online concept-check quizzes Final Exam: Essay questions (20%) 												
Bibliography / Course Material	<ul style="list-style-type: none"> <i>International Trade + Achieve Essentials</i>, 5th edition. Feenstra, Robert and Taylor, Allen. 2021. Macmillan Learning. ISBN : 9781319344160 <p>Other course materials (i.e. news articles, special reports, case studies, etc., will be provided before the start of the course.</p>												
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SUM2425_LAN	FRENCH AS A FOREIGN LANGUAGE
Course Leader	Jessica Pouget and Carine Vila y Vicens Chatevaire
Course Description	<p>This course is designed to help students develop oral and written skills in French and includes listening and reading in French. Some cultural information about French-speaking countries will be included.</p> <p>The class is taught at two levels: beginner and intermediate. During orientation week, students will be tested to evaluate their level and will be assigned to the most appropriate group.</p> <p>Students can arrange to stay with a French host family to guarantee a full and permanent immersion during their studies in Nantes, France.</p>
Course Objectives	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand grammatical structure of the French language. • Communicate in diverse practical situations at the student's level of proficiency. • Display a grasp of French pronunciation, being able to recognise words from sound cues only & reproduce words with correct pronunciation, especially at beginning level. • Demonstrate an awareness of aspects of French culture that are different from other cultures. • Show command of the four communicative language skills: listening, speaking, reading, and writing.
Tackled Concepts	Language skills - French culture - Francophone nations
Learning Methods / Teaching Procedures	Class participation and final exam
Evaluation / Assignments	Continuous assessment: 50% / Final exam: 50%
Bibliography / Course Material	Audencia will provide a handout.
Number of Credits	No credits.
Schedule	<p>3 hours/week. These classes usually take place from 5 pm to 6.30pm twice a week Courses every week - you can attend as many weeks as you want (independent weeks).</p> <p>1. Beginner level</p> <ul style="list-style-type: none"> • Days of the week, months, greetings • Formal vs. informal greetings, basic vocabulary, the French-speaking world (intro), basic expressions • Greetings, ordering food and drink, indefinite articles (un, une, des) • -er verbs, subject pronouns, asking questions, talking about likes and dislikes, definite articles, saying "no" • The verb "to be," basic adjectives, simple conversations, food and drink vocabulary • Common vocabulary, asking what something is, the verb "to have" • Asking questions (who, what, when, where, why), talking about activities, the verb "faire" • Talking about personal characteristics, numbers, possessive adjectives <p>2. Intermediate level</p> <ul style="list-style-type: none"> • Identify most grammatical terminology • Understand and use sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, local geography, employment) • Use necessary skills to communicate during routine tasks requiring a direct exchange of information on familiar and simple matters • Describe in simple terms aspects of one's background, immediate environment, and matters of immediate needs



SUM2425_00	COMPANY VISIT
<i>Course Description</i>	During this visit, participants will have the opportunity to discover a local company.
<i>Course Objectives</i>	This company visit is the opportunity to learn about "real life" examples of businesses.
<i>Learning Methods / Teaching Procedures</i>	<p>Before the visit</p> <ul style="list-style-type: none"> • Participants must prepare for the visit and do some initial research • Use the company's website and company reports to get familiar with it • Think about what they already know about the sector of activity • Prepare some questions to ask during the visit <p>During the visit</p> <ul style="list-style-type: none"> • Participants must be actively involved in what they are experiencing: <ul style="list-style-type: none"> ○ Ask questions when given the opportunity ○ Take organized notes and record any impressions/opinions they may have of all aspects of the visit
<i>Assignments</i>	<p>Participants must write a site visit report (to be submitted within a week after the visit). The report must demonstrate that participants observed (and understood) the most important characteristics and challenges of the company they visited as well as make recommendations on how to face the observed challenges.</p>
<i>Evaluation</i>	Visit report: 100%
<i>Number of Credits</i>	<p>2 ECTS; 1 US</p> <p>You can only take one company visit and get 2 ECTS maximum in total for this module</p>
<i>Schedule</i>	<p>The company visits (1/2 day) take place on Thursdays in the afternoon, not available each week, exact schedule to be confirmed.</p> <p>Examples of companies:</p> <ul style="list-style-type: none"> • Terre de Sel (salt marshes) • Cointreau (distillery) • Agronaute (solidarity-based urban farm)

Contact

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