

Audencia Business School

Programme Grande Ecole

Dual Degree Period : Aug.2019 – May.2020

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Audencia Business School is one of the best European business schools. It is well-known for the Master degree in Management Grande École and internationalization, also, the wide disciplines it encompasses. The business school provides rich student resources, catering to different needs, including Marketing, Corporate Finance, Consulting, Supply Chain, Management of Digital Business and Information Technology, etc.

About preparation, you will need to obtain a long - term student visa before your arrival. I suggest that you should apply for the visa at least three months before your departure. Please visit the Campus France website (www.campusfrance.org) for further information. After arrival, it is very important that you attend orientation session, which will be scheduled during your first two days at Audencia Business School. It will cover valuable topics including : Banking, Mobile phones, CAF, OFII, TAN, and general information about the school. The orientation will also include a tour of the campus.

In the following article, I will share my personal experience and some practical information that you may not find on the Internet.

I. Courses

Based on my previous work experience and interests, the two majors I chose to study are “Marketing for Product Managers” and “Supply Chain Management”. Audencia Business School is recognized worldwide for its education and research specializations in both fields of business and management.

1. Marketing for Product Manager

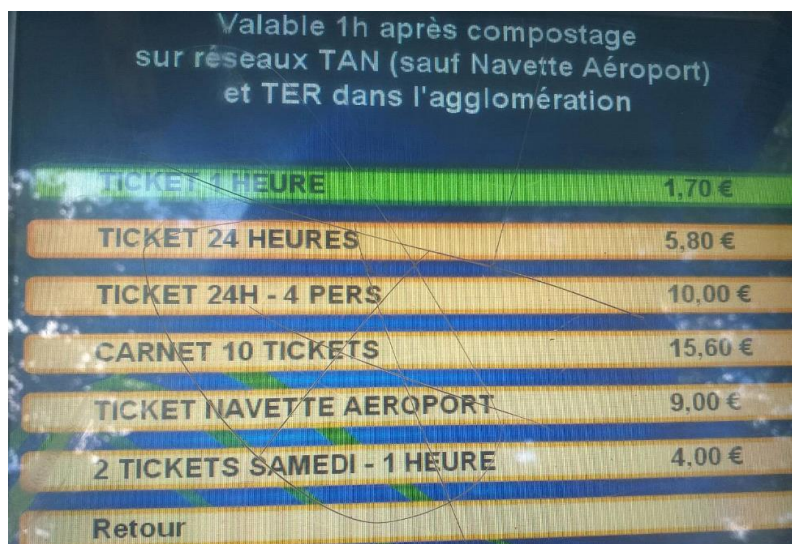
This major is to learn about the theoretical and practical aspects of integrated marketing theory via lectures, guest speaker session and group projects. For group project, we were assigned to develop marketing plans for Marionnaud, P&G, etc. The coaching session was important which helped us to improve our projects step by step. Besides the group project, there were also assignments and final exams.

2. Supply Chain Management

Supply chain management from Audencia is quite famous. The courses were intense and heavy, but you can fully learn the integration of global procurement and supply chain, as well as logistics operations, warehousing and transportation management. Audencia has also cooperated with some companies, for example, Mars, Electrolux and others. We learned many practical supply chain strategies from group projects for those companies. Besides the group project, there were also individual assignments, mid-term and final exams.

II. Transportation

If you are over 26-year-old, then you cannot purchase student ticket and monthly student subscription in public transportation but only full ticket. One time ticket cost 1.7 euro, and 15.6 euro for a 10 tickets bundle. You can refer to the following picture.



Valable 1h après compostage sur réseaux TAN (sauf Navette Aéroport) et TER dans l'agglomération	
TICKET 1 HEURE	1,70 €
TICKET 24 HEURES	5,80 €
TICKET 24H - 4 PERS	10,00 €
CARNET 10 TICKETS	15,60 €
TICKET NAVETTE AEROPORT	9,00 €
2 TICKETS SAMEDI - 1 HEURE	4,00 €
Retour	

Also, there is an app called "Trainline", which is very easy to use and can book domestic trains in European countries. Another app called "Moovit", it is very useful in the city, which can help you plan the best plan from your location to your destination.

III. Life in Nantes

First, you can go to the city center (Commerce) to get free garbage bags, just need to apply with your proof of residence, and you will get the card. Every time you go to get the garbage bag, the card will be marked as the following picture.



Second, about Mobile phone, I chose "Lycamobile" company. You can add value at any Tabac in France, which is very convenient. It has many different bundles. May check it on their official website. I chose the plan of 14.99 euro every month. You can have unlimited wifi, which can be used in Europe. Also, you can have phone call in european countries. The signal is quite good as long as you are in the EU countries.

Third, about shopping, you may bring some old clothes to wear in France, and will not bring them back to Taiwan. You can take three pieces of old clothes to H&M, and exchange it for a 15% discount coupon to buy a new piece of clothing.

Next, make sure you try the Crêpe in Nantes, I recommend a restaurant called "Barapom". The food is delicious there, and the price is cheap, around 6 euro~13 euro. The Crêpes also match nicely with Cider, which is famous drink in the region of Brittany. The staff there are all friendly and efficient providing a good service.



Moreover, there is an app called "TheFork". An app that French locals love to use, you can see restaurant review, make reservation, and have discounts, etc. If you would like to eat French cuisine, but the price is usually high. I recommend to go there at noon on weekdays, usually the price of lunch is more affordable.

As for the repair of the computer, you can see the following picture.



IV. Conclusion

I appreciate having the opportunity to study in France. I enjoy the life during this period. Audencia has a lot of resources and offers interesting courses, activities and career events. It was a great experience, you can meet students from different countries and background. It was fun to work together on group projects and making friends with them. Also, it is interesting that you can explore and learn a lot of French culture, fashion style, value, the way of thinking from French classmates. My advice is to be patient when living in France. At the same time, don't be afraid to express your opinions. Ask people for help when you encounter problems, don't be shy. Last but not least, stay curious and open-minded. This will be one of the best memories of your life.