

Audencia Business School Double Degree Report

National Chengchi University

Master in International Business Administration

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Country: France

Exchange School: Audencia Business School

Introduction:

When I was in college, I worked as exchange student volunteer on campus and met many French students, since then I was curious about French culture. After graduating, I worked in Singapore, selling alcohol and wine products, and was responsible for selling French wine. After that selling French wine experience, I started to learn French, which triggered my motivation to study in France.

Audencia Business School:

Audencia's major courses are all integrated with sustainable management in each major. For example, based on my learning experience in marketing, in our course, we had to help an organic food store that produces organic food locally to plan how to reduce carbon emissions, which is the emphasis in Audencia, balancing sustainability and profits.

The other characteristic of Audencia is that many group reports in the school need to be done and written with the group members immediately before the class finishes. I think there are many opportunities to learn how to learn from each other in a short time and how to cooperate with your teammates. At the same time, train your reading speed and the ability to grasp the key points.

Courses of Audencia

S5MSI506 - MANAGING BUSINESS TRANSFORMATION

The professor in this class worked in a consulting company before, mainly engaged in organizational transformation. Because his work involves a lot of personnel and psychological aspects, after quitting his job, the professor continues to do research in the field of organizational behavior. In this class, there are many personal tests in class, such as MBTI, personal learning style tests, etc. One of the courses that impressed me was probably that the professor once threw a question, asking each group to organize what to say according to the question, and to lead the whole course. The professor only plays the role of observer. Because if no one comes out to take the lead, the whole class cannot go on. Therefore, there are a few volunteers in the class who play the coordinating role. Some people immediately establish a voting system through Facebook in class, and then vote through the Facebook system based on

the ideas discussed and conclusions made in the end. I also experienced how to organize the course content in the classroom with classmates from the beginning to the end.

S4MKT526 - CRITICAL MARKETING

The class invited Nantes' local organic food shop "VITE MON MARCHÉ", and we were asked to help the start-up company to figure out how to reduce carbon emissions from product packaging to the transportation. Because of the Covid-19, when making this report, the group adopted a remote method, discussing online, and to work on the reports and plans. Our group is thinking of using glass jars and reusable cotton shopping bags to replace plastic containers and plastic bags for product packaging. And listed all the data on how much carbon emissions can be saved to illustrate.

S4MKT522 - MARKETING OF INNOVATION; S4MKT523 - BRINGING TO MARKET

In these two courses, you can actually experience how to complete a marketing product plan from scratch. In this semester, we and Chooka, a startup founded by alumni of Audencia graduates which sells hibiscus drink. Our project is to help them design a new hibiscus product other than drink. We conduct market research surveys and brainstorming marketing based on the characteristics of the new products, and also event plan, digital marketing, etc.

Outdoor Activity-

IC Team:

Responsible for organizing all the activities for the school's international students and providing living information in France as well. In 2019, IC team organized a two days and one-night tour of Mont Saint-Michel; a two days and one-night wine tasting tour in Bordeaux. Food tasting events, German Oktoberfest, ice skating events, etc. I think if you want to get to know French students more, you can make many friends through the IC team, and you can also have a deeper experience and understanding of French culture through interacting with them.

Career Consulting and Career Fair:

The school will regularly invite alumni and companies to come to the school to share their careers and learn about different types of industries in France during the school orientation week. Students can also make appointments with career consultations on campus, which include graduated alumni, as well as career counselling experts, to provide different tests and consultations to help students clarify their career direction.

Volunteer Experience:

I participated in the organization of the International Culture Week at school and shared Taiwanese culture with French high school students.

I think it is a very special experience to organize the activities of International Cultural Week. In Taiwan, when we hold an event, we value efficiency, so things can be completed very quickly. But organizing activities with French students, I found that they often have a variety of opinions, and often discuss things that could deride from the main topic, and then pull back to spend a lot of time discussing all possible details, and then the work progress is often delayed, or even no progress. However, a few days before the event, the details that should be considered before had been fully discussed, so they worked pretty fast.

At the end of the first semester, the student council wanted to find a few international students to conduct cultural exchanges seminar for local French high school students. I volunteered to participate this event. I made some bubble tea by myself and introduced Taiwan to them. I thought it was a very interesting experience.

Life in Nantes

Transportation- Tram; Bus

If you are over 26 years old and do not have a job, you can apply for a subsidy card, and the city government will provide full subsidy for transportation expenses within one year. The application requires the following documents:

(1). Bank identity certificate (Rib) (2). Passport (3). Identity photo (4). Proof of address less than 3 months (5). For CAF (housing assistance) or MSA beneficiaries, Caf/MSA less than 3 months must be attached Proof of payment (6). For those who have not benefited from CAF (House Assistance), a tax notice is required. For detailed application documents, please refer to Tan Tram official website: <https://www.infos-jeunes.fr/dispositifs/abonnement-solidaire-tan-nantes-metropole>

Because strikes often happen in France, if it happens, you have to find ways to get to the school yourself, such as walking, renting a bicloo (shared bicycle), or asking friends to take it. I live next to the school. The advantage is that when it strikes, I can walk to the school.

Medical treatment-

When you go, remember to apply for Ameli health insurance immediately. The processing time is about 1-2 months. The maximum subsidy for visiting a doctor is 70%. In addition, you will get a temporary health insurance number receipt after you apply. Before the health insurance card is issued, you can see a doctor based on this receipt number. I did it in September. Around November, I received the email notification of successful health insurance application, and asking me to go to the Ameli website to download the file by myself. However, I couldn't download it from the website. Later, I asked a friend call them to confirm it. It turned out that there was a problem with their computer system, so I had to wait. Later, my friend provided me with a special line 0811709724 for foreign students to communicate in English (I couldn't find it on their website) to call, and the other lady sent me my health insurance number with an email immediately. So my experience tells me that I have to keep an eye on the progress of

everything in France, because often they have reviewed and passed the documents and come out, but due to the lengthy internal work, it takes a long time to receive the documents.

Bank-

It is recommended to bring cash for one month's living expenses; Taiwan credit card; open an account with a French local bank (I applied for BNP PARIBAS that cooperates with the school). However, in the BNP PARIBAS 50 OTAGES branch, internal operations often have problems, such as sending me the wrong account number of other clients; my classmate's online bank account was also sent to the wrong branch, etc., and even though the branch provides one-year free House insurance, but in fact only offers a discount of up to 80 euros; there is also a problem with the debit card password, etc. These are all problems I encountered. It takes a lot of time to exchange letters, or ask French students to accompany you to the branch to communicate with the staff in person (some financial terms are only available in French, and communication in English cannot reach to the main points). Therefore, it is recommended to apply for an account in another bank, which may avoid the above problems. I have a classmate who traveled abroad but couldn't use the BNP visa card to pay. Later, he applied for another online virtual bank account (such as revolut, n26, etc.). The application was convenient and fast.

Rent- I found my student dormitories through the school's Studentpart rental platform. According to the accommodation manual provided by the school, there are the following types of housing that can be found. Crous (French public dormitory, the lowest cost, and the quality is good); Student Resident (student apartment, the price is high, but all the living utilities will be provided. There are also common room to be used. The cleaning staff will clean your room regularly); Private apartments (some prices are high or some are low); airbnb (short-term exchange students for one semester can consider. Some prices are high; some are low). I live in a student resident. It should be noted that this type of student resident, because everything is new when checking in, such as pots and pans, etc., when checking out, everything needs to be renewed to a new state. The house should not be slightly dirty, otherwise, when checking out, the deposit for the first month will almost be deducted. In addition, it is also recommended that when checking in, remember to take photos of the places where are stained for evidence to avoid discrepancy when checking out.

French lessons- Audencia provides free French lessons for 2 hours a week, but because of the short learning hours per week, it is impossible to go deeper. Next semester, I went to University of Nantes to take French lesson. Two classes a week, two hours each. I personally think that because students have different levels, the way of the teaching is not systematic. It is recommended for students who already equip basic French level to practice French dialogue.

Life in Nantes-

I think life in Nantes is very comfortable, but it often rains. The tourist attractions in the city are only castles, churches, some art villages across the river bank, Nantes Art Museum, etc. I only went to these places before school began. After school started, I have more schoolwork, and I spend most of my time around the school, and occasionally go to a bar in the city center for a drink with friends. I originally wanted to go to a youth social welfare center in France to volunteer, but most of the local social welfare employees only speak French. Later I went with my French friends who could help me to do translation, but because of the COVID-19, I had to give up. However, it is highly recommended that students who will come later coming here to do volunteer and learn more about the local culture.

Conclusion-

The exchange time of 7 months is neither long nor short. In fact, this trip to France, I actually didn't learn too much from my schoolwork. On the contrary, I learned how to solve the problems when problems happened from my bank, house...etc. On the other hand, I also learnt how to communicate with French students in a more proactive way, and learnt how to defend my idea when it is necessary in a group project. The working habits of French people are completely different from Taiwanese. If you expect to get Taiwanese services there (meaning fast and no mistakes), you may be disappointed. Because mistakes always happened in French public institutions, and banking services often have problems, too. And sometimes the staffs will avoid the responsibility they should behave, then you have to go to the bank to communicate with them directly and defend for yourself. In fact, after various time of the communication, I felt that I got used to it gradually.

In addition, I have also observed that French students spend a lot of time doing things they are interested in, such as music, art, sport...etc. Compared with their schoolwork, Taiwanese or Asian students often pursue academic scores and teachers' evaluations. However, French students pay more attention to the experience they have learnt outside the classroom, such as the experience of communicating with group members in the group, and the way of doing things. This also makes me think of what I want to pursue with my life.

I think that when you come to France, you will spend a lot of time with yourself, and you can explore what you want and like. For me, during this exchange, I made friends from all over the world, and at the same time I also discovered that I like to meet with people from different cultures. Therefore, I volunteered to participate in the international exchange of the school, which also opened another career path I wanted to do, which is to teach Chinese. I hope I will move towards the career direction related to cultural exchange in the future.



City Center in Nantes



Cathédrale Saint-Pierre-et-Saint-Paul de Nantes