



IMBA Dual Degree Report

Name: Herbert Wong

Student ID: 110933034

Country: France

School: Audencia Business School

Program: Master in Management Grande École

Period: Sep 2022 – May 2023

Introduction of Audencia

Audencia Business School is a French grande école and business school located in Nantes, France. It is one of the only 0.5% of business schools in the world accredited by the Association of MBAs (AMBA), the European Quality Improvement System (EQUIS), and the Association to Advance Collegiate Schools of Business (AACSB). Audencia is also BSIS labelled. The school enrolls 6,100 students from almost 90 countries in bachelors, international masters, specialized masters, MBAs, doctorates, and executive education courses.

Audencia is often ranked in the top 12 business schools in France. In 2021, the Financial Times ranked it the 7th business school in France. Audencia's Masters in Management was ranked 49th in the global rank by QS World University Rankings 2022.

Courses in Audencia

In Audencia, student is asked to choose 1 major (28 ECTS with 7 courses) per semester, 1 elective course (2 ECTS) in Fall semester, and 2 elective courses (2 ECTS each) in Spring semester. Elective courses will start 1-2 weeks before the start of the major. But due to the agreement between NCCU and Audencia, dual degree students only need to complete 60 ECTS in total. You may contact the administrative department to amend the number of elective courses you

need to take in Spring semester if you want to have more spare time.

About every course in Audencia is evaluated by group projects. Your whole study experience is extremely varied by your group members. It is important to identify trustworthy classmates and form a group with them whenever it is possible.

Marketing for Product Managers – I took this major in Fall semester. The major will have a main project that involved an actual company. It lasted the whole semester and across several courses. We were assigned to develop a new mosquito repellent for SC Johnson in response to the new regulation in the EU. The courses guided us in market research, product design, launching strategy, and international sales channel expansion. Representatives from SC Johnson met with us from time to time during the whole semester, and a winning team will be chosen among all three classes of the major. Other than this main project, we also had a smaller project to help ERAM group to develop the business model for its secondhand shoes business.

Besides projects involving actual company, the content of courses is not well designed. There are many duplications of marketing concepts among different courses. For the SC Johnson project, instruction was confusing in between courses. You can clearly tell that there is no communication between professors and school when they constructed the major. And the discussion in class is shallow. But it maybe due to the inexperience of the class since nearly everyone has no working experience besides internship.

Management Consulting – This is the major you must take in order to waive the mandatory course - Strategy Management of IMBA. Consulting major has several professors in one course. Course schedule is highly depending on the personal schedule of the professor. You may have the second half of the course 1 month apart from the first half since they are taught by different professors. Documenting all deadlines is recommended.

The content of the course is quite broad as consulting is a general topic. I had courses about soft skills, history of the consulting industry, quantitative analysis skills, etc. It was an eye-opening experience since I have a different background, but I doubt if it can help you get your foot in the consulting industry just by the content of the course itself.

Life in Nantes

Nantes is the 6th biggest city in France in terms of population. It is also one of the most dangerous cities in France. Everyone should pay attention when you are out especially at night.

Live – Getting accommodation in Nantes is difficult. You may apply for CROUS, a government-funded residence across France. Audencia will send you instructions for the application, so keep an eye on your email. But if you failed the application (like me), then you are on your own to find a place. Besides the Studapart rental platform, Audencia has no support at all. I found a T2 apartment via Studapart. In France, you have to apply for electricity by yourself.

There are many providers, you may ask your neighbor for recommendations. But most of the applications must be done by phone in French. Lucky that my apartment has a unit manager that speaks English.

Transport – Trams, buses, and ferries are the main transport within Nantes. They are all run by the company TAN. You can purchase tickets via TAN's mobile app. Transport by TAN is free on Saturday and Sunday. To travel out of Nantes, you can take trains as well. And I highly recommend you purchase a Carte Avantage card on the SNCF website or app before you travel. With the card, you have access to capped prices in 2nd class on direct TGV, INOUI, and Intercites trains, even if booked at the last minute.

Eat – I usually cook by myself. There are two major Asian markets in the city center at Bouffay. You can find seasoning and ingredients that you usually use in Taiwan. For other general ingredients, you can purchase from the closest supermarket around your place. And supermarkets in France usually have a membership system. You can apply for membership via their mobile apps, then you can get rebates after your purchase.

Bank – Audencia has a special agreement with BNP. If you show your student ID when opening an account at the specific branch, you will have a EUR 80 rebate. I am not sure if it will be the same in the future, please refer to the email from Audencia.

Mobile – I had a non-contracted sim with FREE mobile. It was EUR 11.99 with

80GB per month. And I can have 12GB in other European countries as well. But they change their offer from time to time. And the signal of FREE mobile is not that great indoors. The best thing about having FREE mobile is that you can cancel the package whenever you want by mail. If you stay even less than a year, there will not be a penalty.

Conclusion

Studying at Audencia as a dual degree student is an interesting experience. If you do have not much work experience and have never been to Europe, it will be a good opportunity for you. On the other hand, Audencia won't provide you with any opportunities if you speak no French and already has middle to senior working experience. The career support in Audencia is tailored for freshmen.

Course content in Audencia is more diverse compared to IMBA. However, the engagement level of the professors is highly varied depending on your classmate. I had a class full of teenagers who only go out at night but never attend classes. Because in France, companies give students offers once they are accepted in Grande École. Therefore, students do not care about their grades. So, my professors basically gave up on my class. It could be a great gamble and a waste of time.