

# CORPORATE FACT SHEET 2018

never stop  
*daring*

Audencia Business School educates and accompanies innovators who create value through responsible actions.

In collaboration with stakeholders, the school produces and diffuses knowledge designed to transform teaching and inspire new business practices.

## 3 VALUES

INNOVATION

COOPERATION

RESPONSIBILITY

## ACCREDITATIONS



## RANKINGS

Audencia Business School is among the best European management schools:

### In France

- The school preferred by the largest number of French business school candidates
- Since 2002, ranked sixth by SIGEM
- Constant rise in rankings organised by French media

### Internationally

- Ranked 29<sup>th</sup> masters in management in the world by the Financial Times

By 2020, Audencia Business School aims to become one of the top 20 schools in Europe, with teaching adapted both to the expectations of students and to the challenges facing firms and society in an ever-changing world. The school will increase the international outreach of its quality teaching and research.

[www.audencia.com](http://www.audencia.com)



## 2018 BUDGET

€50 M



+5 100 STUDENTS



of which more than 1 800 are international  
and of 102 nationalities

+24,000

ALUMNI



113



FULL-TIME  
FACULTY  
(including SABS)  
of which 86 PHD

285



INTERNATIONAL  
ACADEMIC PARTNERS | in 67 COUNTRIES

(123 EQUIS, AACSB or AMBA accredited  
of which 27 triple-accredited)

36 000 m<sup>2</sup>

ON 4 SITES

- Nantes
- Paris
- Beijing
- Shenzhen

180



PARTNER COMPANIES

of which 40 have 'premium' status



## AUDENCIA PROGRAMMES

### ▶ GRANDE ÉCOLE • MASTER

Degree approved by MENESR, Masters level, RNCP approved level 1

### ▶ GRADUATE PROGRAMMES

#### INTERNATIONAL MASTERS (6)

- European and International Business Management
- International Master in Management
- MSc in Supply Chain and Purchasing Management (label CGE)
- MSc in Food and Agribusiness Management
- MSc in Management-Engineering
- MSc in Management & Entrepreneurship in the Creative Economy

#### SPECIALIZED MASTERS® (6)

- Management of Sports Organisations (CGE label)
- Management of International Competencies (CGE label)
- Marketing, Design and Creation (CGE label)
- Global Management of Sales and Supply Chain (CGE label, RNCP approved level I)
- Finance, Risk and Control (CGE label)
- Marketing Strategies in the Digital Age (CGE label)

#### DBA (2)

- Audencia Business School – Toulouse Business School
- DBA Audencia Business School – Western Business School of China, Chengdu

### ▶ BACHELORS

- SciencesCom Bachelor (RNCP approved level II for executive education)
- Management Bachelor (Degree approved at Bachelor level by MENESR, RNCP approved level II)
- Bachelor in Business Administration (BBA) in four years

## ► SCIENCESCOM

Communication and Media (Degree approved at Masters level by MENESR, RNCP approved level I)

## ► EXECUTIVE EDUCATION & MBAs

More than 3000 participants per year

### MBAs (3) / Nantes OR Paris

- EuroMBA (blended)
- Executive MBA (RNCP approved level I)
- Full-time MBA

## DEGREE AWARDING PROGRAMMES IN GENERAL MANAGEMENT (5)

### Nantes OR Paris

- Masters level (RNCP approved level I): AMP-Business Leader Trajectory (Blended), MBAs (3)
- Bachelor/Master 1 level (RNCP approved level II): Manage a profit center

## SPECIALIZED DEGREE AWARDING PROGRAMMES/ Nantes OR Paris

- Masters level (RNCP approved level I): HR Director, Financial Director, Sales & Marketing Director, Communications and Marketing Director, Supply Chain Director
- Bachelor/Master 1 level (RNCP approved level II): Sales Manager, Communications Manager

## SHORT PROGRAMMES, TRACKS AND CERTIFICATES

- + 50 Programmes in Nantes or Paris

## INTRA-COMPANY TRAINING & TAILOR-MADE SOLUTIONS

- Available in France and internationally



Students and alumni benefit from the network's support from their first day at the school and all through their careers (lifelong membership).



Audencia's foundation (under the auspices of la Fondation de France) was created in 2009. It aims to consolidate and develop the school's influence and to encourage social and cultural inclusion thanks to scholarships. The campaign launched in 2013 has raised almost €10m, mostly from companies.





## TEACHING AND RESEARCH

Audencia Business School's teaching and research activities are organized into **five departments**

- Business & Society
- Communication & Culture
- Finance
- Management
- Marketing

Audencia Business School's research laboratory is called Rn'B (Research and Business) to underline the strategy of developing academic research that is useful for companies and society. This laboratory also welcomes faculty from Centrale Nantes.

Audencia Business School has **7 research chairs co-financed by companies**

- Corporate Social Responsibility
- Family Entrepreneurship and Society
- Managerial Innovations
- Corporate Communications and Digital Transformation
- HR and Social Innovations in the Cultural Sector
- Antifraud and Cybersecurity (**new**)
- Finance for innovation (**new**)

and one research-action programme

- Behavior and financial vulnerability



## The Centrale-Audencia-Ensa Nantes Alliance

The structural alliance with Centrale Nantes and the National Superior Architecture School of Nantes (ensa Nantes) takes the form of a non-profit making association.

For almost 10 years, Audencia and Centrale Nantes, joined by ensa Nantes in 2013, have capitalized on their synergies and respective strengths to enrich teaching, research, company relations and their international scope.

Strengthening the integration of these activities between the three schools, a process new to France, allows them to offer double degree courses.



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