

# CORPORATE FACT SHEET FEBRUARY 2019



never stop *daring*

Audencia 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



## LABELS



## RANKINGS

Audencia 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 39<sup>th</sup> Masters in Management in the world by the Financial Times

By 2020, Audencia 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.



## 2019 BUDGET

€55 M



+5,300 STUDENTS



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

+26,040

ALUMNI



+120 FULL-TIME FACULTY  
(including SABS of which 105 PHD and 58 international)



+190



INTERNATIONAL ACADEMIC PARTNERS

for Audencia Business School  
(127 EQUIS, AACSB or AMBA accredited of which 28 triple-accredited)

in 58 COUNTRIES

36,000 m<sup>2</sup>

ON 4 SITES

- Nantes
- Paris
- Beijing
- Shenzhen

169



PARTNER COMPANIES

of which 40 have 'premium' status



## AUDENCIA PROGRAMMES



### GRANDE ÉCOLE

Diploma certified by the Ministry of Higher Education, Research and Innovation (MESRI), Masters level, Title RNCP level I

### BACHELOR IN MANAGEMENT-BBA

- Bachelor in Management (Diploma certified at Bac +3 by the Ministry of Higher Education, Research and Innovation (MESRI), Title RNCP Level II)
- Bachelor in Business Administration (BBA) in 4 years

### INTERNATIONAL MASTERS (6)

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

### SPECIALIZED MASTERS® (8)

- 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)
- Actor for the Energy Transition (CGE label)
- Management of the Music Industry (CGE label)

### DBA (3)

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



- 3<sup>rd</sup> year bachelor's degree
- Master Cycle: Communication and Media (Diploma certified at Bac +5 by the Ministry of Higher Education, Research and Innovation (MESRI), Title RNCP level I)



## EXECUTIVE EDUCATION & MBAS

**Very Select Certification**  
More than 3,000 participants per year

### MBA RANGE (3) / NANTES OR PARIS

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

### DEGREE AWARDING PROGRAMMES IN GENERAL MANAGEMENT / 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 worldwide



## NETWORK



Students and alumni benefit from the network's support from their first day at the school and throughout their careers (lifetime 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.



CORPORATE SPONSORS



GRADUATES AND DONOR FRIENDS



## TEACHING AND RESEARCH

Audencia teaching and research activities are organized into **five departments**

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

Audencia research laboratory is called **Rn'B Lab** (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 has **8 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
- Finance for Innovation
- Réalités: « Supporting smart territories » (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 new process in France, allows them to offer double degree courses.



20/02/19