2024 Summer Term Schedule

2024年访学日程安排

No.	DATES 日期	DETAILS 细节
1	July 6 or 7	▪ Meet at the airport and fly to Paris together 机场集合飞往巴黎 ▪ take flight to Nantes 巴黎飞南特 ▪ check-in and welcome dinner 入住修整&欢迎晚餐
2	July 8	▪ full day courses at Audencia 全天课程 ▪ group photo 集体照 ▪ group lunch&dinner 午餐&晚餐
3	July 9	▪ full day courses at Audencia 全天课程 ▪ group lunch&dinner 午餐&晚餐 ▪ optional French course 法语选修课 （4:30pm-6:00pm)
4	July 10	▪ full day courses at Audencia 全天课程 ▪ group lunch&dinner 午餐&晚餐 ▪ optional French course 法语选修课 （4:30pm-6:00pm)
5	July 11	▪ half-day courses at Audencia 半日课程 ▪ group lunch&dinner 午餐& 晚餐 ▪ company visit 企业参访
6	July 12	▪ final exam at Audencia 结业考试 ▪ group lunch& farewell dinner 午餐&告别晚餐 ▪ Nantes culture experience 南特城市文化体验
7	July 13	▪ fly to Paris 前往巴黎 ▪ culture experience of Louvre Museum, Eiffel Tower （outside), Seine River 巴黎文化体验 ▪ group lunch&dinner 午餐& 晚餐
8	July 14	▪ culture experience of Palace of Versailles, Notre Dame, Arc de Triomphe Champs-Elysees 巴黎文化体验 ▪ group lunch& special dinner 午餐& 特色晚餐 ▪ transfer to Paris Airport 送巴黎机场
9	July 15	▪ take a flight and back to China 乘飞机回国

SUM11	*BOOST YOUR SELF-CONFIDENCE & SELF-ESTEEM*
Course Leader	**Manuel Paris**, professional life and business coach, personal development trainer and psycho-body therapist.
Course Description	What do you know about who you are and how much do you trust yourself? Everything starts inside ourselves. Trust starts with self-confidence. However, it is not a given. Good news is: you can train it. This training will focus on: • Understanding what can block or enhance self-confidence and self-esteem. • Exploring your personal story to discover unifying thread for your identity. • Discovering how we relate to ourselves and one to another.
Course Objectives	• Know yourself better: your talents, points for improvement, what makes you unique. • Train your self-confidence and self-esteem. • Create your own « story » that makes you create the life you are after. • Overcome your main blocking thoughts and train trust for yourself and your environment.
Tackled Concepts	Soft skills : self-confidence and self-esteem, knowing yourself to better perform.
Learning Methods / Teaching Procedures	Role plays, subgroups, challenging judgements and bias.
Evaluation	• Participating in all modules: 20% • Personal "Self-Boost" presentation to your team at the end of the course including all findings: 40% • Feedbacks on "Self-Boost" presentations to yourself & your team members: 10% • Get personal feedback from at least 5 persons: 10% • Final MCQ quiz to check upon knowledge: 20%
Bibliography / Course Material	• Rosenberg M. Nonviolent Communication: A Language of Life., PuddleDancer Press, 2015. • Shankland R. Positive psychology, second edition, Dunod, 2014. • Goleman D., Emotional intelligence, Poche J'ai lu, 2014. • Watzlawick. P., The language of change, Poche, 2014. • Maslow A., Becoming the best version of yourself, Eyrolles, 2013. • Riou A. Play the role of your life, Homme, 2007. • Hauvette D., The power of emotions, Organisation, 2004. • Lenhardt V. Transactional analysis, Organisation, 2003 • Salomé J., The courage to be yourself, Pocket, 2003. • Servan-Schreiber D. Healing, R. Laffont, 2003.
European Credits	4 ECTS; 2 US
Schedule	**Session Description** 1. **Opening together with identity** What are your expectations? Basics to start working together. Agenda of the course. How to communicate effectively? Who are you? Identity in the world of philosophy, sociology and psychology. Who has studied it? How do we shape our identity? Your life story and your values – what makes you special – analyze these key events in your life that shaped you. 2. **Identity & life goals** Your life in an overview. What is or not under your control? What goals define your life & your identity? How do you set them? Identify the common thread in your life experiences and where it leads you to. 3. **Self, self-esteem & dreams** Discovering the archetypes of self-awareness. How to broaden your knowledge of self and unravel your beliefs? What breaks or boosts your self-esteem? Dare to dream big in an VUCA world. 4. **Relations, self-confidence & needs** Experience the way we relate to one another and how it affects our self-confidence. Needs : How to discover, express and answer to your needs and those of others. What breaks or boosts your self-confidence? 5. **Getting ready & teach back** Digging deeper into our mechanisms and how to step out of counterproductive reflexes. What did you learn as a team and what can you teach the class? Getting ready for the assessment and the "Self-Boost" presentation. 6. **Test my knowledge & present my "Self-Boost"** Closing together the week with a rooting of your key discoveries. Laying out your knowledge on identity, self-esteem and self-confidence. What did you discover about yourself? How do you choose to boost your self-esteem and self-confidence to thrive on being yourself?

课程代码SUM11 提升自信与自尊 *BOOST YOUR SELF-CONFIDENCE & SELF-ESTEEM*

主讲	**Manuel Paris**, 职业生活与商业教练，个人发展培训师和身心治疗师
课程描述	你知道自己是谁吗？你有多相信自己呢？这一切都源于我们的内心。信任始于自信，但这并不是必然的。好消息便是自信是可以培养的。培养的重点如下： • 了解什么会阻碍或增强自信和自尊。 探索个人故事，发现身份认同的线索。 发现我们与自己以及他人之间的联系。
课程目标	更好地了解自己:你的才能，需要改进的地方，是什么让你与众不同。 培养自信与自尊。 创造属于自己的"故事"，创造自己所追求的生活。 克服主要的阻碍思想，培养对自己和环境的信任。
概念习得	软实力:自信自尊，了解自己，更好的展现自我。
教学方法	角色扮演，分组，挑战判断与偏见。
课程考核	• 考勤 占20% • 在课程结束时向团队进行个人"自我激励"演示，包括所有发现 占40% • 对自我和团队成员的"自我激励"演讲的反馈 占10% • 获得至少5人的个人反馈 占10% • 多项选择考试 占 20%
课程材料	• Rosenberg M. Nonviolent Communication: A Language of Life., PuddleDancer Press, 2015. • Shankland R. Positive psychology, second edition, Dunod, 2014. • Goleman D., Emotional intelligence, Poche J'ai lu, 2014. • Watzlawick. P., The language of change, Poche, 2014. • Maslow A., Becoming the best version of yourself, Eyrolles, 2013. • Riou A. Play the role of your life, Homme, 2007. • Hauvette D., The power of emotions, Organisation, 2004. • Lenhardt V. Transactional analysis, Organisation, 2003 • Salomé J., The courage to be yourself, Pocket, 2003. • Servan-Schreiber D. Healing, R. Laffont, 2003.
学分	4 ECTS; 2 US
授课安排	1. 身份认同开场 2. 身份&人生目标 3. 自我，自尊与梦想 4. 关系、自信与需求 5. 做好准备&学成输出 6. 知识考核& 展示"自我提升"

SUM21	*DATA SCIENCE FOR MARKETING*
Course Leader	**Martine George**, PhD, Professor of Management Practice at Solvay Brussels School of Economics and Management
Course Description	In this course, we will examine how data science technologies can be used to improve marketing decision-making. We will study the fundamental principles and techniques of data science, and we will examine real-world examples and cases to place data science techniques in marketing context, and to develop data-analytic thinking. This course presents a set of fundamental principles for extracting useful knowledge from data. These fundamental principles are the foundation for many algorithms and techniques for marketing data science, but also underlie the processes and methods for approaching marketing problems data-analytically, evaluating particular marketing data science solutions, and evaluating general marketing data science plans. The class meetings will be a combination of lectures on the fundamental material, discussions of marketing applications and cases, exercises and workshops with data. **The class requires some basic knowledge of statistics.**
Course Objectives	At the end of the course, the participants will be able to: • Discuss marketing data science intelligently with data scientists and with other stakeholders • Better understand proposals for marketing data science projects and investments • Participate integrally in marketing data science projects
Tackled Concepts	• Data Analytics thinking • Marketing Problems & Data Sciences solutions • Data Science Process • Getting started with RapidMiner • Data Visualization • Predictive Analytics in Marketing • Performance & Evaluation • Descriptive Analytics in Marketing • Text Mining • The Analytical Advantage
Learning Methods / Assignments	• Lectures • Case Studies • Classroom Workshop • Group project Class participation and exercises. Final Project will aim to explore by group a marketing problem by deploying an end-to-end predictive modeling process.
Evaluation	Class participation and exercises: 40%, Final project in group 60%.
Bibliography / Course Material	• Kotu, V., Deshpande B. (2018). Data Science: Concepts and Practice", Morgan Kaufmann https://www.sciencedirect.com/topics/mathematics/rapidminer (accessed on 22/10/2022) • Davenport T. (2017). Competing on Analytics" (2nd Edition). HBS Publishing. • Provost, F. and Fawcett T. (2013). Data Science for Business, O'Reilly Media Inc.
European Credits	4 ECTS; 2 US

Schedule	8x3-hours sessions
	
	Session Description
	1. Overwiew
	      Data Analytics Thinking
	
	2. Marketing Problems & Data Sciences solutions
	      Data Science Process
	
	3. Getting started with RapidMiner
	      Data Visualization
	
	4. Predictive Analytics in Marketing
	
	5. Performance & Evaluation
	
	6. Descriptive Analytics in Marketing
	
	7. Text Mining – The Analytical Advantage
	
	8. Group Presentations

*Courses listed are representative and subject to slight changes. Audencia reserves the right not to open a course where minimum participation is not reached or due to unforeseen circumstances.

课程代码SUM21 营销数据科学 *DATA SCIENCE FOR MARKETING*

主讲	**Martine George**, 博士，索尔维布鲁塞尔经济管理学院管理实践教授
课程描述	在本课程中，我们将研究如何使用数据科学技术来改进营销决策。我们将学习数据科学的基本原理和技术，研究现实世界的例子和案例，将数据科学技术置于营销环境中，并培养数据分析思维。 本课程介绍了一套从数据中提取有用知识的基本原则。这些基本原则是许多营销数据科学算法和技术的基础，也是数据分析处理营销问题、评估特定营销数据科学解决方案和评估一般营销数据科学计划的过程和方法的基础。 课堂将围绕一系列的基础材料讲座，市场营销应用与案例，以及工作坊等进行讨论。 这门课需要一些统计学的基础知识。
课程目标	课程结束，学生将能够: • 与数据学家和其他利益相关者明智地讨论市场数据科学 • 更好地理解市场数据科学项目和投资的建议 • 全面地参与市场数据科学项目
概念习得	• 数据分析思维 • 营销问题与数据科学解决方案 • 数据科学进程 • 使用 RapidMiner • 数据可视化 • 市场预测分析 • 绩效与评估 • 营销中的描述分析 • 文本挖掘 • 分析优势
教学方法/作业	• 授课 • 案例分析 • 课堂工作坊 • 小组项目 Final Project将通过部署点对点预测建模过程，以小组为单位探索营销问题。
课程评价	出勤与课堂练习 40%, 最终小组项目60%.
课程材料	• Kotu, V., Deshpande B. (2018). Data Science: Concepts and Practice", Morgan Kaufmann https://www.sciencedirect.com/topics/mathematics/rapidminer (accessed on 22/10/2022) • Davenport T. (2017). Competing on Analytics" (2nd Edition). HBS Publishing. • Provost, F. and Fawcett T. (2013). Data Science for Business, O'Reilly Media Inc.
学分	4 ECTS; 2 US
课程安排	共计24小时课程 1.　　课程概览：数据分析思维 2.　　营销问题与数据科学解决方案：数据科学进程 3.　　使用RapidMiner，数据可视化 4.　　市场预测分析 5.　　绩效预评估 6.　　营销中心的描述分析 7.　　文本挖掘 8.　　小组汇报

SUM22	EUROPEAN PRODUCTIVITY
Course Leader	**Amelia M. Biehl**, Visiting Professor, Florida Gulf Coast University
Course Description	This course offers an in-depth look at productivity in several European countries. The course will first introduce various measures of productivity, including gross domestic product and per capita gross domestic product. These measures will be used to compare and contrast economic well-being amongst European countries as well as analyze the numerous causes and consequences of variation in economic well-being.
Course Objectives	Upon successful completion of this course, students will: • understand various measures of economic well-being, including gross domestic product (GDP) and per capita GDP • be able to interpret and analyze country-specific GDP data • understand the causes of economic growth • understand why some European countries have higher economic growth rates than others
Tackled Concepts	Gross domestic product (GDP), per capita GDP, economic growth (causes and consequences), compare/contrast country-specific data.
Learning Methods / Assignments	Lecture, group work, and discussion In-class Assignments, Presentation, and Exam
Evaluation	In-class Assignments: 26% Presentation: 24% Exam: 50%
Bibliography / Course Material	• *Economics Principles for a Changing World,* 6th Edition (2023) by Chiang. • *Modern Labor Economics*. 14th Edition (2023) by Ehrenberg & Smith • *Industrial Organization Theory and Practice* (2019) by Waldman & Jensen. • *Public Finance and Public Policy*, 7th Edition (2022) by Gruber.
European Credits	4 ECTS; 2 US
Schedule	**Session Description** 1. Introduction, Gross Domestic Product, Production Possibility Frontiers, International Trade, Economic Growth, Human Capital Accumulation, analysis of European countries. 2. Economic Systems, Market Structures, Social Welfare, Income Inequality, analysis of European countries. 3. Finish Material, Student Presentations 4. Exam

课程代码SUM22 欧洲生产力 *EUROPEAN PRODUCTIVITY*

主讲	**Amelia M. Biehl**, 客座教授, Florida Gulf Coast University
课程描述	本课程将深入了解几个欧洲国家的生产力。首先介绍生产力的各种衡量标准，包括国内生产总值和人均国内生产总值。这些方法将用于比较和对比欧洲国家之间的经济福利，以及分析经济福利变化的众多原因和后果。
课程目标	课程结束后，学生将能够： • 了解经济福利的各种措施，包括国内生产总值(GDP)和人均GDP • 能够解释和分析具体国家的GDP数据 • 了解经济增长的原因 • 理解为什么一些欧洲国家的经济增长率高于其他国家
习得概念	国内生产总之 (GDP), 人均GDP, 经济增长（原因和后果),具体国家数据对比与比较
教学方法	授课, 小组作业，讨论
课程评价	课内作业: 26% 展示: 24% 考试: 50%
课程材料	• *Economics Principles for a Changing World,* 6th Edition (2023) by Chiang. • *Modern Labor Economics*. 14th Edition (2023) by Ehrenberg & Smith • *Industrial Organization Theory and Practice* (2019) by Waldman & Jensen. • *Public Finance and Public Policy*, 7th Edition (2022) by Gruber.
欧洲学分	4 ECTS; 2 US
课程安排	1. 介绍国内生产总值，生产可能性边界，国际贸易,经济增长，人力资本积累，欧洲国家分析 2. 经济制度，市场结构，社会福利，收入不平等，欧洲国家分析 3. 完成材料、课堂展示 4. 考试