

First intake of students join the BBA Big Data & Management at Centrale Nantes and Audencia

On Thursday 2 September, the first intake of students joined the BBA Big Data & Management. This is the very first Bachelor's programme in France approved by the Ministry of Higher Education to be considered as a "Licence" degree in December 2020 according to the common reference system created for business schools and engineering schools. This four-year post-secondary programme is run by Audencia and Centrale Nantes.

A new type of programme: 1 degree in 4 years at 2 schools!

In opting to join the "Bachelor in Business Administration Big Data & Management" programme, the intake of 26 young high-school graduates did not have to choose between a business school or an engineering school. This four-year bachelor programme offers dual expertise in engineering and management applied to the collection, analysis and use of data.

Marc Gibiat, Director of Audencia Bachelors and Advanced Masters®, who co-directs the programme: "What is unprecedented about this BBA is the indeed the acquisition of dual expertise - combining strong technical and managerial skills - across the four years, and the academic first with the recognition from the Ministry, the CEFDG (*Commission d'évaluation des formations et diplômes de gestion*) and the CTI (*Commission des titres d'ingénieur*)."

Maëva, who graduated from high school this summer, on why she chose the BBA programme: "As I have a very scientific background, I made enquiries in my final year of high school into digital engineering schools, but the only option up until now to obtain dual expertise was to first study engineering and then pursue with a management course, i.e. 6 years of study in all. When I heard about this joint programme at its launch in January, I jumped at the opportunity! The sector is evolving so fast that we need to be able to acquire this dual skill set in order to negotiate all the new tools that exist today in the field of data."

Luisa Silva, co-director of the programme and Director of Centrale Nantes' High Performance Computing Institute: "Many companies have approached us to participate in the development of the programme, aware of the hybrid talent that this new degree can provide them with, in a field where recruitment is currently very competitive."

A diverse and international cohort

Alongside Maëva, 9 other female students are part of this first cohort, i.e. almost 40%. This proportion proves that gender diversity is changing within engineering courses, which are often predominantly male. It also illustrates Audencia's and Centrale's commitment to greater diversity in the digital and big data professions.

The appeal of the programme, which is taught entirely in English, has extended beyond France. The first class includes five international students from Lebanon, China, Niger and India, as well as students who obtained their French high school diplomas in Tahiti, Taiwan and Mauritius.

To help students integrate fully, from 2 September 2, they will participate in a welcome programme featuring presentations, conferences (entrepreneurs, alumni, and data experts), workshops, visits (Alliance incubator, La Cantine (a major player in the Nantes digital ecosystem), but also in sports activities alongside the new students on the Audencia Bachelor in Management programme.

Learn more:

- <https://bba.audencia.com/en/>
- <https://www.ec-nantes.fr/english-version/study/bba-big-data-management>

About Audencia

Founded in 1900, Audencia Business School is one of Europe's leading business schools. Audencia is accredited by EQUIS, AACSB and AMBA. As the first business school in France to join the United Nations Global Compact initiative, and a signatory to its Principles of Responsible Management Education, Audencia has long been committed to educating and guiding innovative and responsible managers with hybrid skills who contribute positively to the major challenges facing our organisations, our societies and our planet. Audencia has also created Gaia, the very first business school dedicated to ecological and social transition. In co-creation with its stakeholders, Audencia produces and disseminates knowledge that has an impact on scientific literature, the content of its courses, business practices and society as a whole. It thus contributes to the following three major challenges: the creation and use of responsible technologies and information, the definition and adoption of managerial approaches that foster inclusive organisations and societies, and the design and implementation of sustainable business models and developments. Audencia offers programmes in management and communication from bachelor to doctoral level. It has signed agreements with 212 academic institutions abroad, and more than 180 national and international companies. Audencia is home to more than 6,100 students, a faculty of 137 professors and has a network of over 29,400 alumni.

For more information, visit: www.audencia.com and follow us on: Twitter @audencia.

About Centrale Nantes

Founded in 1919, Centrale Nantes is a French engineering school and member of the Ecoles Centrale Group. The school boasts excellent rankings: top ten for academic excellence (Le Figaro), 4th engineering school in France in 2021 (L'Etudiant), and top 200 worldwide for engineering (Times Higher Education). Its undergraduate, Master and PhD programmes are based on the latest scientific and technological developments and the best management practices. With strong international outreach, 43% of the school's student body are international students, representing more than 87 nationalities. Partnership agreements are in place with 178 universities in 48 countries and two-thirds of students follow a double degree programme abroad. At Centrale Nantes, research and training are organised into three key areas for growth and innovation: manufacturing, energy transition and healthcare. With research platforms ranging from digital simulation to prototyping with full-scale models, and a joint incubator - with Audencia and ensa Nantes - which has 20 years of experience in supporting start-up projects, the school has two major tools for innovation and creation, working hand-in-hand with industry. Through a proactive approach to collaborative research between research institutes and industry, Centrale Nantes continues to develop initiatives for the creation of international chairs, which currently number 15.

More information: www.ec-nantes.fr

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