INTERNATIONAL PROGRAMMES IN MANAGEMENT
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I nternationalisation and globalisation are key characteristics of today’s environment. The world has become a “global village” where economies are closely interrelated, political, social and cultural dimensions tightly interwoven or openly confrontational.

Rennes School of Business faces these new challenges by educating students and managers to become “Global Responsible Pioneers” for tomorrow’s world.

A programme portfolio taught in English by an international full-time faculty, 50% of students coming to study from all across the world, 85% of faculty members being non-French, international research collaboration, programme development with international partners, and international faculty exchange are key features of what makes Rennes School of Business a truly global school of management.

As a consequence, managing diversity and “Being International” are embedded in our organisational culture and are directly experienced by everyone on campus.

The quality of our processes, faculty, research and programmes has been endorsed by the leading international accreditation organisations. Rennes School of Business appears among the less than 1% of business schools in the world to hold EQUIS, AACSB and AMBA “triple crown” status. This is a significant value for future graduates.

I look forward to welcoming you to Rennes School of Business.

Dr Olivier Aptel
Dean
A global school of management

INTERNATIONAL PROGRAMMES
The international focus of Rennes School of Business is reflected by a wide range of programmes taught entirely in English:

- Full-time programmes
- Executive Education programmes

Rennes School of Business also welcomes international exchange or non-exchange students, from all over the world. They represent 50% of the total student population and contribute to a truly cross-cultural environment.

The school offers effective and innovative teaching methods including a problem-solving approach and hands-on experience. This also encourages cross-fertilisation of ideas, international teamwork and creative and independent thinking.

AN INTERNATIONAL ENVIRONMENT
Students and managers benefit from the faculty’s cultural diversity and experience.

- the 82 full-time faculty members of Rennes School of Business are highly qualified academics with considerable professional experience
- 85% of the full-time faculty are non-French from 34 different nationalities
- 85% of the faculty hold a doctoral degree from prestigious universities such as Yale University, University of Melbourne or HEC Montreal.

AN INTERNATIONAL NETWORK
Rennes School of Business has developed relations with universities and business schools worldwide. This network facilitates student and faculty exchange. Cooperation may take different forms: exchange of students, double degree agreements, joint programmes, co-teaching, research cooperation, faculty exchange.

RESEARCH WORLDWIDE
Rennes School of Business faculty is involved at an international level in the creation and dissemination of knowledge in Management. Professors work together with faculty from all over the world and participate in different colloquia, focused particularly on:

- Responsible Business (sustainable development, business ethics, diversity)
- Management of Technology and Innovation (IT, biotechnology,...)
- Purchasing and Supply Chain Management

Other research areas include: HRM, Cross-Cultural Management, Innovation and Leadership, Marketing, Finance.
A FRENCH “GRANDE ECOLE”
Rennes School of Business
is part of the “Grande Ecole” network
in France. These 38 top Management Schools
guarantee a highly selective national admission process and world-class education; alumni are highly valued by companies.
At Rennes School of Business, the international dimension is not just an option. It is an integral part of every programme, making our Business School unique among the top French Business Schools. Each programme outlined in this brochure offers an opportunity to add new skills to your portfolio, update your knowledge base and advance in your chosen career. Studying at Rennes School of Business opens international doors to a wealth of new possibilities. Our close partnership with the business world ensures that our programmes are practical and relevant: they meet and exceed the expectations of existing and future employers.

Prof. Beatrice RABET
Associate Dean for Programmes
Combining an international education and study abroad experience is a strong asset in today’s market place. It provides candidates with a huge competitive advantage and greatly contributes to students’ personal development.

**STUDYING ABROAD, AN INVALUABLE EXPERIENCE**

Studying abroad is an unforgettable experience and adds value to one’s degree. Employers will look favourably on international experience because it enhances students’ skills and competences such as managing diversity, communicating in different cultural environments, developing self-awareness and self-confidence, autonomy and initiative. Studying abroad is also an opportunity to build a new network of contacts from all over the world, which is a major asset in an increasingly connected world.

**PROGRAMMES**

Rennes School of Business offers a wide range of programmes taught entirely in English.

**FULL-TIME PROGRAMMES**

**International Bachelor Programme in Management (IBPM)**

180 ECTS

A 3-year Bachelor programme which enables students to develop key managerial skills through active experiential learning taught in a mix of French and English, 3rd year entirely in English.

*4 majors*

**Honours BBA & Master Programme**

A 2-year programme, taught entirely in English, which provides students with business education and a high level of specialisation.

**Master in Management**

139 ECTS

A 2-year highly selective and innovative Master programme.

*20 tracks based on key business functions*

**Master of Arts in International Business (MAIB)**

90 ECTS

15 months.

*A wide range of electives*
16 Masters of Science programmes (MSc)

16 months of study including at least 4 months’ internship (depending on programmes) and a graduating project.

- MSc in International Accounting, Management Control & Auditing
- MSc in International Finance
- MSc in International Financial Markets Analysis
- MSc in Data & Business Analytics
- MSc in Supply Chain Management
- MSc in Sustainable Management & Eco-innovation
- MSc in Innovation & Entrepreneurship
- MSc in Global Business Management
- MSc in International Business Negotiation
- MSc in International Management
- MSc in International Marketing
- MSc in International Luxury & Brand Management
- MSc in Digital Marketing & Communication
- MSc in International Human Resource Management
- MSc in Sports, Leisure & Tourism Management
- MSc Creative Project Management, Culture & Design

MBA Programme

18 months (1 session per month) including a Study Tour abroad.

Focusing firmly on practical applications, the MBA provides access to the very latest insights into leadership management and corporate social responsibility and assures competency in core management skills.

PhD

Rennes School of Business runs PhD programmes in collaboration with the University College Dublin and the University of Amsterdam (dual-degree PhD).

DBA

40 months.

A research and practice-based doctoral programme taught in China and Brasil.

In-company training

SUMMER PROGRAMME

The Responsible Manager

6 ECTS

- a 2-week intensive programme
- mid-June
- taught in English
- guest speakers and company visits

This 2-week programme includes different pedagogical activities, including 30 hours of face-to-face tuition, case study, personal study time and company visits. A variety of team-building projects will encourage students to develop presentation, problem-solving, discussion-making and interpersonal skills.
Rennes, an ideal study environment

Studying at Rennes School of Business is a wonderful means to discover the richness of French life, its culture and economy. The French economy is based on strong values: innovation and creativity, scientific and technological excellence. It is the world’s 6th largest economy in terms of exports and the 3rd largest economy in the world for international investments.

Rennes School of Business is located in Rennes, the capital city of Brittany, 1hr25 from Paris by TGV high-speed train and 1 hour by plane from London. It is considered by the national press as the 2nd city in France in which to study (“L’Etudiant”, Sept. 2016). With a population of 425,700, including 63,000 students, Rennes offers the full advantages of a large city while at the same time being convivial in size. Students will benefit from a very attractive urban, sporting and cultural environment: modern sports facilities, cinemas, theatres, cultural centres, museums, libraries, restaurants and pubs.

With a population of 3 million, the region of Brittany in France has succeeded in developing a highly effective economy based on industry and the service sector. The vibrancy displayed by its 160,000 businesses has resulted in the creation of numerous centres of excellence, in fields such as the automobile, agro-food, transport, logistics, telecommunications, new technologies, tourism and services industries. The quality of life offered by its towns and cities, countryside and coastal areas, its cultural wealth and its historical heritage all play a major part in this region’s growth and popularity.
RENNES CAMPUS, A FIRST-CLASS LIVING ENVIRONMENT

The modern campus offers students an ideal study environment. The building is open 24 hours a day, 6 days a week.

CAMPUS FACILITIES

Each student has Wifi internet access to the business school’s intranet, the learning centre website and e-learning services.

- 1 language laboratory
- 1 learning centre
- a ‘Bloomberg’ trading room
- an Incubator ‘Innostart’
- 1 Innolounge
- a Business centre
- 2 sports halls
- 1 students’ club
- 1 large cafeteria, 1 snack
- student associations
- 1 music studio
- 1 housing platform
- an housing campus
GAINING MORE "HANDS-ON" EXPERIENCE

Rennes School of Business has a long tradition of establishing strong links with the business world. Multinationals, SMEs and alumni are regularly involved in the different programmes. These links directly benefit the students in providing a unique learning approach and hands-on experience through case studies, real company projects and internships.

Managers and CEOs are daily involved in events such as weekly business conferences and the Carrer Forum’s organised by the School. Rennes School of Business also provides students with job offers and counselling, and helps them establish contact with companies.

SOME EXAMPLES:

■ Mondays workshop
A round table discussion featuring professionals and Rennes School of Business professors, enabling students to exchange with companies regarding functions in business marketing, finance, human resources, and purchasing, amongst other sectors.

■ Career Forum
A day-long event that brings together companies and students, enabling recruiters to present internship, work-study, voluntary work and permanent position offers.

■ Jobdays
Rennes School of Business offers the opportunity for students to meet with companies and attend presentations. Job interviews are held following the presentations based upon student-submitted requests.

Some of our partner companies:

RENNES ALUMNI

Rennes ALUMNI is a strong international network of over 10,000 members (French and international) offering a range of benefits to both students and alumni: internship and job offers, conferences, counselling, executive guest speakers, “topic meetings”.

For more information: www.esc-rennes-alumni.com
The International Bachelor Programme in Management (IBPM) is a 3-year Bachelor degree which aims to provide high-school certificate holders with a solid academic and practical foundation in business management and operations, and to prepare them to enter the job market or to pursue their studies at Masters level, in France or overseas. Students can join either in the 1st year (French language required) or directly in the 3rd year (taught in English).

THE PROGRAMME PROVIDES A UNIQUE COMBINATION OF ACADEMIC, LINGUISTIC AND PRACTICAL SKILLS

First year students follow foundation classes in all major business disciplines, with a teaching focus on developing practical skills, via projects and simulations, which can be directly applied and perfected during studies and work placements. In the 3rd year, students choose a specialisation, entirely taught in English. The 4 choices currently available are: Sales and marketing, Finance and banking, Digital Selling, Purchasing and Supply Chain.

With this programme, the students develop into “FIELD MANAGERS” who master operational management tools and demonstrate managerial skills which allow them to implement company strategy efficiently and responsibly. A strong emphasis is based on work-based learning, with compulsory internships during the programme. With this work experience on their CVs IBPM students have a real advantage when looking for jobs or masters.

TRAINING OPERATIONAL MANAGERS

As an IBPM student with hands-on practical business experience, students will in a position to:
- build your managerial skill set in both general and specialist fields
- become an accomplished communicator and negotiator
- understand the managerial challenges associated with responsible and sustainable development
- reinforce the ability to adapt to different cultures

TARGET JOBS

SALES & MARKETING TRACK:
- Junior Product Manager,
- Communications Assistant,
- Junior Market Researcher,
- Sales / Export Sales Representative,
- Store section Manager.

FINANCE & BANKING TRACK:
- Management Accountant Assistant/Controller,
- Junior Accountant,
- Financial Analyst,
- Accounts Manager (Banks or Insurance Companies).

PURCHASING AND SUPPLY-CHAIN TRACK:
- Sales Administration and Forecasting,
- Stock and Warehouse Management Assistant,
- Junior Purchaser,
- Supply Chain Assistant.

DIGITAL SELLING TRACK:
- Webmaster,
- Traffic Manager,
- Project Manager (on & off line),
- Community Manager.
ACADEMIC CALENDAR
1st YEAR ENTRY
- Modules: September 2017 to May 2020
- Internship: at least 8 months of internship during the 3-year programme

3rd YEAR ENTRY
- Modules: September 2017 to May 2018
- Internship: 8 weeks from June 2018 to August 2018

DEVELOPING AN INTERNATIONAL OUTLOOK AND FINALISING THE CAREER PLAN (100% in English)

COMPULSORY COURSES
International Human Resources (En) | Project Management (En) | Entrepreneurship & Innovation Management (En) | International Negotiations Skills (En) | Business Ethics (En) | Strategy (En)

SPECIALISATION COURSES
Finance and Banking specialisation (En) | Sales and Marketing specialisation (En) | Purchasing & Supply Chain Management specialisation (En) | Digital Selling (En) | Bachelor dissertation and Internship (Fr/En)

semester 5
Academic exchange* or specialisation
>> Rennes or International

semester 6.1
Academic exchange* or specialisation
>> Rennes or International

semester 6.2
Junior specialist placement (minimum 8 weeks)
>> France or International

semester 3
Advanced courses
>> Rennes

semester 4
Advanced courses
Placement (minimum 18 weeks)
>> Rennes or International

semester 1
Introductory courses
>> Rennes

semester 2.1
Business placement (min 8 weeks)
>> France or International

semester 2.2
Consolidation courses
>> Rennes

* Academic exchange or double-degree

English / French: language of instruction
(En) courses in English
(Fr) courses in French

ACADEMIC CALENDAR
1st YEAR ENTRY
- Modules: September 2017 to May 2020
- Internship: at least 8 months of internship during the 3-year programme

3rd YEAR ENTRY
- Modules: September 2017 to May 2018
- Internship: 8 weeks from June 2018 to August 2018

DEVELOPING AN INTERNATIONAL OUTLOOK AND FINALISING THE CAREER PLAN (100% in English)

COMPULSORY COURSES
International Human Resources (En) | Project Management (En) | Entrepreneurship & Innovation Management (En) | International Negotiations Skills (En) | Business Ethics (En) | Strategy (En)

SPECIALISATION COURSES
Finance and Banking specialisation (En) | Sales and Marketing specialisation (En) | Purchasing & Supply Chain Management specialisation (En) | Digital Selling (En) | Bachelor dissertation and Internship (Fr/En)

semester 5
Academic exchange* or specialisation
>> Rennes or International

semester 6.1
Academic exchange* or specialisation
>> Rennes or International

semester 6.2
Junior specialist placement (minimum 8 weeks)
>> France or International

semester 3
Advanced courses
>> Rennes

semester 4
Advanced courses
Placement (minimum 18 weeks)
>> Rennes or International

semester 1
Introductory courses
>> Rennes

semester 2.1
Business placement (min 8 weeks)
>> France or International

semester 2.2
Consolidation courses
>> Rennes

* Academic exchange or double-degree

English / French: language of instruction
(En) courses in English
(Fr) courses in French
Honours BBA & Master Programme

This 2-year programme taught entirely in English is unique in its interdisciplinary approach to business education, combining various types of business courses. As it is pursued by students with various academic & cultural backgrounds, this programme offers:
- an Honours Bachelor in Business Administration in addition to your home university Bachelor's degree (1st year)
- a Master's Degree study (2nd year). One of the 9 Masters is:
  - International Finance
  - International Accounting, Management Control and Auditing
  - International Marketing
  - Digital Marketing & Communication
  - International Luxury and Brand Management
  - International Human Resource Management
  - Supply Chain Management
  - Sports, Leisure and Tourism Management
  - International Business Negotiation

COMPULSORY MODULES

Business Communication in English
French Language
Career Coaching 1
Career Coaching 2
Performance during internship
Graduating project

ACADEMIC CALENDAR

1st YEAR
• Modules Semester 1 and 2 + Graduating Report : September 2017 to April 2018

2nd YEAR
• Modules Semester 3 : May to July 2018
• Modules Semester 4 : September to December 2018
• Internship and dissertation : January to June 2019

PROGRAMME DETAILS ON DEMAND
A key feature of Rennes School of Business is the wide range of Master programmes, which prepare graduates for rewarding international business careers. Graduate teaching at Rennes School of Business is focused upon extending and deepening students’ knowledge and developing their personal skills. The close relationship developed with French and international companies ensures that our programmes correspond to the expectations of future employers.

Rennes School of Business offers different Masters:

- **Master in Management**
  - a 2-year Master programme including 6 months of internship
  - 1 or 2 semesters abroad
  - compulsory specialisation

- **Master of Art in International Business**
  - a 15-months Master programme
  - elective modules
  - a Winter session

- **Master of Science**
  - a 16-months programme (including at least 4 months internship depending on programmes)
  - 16 specialisations
  - a Winter session
This 2-year Master programme taught entirely in English prepares students for international management positions by providing them with the necessary skills in core subjects such as Finance, Accounting, Human Resource and Marketing. The Master in Management focuses on 4 complementary, interactive themes designed to build up learning synergies, helping students to develop their career plans: understanding of business management concepts, methods and tools - learning about cultural diversity - applying knowledge - developing personal potential. The programme includes at least 9 months of internship experience for each student throughout the programme.

PROGRAMME (Year 1)

**COMPULSORY MODULES**

- **Academic Integration Seminar**
  ECTS: 3

- **Financial Analysis**
  Teaching hours: 27 | ECTS: 5

- **Corporate Finance**
  Teaching hours: 27 | ECTS: 5

- **Information Technology Management**
  Teaching hours: 27 | ECTS: 5

- **Managing Cultural Diversity**
  Teaching hours: 27 | ECTS: 5

- **Supply Chain Management Fundamentals**
  Teaching hours: 27 | ECTS: 5

- **Strategic Management Fundamentals**
  Teaching hours: 27 | ECTS: 5

**MINORS (choose 2)**

- **Logistics and Operations Management**
  Teaching hours: 54 | ECTS: 10

- **Finance**
  Teaching hours: 54 | ECTS: 10

- **Consumer Marketing**
  Teaching hours: 54 | ECTS: 10

- **Industrial Marketing**
  Teaching hours: 54 | ECTS: 10

- **Management of Information Systems**
  Teaching hours: 54 | ECTS: 10

- **Human Resource Issues**
  Teaching hours: 54 | ECTS: 10

**Language courses**

- **French for international students and Foreign language for French students**
  Teaching hours: 30 | ECTS: 2

- **Business Communication in English**
  Teaching hours: 30 | ECTS: 2

- **Innocapt**
  Capturing Innovation abroad
  ECTS: 3

**TOTAL = 60 ECTS**
PROGRAMME (Year 2)

CLASSICAL TRACK

Corporate Social Responsibility
Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project
Teaching hours: 27 | ECTS: 6

COMPULSORY SPECIALISATION (choose 1)
Teaching hours: 81 | ECTS: 18
> Major Finance
> Major Marketing
> Major Human Resource Mgt
> Major Innovation Mgt
> Major Supply Chain Mgt

TOTAL = 77 ECTS

ELECTIVE COURSE (choose 1)
Teaching hours: 27 | ECTS: 6
> Team Development and Management
> Management of Change
> Next Organisation
> Project Management

COMPULSORY SPECIALISATION (choose 1)
Teaching hours: 54 | ECTS: 12
> Major Finance
> Major Marketing
> Major Human Resource Mgt
> Major Innovation Mgt
> Major Supply Chain Mgt

DOUBLE DEGREE TRACK
> MA in International Business
> MSc International Accounting, Management Control and Auditing
> MSc International Finance
> MSc International Marketing
> MSc International Luxury and Brand Management
> MSc Sports, Leisure & Tourism Management
> MSc International Human Resource Management
> MSc Digital Marketing and Communication
> MSc Supply Chain Management
> MSc Sustainable Management & Eco Innovation
> MSc Innovation & Entrepreneurship
> MSc International Business Negotiation
> MSc Creative Project Management, Culture & Design
> MSc in International Financial Markets Analysis*
> Msc in Data & Business Analytics*

1 Students with a GPA>=2.7 of the 1st semester of Master in Management study can choose the Double-degree Track.

*Subject to modification
This programme aims to prepare future managers for a career in international business by providing students who have a first degree in Business Studies, or a closely related area, with a grounding in the principal elements of doing business internationally, notably the development of an international strategy in their chosen area of business, within a multicultural context.

**PROGRAMME**

**COMPULSORY MODULES**

- Preparation for Graduating Project
  - Teaching hours: 27 | ECTS: 6
- International Business
  - Teaching hours: 27 | ECTS: 6

**ELECTIVE MODULES (CHOOSE 3)**

- Teaching hours: 81 | ECTS: 18
  - External Auditing
  - Management and Cost Accounting
  - Corporate Social Responsibility
  - Financial Economics
  - Advanced Corporate Finance
  - From Start-Up to Listing
  - Quantitative Finance
  - Exchange Markets
  - Stratégie Ressources Humaines
  - International Human Resource Management 1
  - International Talent Management
  - Principles of e-Commerce
  - Database for Direct Marketing & e-CRM
  - International Consumer Behaviour
  - International Marketing Mgt
  - Marketing of Innovation
  - Brand Management
  - Marketing of New Products
  - Omni-Channel Consumer Behaviour
  - Project Management
  - Introduction to Supply Chain Management
  - Coordination in the Supply Chain
  - Purchasing & Supply Chain
  - Procurement & Inventory Mgt
  - Strategic Management of Innovation
  - Knowledge Management

**INTERNATIONAL STRATEGIC MANAGEMENT “WINTER SESSION” (ABROAD OR COURSE AT RENNES SCHOOL OF BUSINESS)**

- Teaching hours: 27 | ECTS: 6

**ELECTIVE MODULES (CHOOSE 4)**

- Teaching hours: 108 | ECTS: 24
  - Management Control
  - International Financial Reporting
  - Financial Engineering and Trading
  - Short-Term and Long-Term Financing
  - Financing New Venture
  - Advanced Financial Analysis
  - Private Equity and M&A
  - International Human Resource Mgt 2
  - Designing user experience & webanalysis
  - International & EU Business Law
  - Marketing Communication
  - Customer Experience Management
  - B to B Marketing
  - Integrating Online and Offline Marketing Communications
  - Digital Advertising Strategy
  - Franchising Strategy and Business Operations
  - Team Development and Mgt
  - Management of Change
  - Next Organisation
  - Project Management
  - Global Supply Chain & International Trade
  - Management of Distribution & Transport
  - International Purchasing
  - Sourcing & e-Purchasing
  - Purchasing Management
  - Marketing Intelligence and Pricing Strategy

**TOTAL = 90 ECTS**
Master of Science Programmes

The MSc programmes have a common programme structure extending over a period of 16 months.
They all incorporate:
- an internship (at least 4 months depending on programmes)
- a 2-week winter session in one of our European partner universities campuses.
This session includes cultural activities and company visits.

Rennes School of Business offers Master programmes for graduates who hold a Bachelor’s degree in Management (specialisation Masters) and those who hold one in other fields (conversion Masters).

SPECIALISATION MASTERS
- MSc in International Accounting, Management Control & Auditing
- MSc in International Finance
- MSc in International Financial Markets Analysis*
- MSc in Data & Business Analytics*
- MSc in Supply Chain Management
- MSc in Sustainable Management & Eco-innovation
- MSc in Innovation & Entrepreneurship
- MSc in International Marketing
- MSc in International Luxury & Brand Management
- MSc in Digital Marketing & Communication
- MSc in International Human Resource Management
- MSc in Sports, Leisure & Tourism Management
- MSc Creative Project Management, Culture & Design

CONVERSION MASTERS
- MSc in Global Business Management
- MSc in International Business Negotiation
- MSc in International Management

ACADEMIC CALENDAR

September intake
- Modules: September 2017 to May 2018
- Internship: May 2018 to November 2018
- Graduating project: up to December 2018

January intake
- Spring semester (courses + exams): January to April 2017
- Internship: May to August 2017
- Fall semester (courses + exams): September to December 2017
- Winter Session abroad (in Europe)
- Graduating Project: January to March 2018

*Subject to modification
MSc in International Accounting, Management Control and Auditing

The programme aims to deliver professional competencies and academic skills in accounting and related fields such as management control, auditing and corporate taxation.

PROGRAMME

COMPULSORY MODULES

Financial & Managerial Accounting: Fundamentals
Teaching hours: 27 | ECTS: 6

External Auditing
Teaching hours: 27 | ECTS: 6

Management & Cost Accounting
Teaching hours: 27 | ECTS: 6

Advanced Accounting - Consolidation
Teaching hours: 27 | ECTS: 6

Accounting Information Systems
Teaching hours: 27 | ECTS: 6

Corporate & Business Law
Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project
Teaching hours: 27 | ECTS: 6

Career Coaching 1
Teaching hours: 3

International Strategic Management "Winter session" abroad or course at Rennes School of Business
Teaching hours: 27 | ECTS: 6

Management Control
Teaching hours: 27 | ECTS: 6

International Financial Reporting
Teaching hours: 27 | ECTS: 6

International Taxation
Teaching hours: 27 | ECTS: 6

Corporate Sustainability Reporting
Teaching hours: 27 | ECTS: 6

Advanced Financial Analysis
Teaching hours: 27 | ECTS: 6

Career Coaching 2
Teaching hours: 3

TOTAL = 120 ECTS
The programme aims to provide future global managers and entrepreneurs with expertise in the field of finance and the necessary skills for making financial decisions in an increasingly complex global environment. The programme is designed for both students willing to work in large companies or financial institutions and students intending to start their own business.

### PROGRAMME

#### COMPULSORY MODULES

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<thead>
<tr>
<th>Module</th>
<th>Teaching hours</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Financial Economics</td>
<td>27</td>
<td>6</td>
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<tr>
<td>Principles of e-commerce</td>
<td>27</td>
<td>6</td>
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<tr>
<td>Advanced Corporate Finance</td>
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<td>6</td>
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<tr>
<td>From Start-up to Listing</td>
<td>27</td>
<td>6</td>
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<td>Quantitative Finance</td>
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<td>Exchange Markets</td>
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<td>Preparation for Graduating</td>
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<td>Project</td>
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<td>Career Coaching 1</td>
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<td>International Strategic</td>
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<td>Management &quot;Winter session&quot;</td>
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<td>abroad or course at Rennes</td>
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<td>School of Business</td>
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<td>Financial Engineering</td>
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<td>&amp; Trading</td>
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<td>Short-term &amp; Long-term</td>
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<td>Financing</td>
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<td>Advanced Financial Analysis</td>
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<td>Empirical Methods in Finance</td>
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<tr>
<td>International &amp; EU Business law</td>
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<tr>
<td>Career Coaching 2</td>
<td>3</td>
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</tbody>
</table>

#### TOTAL = 120 ECTS

### Language courses

- French for international students and Foreign language for French students
  - Teaching hours: 30 | ECTS: 2
- Performance during internship
  - ECTS: 10
- Graduating project
  - ECTS: 30

**TOTAL = 120 ECTS**
MSc in International Financial Markets Analysis*

This programme equips students with all the skills they need to be a professional financial markets analyst. We closely track the Chartered Financial Analysis (CFA) material in order to prepare the students for passing the first level of this globally-renowned qualification, and go further by immersing them in cutting-edge financial technologies and databases, while also developing their critical thinking in finance skills.

### PROGRAMME

#### COMPULSORY MODULES

<table>
<thead>
<tr>
<th>Module</th>
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<th>ECTS</th>
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<td>6</td>
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<td>Economic Analysis</td>
<td>27</td>
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<tr>
<td>Financial Reporting and Analysis</td>
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<td>Corporate Finance</td>
<td>27</td>
<td>6</td>
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<tr>
<td>Portfolio Management</td>
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<tr>
<td>Ethical and Professional Standards</td>
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<td>6</td>
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<tr>
<td>Preparation for Graduating Project</td>
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<td>6</td>
</tr>
<tr>
<td>Career Coaching 1</td>
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<td>Career Coaching 2</td>
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<table>
<thead>
<tr>
<th>Module</th>
<th>Teaching hours</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Advanced Equity Analysis</td>
<td>27</td>
<td>6</td>
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<tr>
<td>Fixed Income Analysis</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Derivatives and Alternative Investments</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Behavioural Finance</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>International Strategic Management <em>Winter Session</em> abroad or course at Rennes School of Business</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Advanced Research Methods in Finance</td>
<td>27</td>
<td>6</td>
</tr>
</tbody>
</table>

#### Language courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>French for international students and Foreign language for French students</td>
<td>30</td>
<td>2</td>
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</tbody>
</table>

#### Performance during internship

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>Performance during internship</td>
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</tr>
</tbody>
</table>

#### Graduating project

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduating project</td>
<td>30</td>
</tr>
</tbody>
</table>

**TOTAL = 120 ECTS**

*Subject to modification*
The objective of the MSc in Data and Business Analytics is to equip graduates with key analytical methods and tools that will allow them to become leaders in data-driven decision making. Through its theoretical and practical courses, the programme prepares graduates for jobs related to data and business analytics in different areas such as supply chain management, marketing and finance.

**PROGRAMME**

**COMPULSORY MODULES**

- **Foundation courses:**
  - Teaching hours: 27 | ECTS: 6
  - Fundamentals of Managerial Statistics
  - Data Management
  - Optimisation and Simulation
  - Time Series Analysis
  - Data mining
  - Statistical modeling for business
  - Information visualisation
  - Preparation for Graduating Project
  - International Business

- **Object Oriented Application Development**
  - Teaching hours: 27 | ECTS: 6
  - Web-based application development
  - Business intelligence
  - Big Data Analytics

- **Language courses**
  - French for international students and Foreign language for French students
  - Teaching hours: 15 | ECTS: 2

- **Performance during internship**
  - ECTS: 10

- **Graduating project**
  - ECTS: 30

**TOTAL = 120 ECTS**

*Subject to modification*
MSc in Supply Chain Management

The programme will provide a unique opportunity for acquiring a specialist qualification in the area of logistics and supply chain management. Acquiring those concepts and skills enable future managers to identify, maximise and monitor, at a global level, the elements that contribute to adding value to the entire logistics chain in a company. The general concept of value chain is the economic.

**PROGRAMME**

**COMPULSORY MODULES**

- **Quality Management**
  - Teaching hours: 27 | ECTS: 6
- **Preparation for Graduating Project**
  - Teaching hours: 27 | ECTS: 6
- **Introduction to the Supply Chain Management**
  - Teaching hours: 27 | ECTS: 6
- **Procurement & Inventory Management**
  - Teaching hours: 27 | ECTS: 6
- **Coordination in the Supply Chain Management**
  - Teaching hours: 27 | ECTS: 6
- **Sustainable Supply Chain/ Green Logistics**
  - Teaching hours: 27 | ECTS: 6
- **Lean Supply Chain (including Suppliers’ Development)**
  - Teaching hours: 27 | ECTS: 6
- **Career Coaching 1**
  - Teaching hours: 3

- **Corporate Social Responsibility**
  - “Winter Session” abroad or course at Rennes School of Business
  - Teaching hours: 27 | ECTS: 6
- **International Management & Strategy**
  - Teaching hours: 27 | ECTS: 6

**LOGISTICS TRACK**

- **Production & Information Systems**
  - Teaching hours: 27 | ECTS: 6
- **Production Systems**
  - Teaching hours: 27 | ECTS: 6
- **Global Supply Chain & International Trade**
  - Teaching hours: 27 | ECTS: 6
- **Management of Distribution & Transportation**
  - Teaching hours: 27 | ECTS: 6

**PURCHASING TRACK**

- **Law and Contract Negotiations**
  - Teaching hours: 27 | ECTS: 6
- **Sourcing and Purchasing**
  - Teaching hours: 27 | ECTS: 6
- **Purchasing and Supply Chain**
  - Teaching hours: 27 | ECTS: 6
- **Purchasing Management**
  - Teaching hours: 30 | ECTS: 6

- **Career Coaching 2**
  - Teaching hours: 3

**Language courses**

- French for international students and Foreign language for French students
  - Teaching hours: 30 | ECTS: 2

- **Assessment of internship performance**
  - ECTS: 10

- **Graduating project**
  - ECTS: 30

**TOTAL = 120 ECTS**
MSc SMEI graduates are capable of identifying the potential risks and the opportunities related to the activities of firms at a global level. They are able to monitor and optimise the development of eco-friendly products and services so as to create sustainable value for their organisation.

PROGRAMME

COMPULSORY MODULES

Corporate Social Responsibility  
Teaching hours: 27 | ECTS: 6

Environmental Impact Assessment  
Teaching hours: 27 | ECTS: 6

Marketing of Innovation  
Teaching hours: 27 | ECTS: 6

Project Management  
Teaching hours: 27 | ECTS: 6

Global Quality Management & Sustainability  
Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project  
Teaching hours: 27 | ECTS: 6

Energy Issues and International Sustainable Regulations  
Teaching hours: 27 | ECTS: 6

Career Coaching 1  
Teaching hours: 3

International Strategic Management “Winter Session” abroad or course at Rennes School of Business  
Teaching hours: 27 | ECTS: 6

Eco-design Management  
Teaching hours: 27 | ECTS: 6

Information Systems Management and Financial Aspects in SM  
Teaching hours: 27 | ECTS: 6

Management of Change  
Teaching hours: 27 | ECTS: 6

Sustainable Supply Chain / Green Logistics  
Teaching hours: 27 | ECTS: 6

Strategic Knowledge Management  
Teaching hours: 27 | ECTS: 6

Career Coaching 2  
Teaching hours: 3

Language courses
French for international students and Foreign language for French students  
Teaching hours: 30 | ECTS: 2

Assessment of internship performance  
ECTS: 10

Graduating project  
ECTS: 30

TOTAL = 120 ECTS
The MSc in Innovation and Entrepreneurship is based on the expertise of two “Grandes Écoles”, INSA Rennes and Rennes School of Business. It aims to educate students in the fields of innovation management and entrepreneurship by developing their own business plans, throughout the programme.

PROGRAMME

COMPULSORY MODULES

Entrepreneurial Thinking & Creativity
Teaching hours: 27 | ECTS: 6

Creative Strategy
Teaching hours: 27 | ECTS: 6

Entrepreneurial Capacity Building
Teaching hours: 15 | ECTS: 3

Sensibilisation aux Technologies
Teaching hours: 27 | ECTS: 3

Financing New Venture
Teaching hours: 27 | ECTS: 6

Marketing of Innovation
Teaching hours: 27 | ECTS: 6

From Idea to Model to Plan
Teaching hours: 27 | ECTS: 6

Strategy and Organisation Audit
Teaching hours: 27 | ECTS: 6

Sensibilisation aux usages
Teaching hours: 27 | ECTS: 3

Innovation Challenges
ECTS: 3

Courses in French and in English

HR for Start-up
Teaching hours: 27 | ECTS: 6

Business Law, Contract Law & IP Law
Teaching hours: 27 | ECTS: 6

Start-up Project Management
Teaching hours: 27 | ECTS: 6

Personal Development for Entrepreneurs
Teaching hours: 15 | ECTS: 3

Elevator Pitch
ECTS: 3

Business Plan Summary
ECTS: 3

Internship + Report
ECTS: 12

Business Plan Development
ECTS: 3

Final Venture Plan & Presentation
ECTS: 30

TOTAL = 120 ECTS
MSc in International Marketing

This programme aims to prepare students to gain a deeper understanding, skills, and expertise in all fields of marketing to be operational nationally and globally. Pioneer students will learn and develop the competencies required to take any organisations further in a responsible world.

PROGRAMME

COMPULSORY MODULES

International Consumer Behaviour
Teaching hours: 27 | ECTS: 6

International Marketing Management
Teaching hours: 27 | ECTS: 6

Marketing Communication
Teaching hours: 27 | ECTS: 6

Marketing of Innovation
Teaching hours: 27 | ECTS: 6

Brand Management
Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project
Teaching hours: 27 | ECTS: 6

International Purchasing
Teaching hours: 27 | ECTS: 6

Career Coaching 1
Teaching hours: 3

International Strategic Management “Winter session” abroad or course at Rennes School of Business
Teaching hours: 27 | ECTS: 6

Marketing Intelligence & Pricing Strategy
Teaching hours: 27 | ECTS: 6

Customer Experience Management
Teaching hours: 27 | ECTS: 6

B2B Marketing
Teaching hours: 27 | ECTS: 6

Marketing Research
Teaching hours: 27 | ECTS: 6

Strategic Knowledge Management
Teaching hours: 27 | ECTS: 6

Career Coaching 2
Teaching hours: 3

TOTAL = 120 ECTS

Language courses
French for international students and Foreign language for French students
Teaching hours: 30 | ECTS: 2

Performance during internship
ECTS: 10

Graduating project
ECTS: 30

TOTAL = 120 ECTS
When I am at school I feel I’m at home. The Supply Chain Management programme is a good choice because you specialise after the 1st semester either in Logistics/Purchasing. I also appreciate the professors, who have experience in different industries and markets.

The school has provided me the necessary skills to manage supply chain, from purchasing to distribution and to final customer. I acquired knowledge in planning and coordination, teamwork, leadership, decision making, focusing on solutions and optimization of resources.

Maria Paula Polania Vega, Colombian, MSc in Supply Chain Management
MSc in International Luxury and Brand Management

This programme aims to prepare students for effective luxury and brand management via an understanding of the international luxury market, its current and future trends. Students will be able to develop and implement effective strategies, introduce innovative products and services in different luxury segments. They will be able to efficiently achieve their business objective in a responsible way in a global environment.

PROGRAMME

COMPULSORY MODULES

- International Consumer Behaviour
  Teaching hours: 27 | ECTS: 6
- Brand Management
  Teaching hours: 27 | ECTS: 6
- Marketing of New Products
  Teaching hours: 27 | ECTS: 6
- Luxury Marketing Strategy
  Teaching hours: 27 | ECTS: 6
- Preparation for Graduating Project
  Teaching hours: 27 | ECTS: 6
- Dynamics of Luxury Industry & Business Models
  Teaching hours: 27 | ECTS: 6
- Career Coaching 1
  Teaching hours: 3

International Strategic Management “Winter Session” abroad or course at Rennes School of Business
Teaching hours: 27 | ECTS: 6

- Corporate Social Responsibility
  Teaching hours: 27 | ECTS: 6
- Luxury Retail and E-commerce
  Teaching hours: 27 | ECTS: 6
- Advanced Brand Management
  Teaching hours: 27 | ECTS: 6
- Corporate Design in the Luxury Industry
  Teaching hours: 27 | ECTS: 6
- Marketing Communication in the Luxury Industry
  Teaching hours: 27 | ECTS: 6
- Career Coaching 2
  Teaching hours: 3
- Marketing Research
  Teaching hours: 27 | ECTS: 6

Language courses
French for international students and Foreign language for French students
Teaching hours: 30 | ECTS: 2

Performance during internship
ECTS: 10

Graduating project
ECTS: 30

TOTAL = 120 ECTS
MSc in Digital Marketing & Communication

The programme aims to provide marketing graduates or professionals with the specialised knowledge and skills required for the application of digital marketing tools and techniques, in order to:
- improve the effectiveness and efficiency of digital marketing and communication programmes,
- implement and manage social media effectively,
- prepare students for top-level and new marketing positions such as social media manager, online brand or marketing manager.

**PROGRAMME**

**COMPULSORY MODULES**

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching hours:</th>
<th>ECTS:</th>
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</thead>
<tbody>
<tr>
<td>Principles of E-Commerce</td>
<td>27</td>
<td>6</td>
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<tr>
<td>Database for Direct Marketing &amp; E-CRM</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Digital Law &amp; Governance</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Omni-Channel Consumer Behaviour</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Digital Marketing &amp; Branding</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Preparation for Graduating Project</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Career Coaching 1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>International Strategic Management “Winter Session” abroad or course at Rennes School of Business</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Designing user Experience and Webanalytics</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Integrating Online and Offline Marketing Communications</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Digital Advertising Strategy</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Web-based Project Management</td>
<td>27</td>
<td>6</td>
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<tr>
<td>Marketing Analytics</td>
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<td>Career Coaching 2</td>
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<td>Language courses</td>
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<tr>
<td>Assessment of internship performance</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Graduating project</td>
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**TOTAL = 120 ECTS**
MSc in International Human Resource Management

With this Master, students will be able to make an immediate and effective contribution to the International Human Resource function by attracting, retaining and developing people needed for organisational success.

PROGRAMME

COMPULSORY MODULES

Financial Tool Box
for non-business students
Teaching hours: 27 | ECTS: 6

Global Organisation Behaviour
for non-business students
Teaching hours: 27 | ECTS: 6

International Talent Management
for business students
Teaching hours: 27 | ECTS: 6

Project Management
for business students
Teaching hours: 27 | ECTS: 6

International Human Resource Management I
Teaching hours: 27 | ECTS: 6

International & Comparative Employment Law
Teaching hours: 27 | ECTS: 6

Interpersonal Communication & Personal Coaching
Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project
Teaching hours: 27 | ECTS: 6

Career Coaching 1
Teaching hours: 3

Corporate Social Responsibility “Winter Session” abroad or course at Rennes School of Business
Teaching hours: 27 | ECTS: 6

International Human Resource Management II
Teaching hours: 27 | ECTS: 6

Simulations IHRM
Teaching hours: 27 | ECTS: 6

Managing people for Competitive Advantage
Teaching hours: 27 | ECTS: 6

Management of Change
Teaching hours: 27 | ECTS: 6

Next Organisation
Teaching hours: 27 | ECTS: 6

International Management & Strategy
Teaching hours: 27 | ECTS: 6

Career Coaching 2
Teaching hours: 3

Language courses
French for international students and Foreign language for French students
Teaching hours: 30 | ECTS: 2

Performance during internship
ECTS: 10

Graduating project
ECTS: 30

TOTAL = 120 ECTS
One of the main reasons why I joined Rennes School of Business is that its Master courses are entirely English taught, and the university is composed of high-quality teachers and a big number of students coming from all over the world, which allows a young student to directly enter the professional world getting used to working in an international environment. Since nowadays both life and work are meant to be part of a global society, being every day in contact with many people of different cultures is the best way to quickly adapt to the evolving world, acquiring new skills such as learning other languages. Regarding the acquisition of content, besides the high ranking profile of the instruction provided, the programme promotes a mandatory internship in a company which allowed me to apply the concepts learnt in class in order to turn them into practical expertise ready for future job execution.

Stefano Montaruli, Italian, MSc in International Management
MSc in Sports, Leisure and Tourism Management

The programme aims to develop in students the knowledge, skills and experience that will enable them to obtain leadership positions in the sport, leisure and tourism management field: the specific environment, marketing aspects, customer relationship, sales and purchase, role and impact of media, legal background, as well as sport policies and events management. The programme provides a broad-based curriculum that is grounded in the liberal arts and encourages critical analysis of the cultural, social and economic significance of sport, leisure and tourism.

PROGRAMME

COMPULSORY MODULES

| Sports Leisure & Tourism Management and Sustainable Development | Teaching hours: 27 | ECTS: 6 |
| Application Project in SLT | Teaching hours: 27 | ECTS: 6 |
| Preparation for Graduating Project | Teaching hours: 27 | ECTS: 6 |
| Conference in special SLT Topics | |
| Career Coaching 1 | Teaching hours: 3 |

ELECTIVE MODULES (CHOOSE 3)

| Corporate Design & Brand Identity in the SLT Industry |
| CRM in SLT |
| International Sport Policies and Sport Organisation Management |
| Hospitality Management |

| International Strategic Management "Winter session" abroad or course at Rennes School of Business | Teaching hours: 27 | ECTS: 6 |
| Legal Environment of SLT Sector | Teaching hours: 27 | ECTS: 6 |
| Events Management in SLT Sector | Teaching hours: 27 | ECTS: 6 |
| Career Coaching 2 | Teaching hours: 3 |

ELECTIVE MODULES (CHOOSE 4)

| Leisure and Tourism Marketing & Management |
| Media Studies for Sports & Leisure Industry |
| Merchandising in SLT Sector |
| Sport Marketing and Sponsorship |
| Sales and Purchasing in Sport and Tourism Industry |
| Logistics & Transport Management in the Tourism Industry |

Language courses
French for international students and Foreign language for French students
Teaching hours: 30 | ECTS: 2

Performance during internship
ECTS: 10

Graduating project
ECTS: 30

TOTAL = 120 ECTS
The programme aims to educate together students from both environments to become strong contributors in terms of innovation in all kinds of organisations through the strategic approach of Design Management (Design managers, Project managers in innovation...), but also as project or events managers either in the cultural sector or in the creative industries.

At the end of the programme, students may choose to create their own business or join an existing organisation (intra- or entrepreneur).
MSc in Global Business Management

This programme aims to bring students to a high level of innovative education, to help them acquire skills and discipline for positions as entrepreneurs or corporate executives in management in all areas of the firm, through a wide spectrum of classes in a multicultural setting.

PROGRAMME

COMPULSORY MODULES

- Financial Tool Box
  Teaching hours: 27 | ECTS: 6
- Global Human Resource Management
  Teaching hours: 27 | ECTS: 6
- Economics & International Business Law
  Teaching hours: 27 | ECTS: 6
- International Marketing
  Teaching hours: 27 | ECTS: 6
- Global Organisational Behaviour
  Teaching hours: 27 | ECTS: 6
- Project Management
  Teaching hours: 27 | ECTS: 6
- Preparation for Graduating Project
  Teaching hours: 27 | ECTS: 6
- Strategic Management Fundamentals
  Teaching hours: 27 | ECTS: 6
- Career coaching
  Teaching hours: 3

International Strategic Management “Winter Session” abroad or course at Rennes School of Business
  Teaching hours: 27 | ECTS: 6
- Information Technology Management
  Teaching hours: 27 | ECTS: 6
- Global Risk Management
  Teaching hours: 27 | ECTS: 6
- Management Decision Tools
  Teaching hours: 27 | ECTS: 6
- Global Trade / Supply Chain Management
  Teaching hours: 27 | ECTS: 6
- Career Coaching 2
  Teaching hours: 3

Language courses
- French for international students and Foreign language for French students
  Teaching hours: 30 | ECTS: 2
- Performance during internship
  ECTS: 10
- Graduating project
  ECTS: 30

TOTAL = 120 ECTS
MSc in International Business Negotiation

The aim of the programme is to give future executives the opportunity to specialise in international business negotiation. They will learn skills and techniques to enable them to understand and function in an international business environment, choose the best business strategy, develop negotiation tactics, anticipate the progression of negotiations, assess risk factors and be able to remain in control of the business situation at all times.

PROGRAMME

COMPULSORY MODULES

- **Financial Tool Box** for non-business students
  - Teaching hours: 27 | ECTS: 6

- **International Marketing** for non-business students
  - Teaching hours: 27 | ECTS: 6

- **International Trade and Finance** for business students
  - Teaching hours: 27 | ECTS: 6

- **Crisis Management** for business students
  - Teaching hours: 27 | ECTS: 6

- **International Negotiation & Planning Techniques**
  - Teaching hours: 27 | ECTS: 6

- **Simulations IBN 1**
  - Teaching hours: 27

- **Preparation for Graduating Project**
  - Teaching hours: 27 | ECTS: 6

- **International Sourcing & Procurement**
  - Teaching hours: 27 | ECTS: 6

- **International Business**
  - Teaching hours: 27 | ECTS: 6

- **Interpersonal Communication Skills**
  - Teaching hours: 27 | ECTS: 6

- **Career Coaching 1**
  - Teaching hours: 3

- **Corporate Social Responsibility “Winter Session” abroad or course at Rennes School of Business**
  - Teaching hours: 27 | ECTS: 6

- **B2B Marketing**
  - Teaching hours: 27 | ECTS: 6

- **International Business Law**
  - Teaching hours: 27 | ECTS: 6

- **International Negotiation & Management of Negotiation**
  - Teaching hours: 27 | ECTS: 6

- **Sales Strategy & Management**
  - Teaching hours: 27 | ECTS: 6

- **Simulations IBN 2**
  - Teaching hours: 27

- **International Management & Strategy**
  - Teaching hours: 27 | ECTS: 6

- **Career Coaching 2**
  - Teaching hours: 3

- **Performance during internship**
  - ECTS: 10

- **Graduating Project**
  - ECTS: 30

**TOTAL = 120 ECTS**

Language courses

- French for international students and Foreign language for French students
  - Teaching hours: 30 | ECTS: 2
MSc in International Management

The programme has been tailored with a view to producing globally-minded entrepreneurial managers equipped with state-of-the-art conceptual tools and techniques coupled with present-day best practices, so as to be able to assume managerial roles and lead from the front in a diverse range of industries in an ever-changing globalised economies.

PROGRAMME

COMPULSORY MODULES

- Information Technology Management
  Teaching hours: 27 | ECTS: 6
- Financial Tool Box
  Teaching hours: 27 | ECTS: 6
- International Marketing
  Teaching hours: 27 | ECTS: 6
- Global Organisational Behaviour
  Teaching hours: 27 | ECTS: 6
- Preparation for Graduating Project
  Teaching hours: 27 | ECTS: 6
- Introduction to Supply Chain Management
  Teaching hours: 27 | ECTS: 6
- International Management & Strategy
  Teaching hours: 27 | ECTS: 6
- Career Coaching 1
  Teaching hours: 3
- Career Coaching 2
  Teaching hours: 3

Corporate Social Responsibility
Teaching hours: 27 | ECTS: 6
Project Management
Teaching hours: 27 | ECTS: 6
International Business
Teaching hours: 27 | ECTS: 6

SPECIALISATIONS (CHOOSE 1)

  Teaching hours: 81 | ECTS: 18
- Digital Marketing: Principles of e-Commerce | Database for Direct Marketing and e-CRM | Omni-Channel Consumer Behaviour
- Finance: Advanced Corporate Finance | From Start-up to Listing | Exchange Markets
- Innovation Management: Marketing of Innovation | Strategic Management of Innovation | Knowledge Management
- Supply Chain: Quality Management | Procurement & Inventory Management | Coordination in the Supply Chain Management

Language courses
French for international students and Foreign language for French students
Teaching hours: 30 | ECTS: 2
Performance during in internship
ECTS: 10
Graduating project
ECTS: 30

TOTAL = 120 ECTS
This PhD programme is aimed at those pursuing a career in academia or other research-intensive organisations, including consultancy. The programme combines advanced course work and structured supervision to help students design, execute and publish high-quality research while being an integral part of a vibrant international research community.

Rennes School of Business views research as a top priority, as evidenced by its processes, output and culture. The PhD programme is a key part of this priority.

The first year of the PhD programme offers an intensive combination of course work, skills training and structured supervision, culminating in a PhD proposal and defence. In years 2-4, students continue to work on their PhD research while gaining experience in publishing papers and all other aspects of academic life, so they are ready for a successful academic career when they graduate.

The fields of study are linked to Rennes School of Business faculty specialisations, covering all management disciplines. The School particularly focuses on disciplines linked to Rennes School of Business research centres.
DUAL DEGREE OPTION

Rennes School of Business offers the research degree of Doctor of Philosophy independently as a Rennes School of Business PhD degree as well as a dual degree, PhD with the University of Amsterdam, The Netherlands or with the University College Dublin, Smurfit, Ireland.
After a couple of years of working in the mobile internet sector in China, I decided to pursue an intensive study of MSc Digital Marketing and Communications at Rennes School of Business. This seemingly adventure has privileged me with a rapid access to some cutting-edged topics and very innovative practices in this domain, in horizontal and vertical senses. I felt very often enlightened and inspired by the insights shared by professors and also experts in this field. In addition, the school atmosphere is very dynamic, emphasising the involvement of international students in various social activities offering exposure to French language and culture.

For younger students, it is a highly desirable, enriching and impressive experience of self-exploration. This can definitely be a valued start for one’s leapfrog in his growth.

Jing JIN, Chinese, MSc in Digital Marketing and Communication
The 18-month Rennes School of Business MBA programme is designed to prepare practising managers and entrepreneurs to lead complex business operations in a global and changing environment.

**MISSION**

It provides participants from various professional backgrounds with a solid understanding of all business disciplines. All seminars are taught in English by the school’s multicultural, experienced and practice-oriented faculty.

Its integrated learning approach provides participants with the tools to develop innovative solutions, to implement sustainable strategies and to achieve a sound financial, social and environmental performance. Participants are challenged to develop solutions for a wide range of business problems and to critically evaluate their own management practices.

**TEACHING**

- **Interactive classes between professors and participants and among students** Professors draw upon the experience of students to illustrate and apply concepts. Extensive use is made of case studies, oral presentations, small group work, role plays, game-based exercises and computer simulations

- **E-learning**

  Participants have access to e-learning resources for some module preparation

- **Guest speakers**

  The MBA invites guest speakers from international firms who complement the coursework by giving real-world insights into sustainable performance leadership, and strategy issues

- **Individual and group assignments outside of class**

**LEARNING GOALS**

- adopt a performance-driven strategic perspective upon business to provide innovative solutions
- integrate the issues of sustainable development and CSR into decision-making and the development of a business strategy at international level
- favour an entrepreneurial position in terms of the strategies of a business units or new business ventures
- have an ethical management style which is respectful of diversity in a multicultural environment
- use quantitative analytical skills to support business decisions in a multicultural environment
INDIVIDUAL GRADUATING PROJECT
Including the Course “Business Research Methods”

MAJORS
Advanced finance | Corporate social responsibility | Innovation & entrepreneurship | Agrofood business | Digital marketing | Supply chain management

APPLYING MANAGEMENT SKILLS AND KNOWLEDGE
Strategy management | Public communication | Coaching | Design thinking | Group consulting project

LEADING HIGH-PERFORMING ORGANISATION
Leadership | Human resources management | Cross-cultural management & negotiation | Managing change

FINANCIAL AND OPERATIONS MANAGEMENT
Financial statement analysis | Management accounting and control | Operations management | International finance

CORPORATE STRATEGIES FOR LONG-TERM PERFORMANCE
Strategy analysis | Marketing management | Strategy management IT | Creativity, innovation and knowledge management

CHANGING GLOBAL ENVIRONMENT
Economics & geopolitics | Managing sustainability | Study tour abroad

ACADEMIC CALENDAR
Modules: October 2017 to May 2019
18 months of coursework:
■ 3 days a month, Fridays evenings and Saturdays
■ Several week-long sessions, including a Study Tour abroad.
■ 28 hours per month + 15 hours of French per month
### A multicultural faculty

<table>
<thead>
<tr>
<th>Name</th>
<th>Nationality</th>
<th>Education Details</th>
</tr>
</thead>
<tbody>
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General Information

ADMISSION PROCEDURE

REGISTRATION
Candidates have to fill in the application form which is available on e-mail request to internationaladmissions@rennes-sb.com or which can be downloaded on the website. The complete student’s file must be submitted to the admissions office.

INTERVIEW
Eligible candidates will be contacted for an interview. (Face-to-face, telephone, skype or on-line interview).

VISA FOR NON-EUROPEAN STUDENTS
Please contact the local French Embassy or Campus France in your country to obtain a visa application to arrange your stay in France as soon as you are admitted.

RESIDENT PERMIT
The international office of Rennes School of Business helps students to obtain a resident permit.

SCHOLARSHIPS
Rennes School of Business offers scholarships depending on academic performance or social criteria.

ACCOMMODATION
Rennes School of Business helps international students to finding suitable accommodation (student residence, private house, shared flat, family homestay) in the city.
New: an housing campus for international students.

WELCOME TO INTERNATIONAL STUDENTS
■ The international student office assists students and helps them finding accommodation and managing administrative formalities
■ Wel’Come: the international student welcome team is one of the school’s student associations. It helps international students integrate into business school and life in Rennes. Not only does it pick them up at the station or airport, it also organises tourist trips (Mont St. Michel, Paris, etc.) and organises sports events

ORIENTATION PROGRAMME
The School provides an orientation programme for all international students the week before classes start. Sessions are compulsory and cover application for residence permit, health insurance, banking, internet provider, mobile phones, bus pass and information sessions on French culture, academic expectations and standards.

CONTACT:
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Tel.: +33 (0)2 99 33 48 40
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