



INTERNATIONAL PROGRAMMES IN MANAGEMENT



Master in Management
Ranking 2016



Master in Finance
Ranking 2016

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Edito



Internationalisation 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



Study in English while living in France

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)

120 ECTS

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.



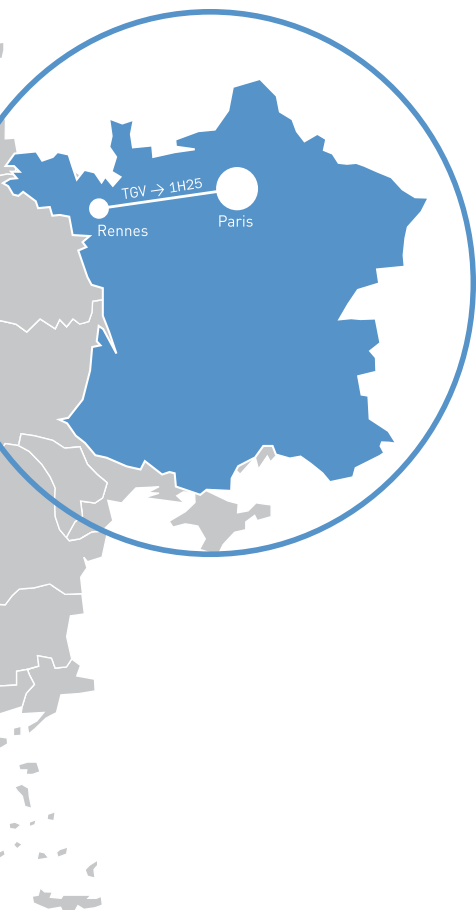
RENNES CAMPUS, A FIRST-CLASS LIVING ENVIRONMENT

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



Business reality

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.

Adecco, Adidas,
Allianz, Altran,
Arkea, Arval, Atos,
B-Com, Bacardi
Martini, Barilla,
BETC Digital, Bic,
Bledina, BNP
Paribas, Bolloré
Africa Logistics,
Bosch, Bouygues
Telecom,
Brioche Dorée,
Cache-Cache,
Canon, Capgemini,
Carrefour, Crédit
Agriculture, Crown
Europe, Darty,
Dassault Systèmes,
Daunat, DHL,
Engie, Eram, EY,
Ferrero, Fromageries
Bel, Gedimat,
General Electric,
Giboire Immobilier,
Grand Seloir,
Groupama,
Groupe Beaumanoir,
Groupe Even,
Groupe LMVH,
Groupe Rocher,
Groupe Royer, Havas,
Henkel, Hewlett
Packard, IKEA,
Johnson&Johnson,
Japan Tobacco
International France,
Kellogg's, Kerring,
KPMG, L'Oréal,
Lactalis, Lagardère
Active,
Leroy Merlin,
Locmaria,
Manpower, Nestlé,
Nissan, O2, Orange,
Page Personnel,
Precom, Printemps,
Roullier,
Saint-Gobain,
Salomon,
Samsic, Sanofi,
Sephora,
Suez Environnement,
Stade Rennais,
Thalès, Triballat,
Ubiflow, Valeo, Veolia

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



Undergraduate programmes

International Bachelor Programme in Management

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 be 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.

DIGITAL SELLING TRACK:

- Webmaster,
- Traffic Manager,
- Project Manager (on & off line),
- Community 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.

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



3 year
60 ECTS
specialisations

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 > semester 6.1 > semester 6.2

Academic exchange* or specialisation

>> Rennes or International

Academic exchange* or specialisation

>> Rennes or International

Junior specialist placement (minimum 8 weeks)

>> France or International

2 year
60 ECTS
core courses

CONSOLIDATING AND DEVELOPING THE KNOWLEDGE (50% in French - 50% in English)

IS and Field Operations Management (En) | Introduction to Logistics and Supply Chain (Fr) | Micro Economics (En) | Sustainable Development (En) | Organizational Behaviour (En) | Business Law (Fr) | International Business Management (En) | Financial Operations (Fr) | Inferential Statistics (Fr) | Cultural Diversity (En) | Foreign language 1 (TOEIC/TOEFL) | Foreign language 2 | Career Plan | Methodology for Bachelor dissertation | Placement supervision | Civil Service project, "Reciprocity"

semester 3 > semester 4

Advanced courses

>> Rennes

Advanced courses

Placement (minimum 18 weeks)

>> Rennes or international

1 year
60 ECTS
core courses



AN INITIAL BUSINESS PLACEMENT (80% in French - 20% in English)

Economics (Fr) | Introduction to business and its environment (Fr) | Principles of marketing (Fr/En) | Pedagogical game (Fr) | Principles of management and accounting (Fr) | Quantitative techniques of management (Fr) | Information and communication technologies (office automation and NTIC) (Fr) | English and 2nd foreign language | Human relations management (Fr) | Sales and negotiation techniques (Fr) | Written and verbal communication (Fr) | Personal development and career plan (Fr)

semester 1 > semester 2.1 > semester 2.2

Introductory courses

>> Rennes

Business placement (min 8 weeks)

>> France or International

Consolidation courses

>> Rennes

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

* Academic exchange or double-degree

(En) courses in English

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 Bachelors 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



Graduate programmes

Master Programmes

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



CAFETERIA



Master in Management



Master in Management
Ranking 2016

ACADEMIC CALENDAR

- Modules: August 2017 to May 2019
- Internship:
 - 10 weeks in 2018
 - 16 weeks in 2019
- Graduating project: up to September 2019

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

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

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

TOTAL = 60 ECTS

PROGRAMME (Year 2)

CLASSICAL TRACK

Graduating Project
(including 2nd year internship performance)
ECTS: 15

1st Year Internship Performance
ECTS: 6

B2i or Innocapt Project
ECTS: 2

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

Competitive Strategy
Teaching hours: 27 | ECTS: 6

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

Language Courses

Graduating Project

Internship Performance

DOUBLE DEGREE TRACK¹

- > 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

M.A. in International Business

ACADEMIC CALENDAR

- Modules: September 2017 to May 2018
- Graduating Project: up to September 2018

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

International Strategic Management “Winter session” abroad or course at Rennes School of 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-Chanel 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

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

Language courses
French for international students and Foreign language for French students

Teaching hours: 30

MAIB Graduating Project

ECTS: 30

**TOTAL =
90 ECTS**



Bloomberg Trading room

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

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 Finance



Master in Finance
Ranking 2016

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

Financial Economics

Teaching hours: 27 | ECTS: 6

Principles of e-commerce

Teaching hours: 27 | ECTS: 6

Advanced Corporate Finance

Teaching hours: 27 | ECTS: 6

From Start-up to Listing

Teaching hours: 27 | ECTS: 6

Quantitative Finance

Teaching hours: 27 | ECTS: 6

Exchange Markets

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

Financial Engineering & Trading

Teaching hours: 27 | ECTS: 6

Short-term & Long-term Financing

Teaching hours: 27 | ECTS: 6

Advanced Financial Analysis

Teaching hours: 27 | ECTS: 6

Empirical Methods in Finance

Teaching hours: 27 | ECTS: 6

International & EU Business law

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 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

Quantitative Methods

Teaching hours: 27 | ECTS: 6

Economic Analysis

Teaching hours: 27 | ECTS: 6

Financial Reporting and Analysis

Teaching hours: 27 | ECTS: 6

Corporate Finance

Teaching hours: 27 | ECTS: 6

Portfolio Management

Teaching hours: 27 | ECTS: 6

Ethical and Professional Standards

Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project

Teaching hours: 27 | ECTS: 6

Career Coaching 1

Teaching hours: 3

Advanced Equity Analysis

Teaching hours: 27 | ECTS: 6

Fixed Income Analysis

Teaching hours: 27 | ECTS: 6

Derivatives and Alternative Investments

Teaching hours: 27 | ECTS: 6

Behavioural Finance

Teaching hours: 27 | ECTS: 6

International Strategic Management “Winter Session” abroad or course at Rennes School of Business

Teaching hours: 27 | ECTS: 6

Advanced Research Methods in Finance

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

*Subject to modification

MSc in Data & Business Analytics*

jointly with



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 :
Fundamentals of Managerial
Statistics

Teaching hours: 27 | ECTS: 6

Data Management

Teaching hours: 27 | ECTS: 6

Optimisation and Simulation

Teaching hours: 27 | ECTS: 6

Time Series Analysis

Teaching hours: 27 | ECTS: 6

Data mining

Teaching hours: 27 | ECTS: 6

Statistical modeling for
business

Teaching hours: 27 | ECTS: 6

Information visualisation

Teaching hours: 27 | ECTS: 6

Preparation for Graduating
Project

Teaching hours: 27 | ECTS: 6

International Business

Teaching hours: 27 | ECTS: 6

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

DATA SCIENCES SPECIALISATION

Object Oriented Application
Development

Teaching hours: 27 | ECTS: 6

Web-based application
development

Teaching hours: 27 | ECTS: 6

Business intelligence

Teaching hours: 27 | ECTS: 6

Big Data Analytics

Teaching hours: 27 | ECTS: 6

MARKETING SPECIALISATION

Marketing Research and
Analysis

Teaching hours: 27 | ECTS: 6

Customer Data Analysis

Teaching hours: 27 | ECTS: 6

Retail Analytics

Teaching hours: 27 | ECTS: 6

Social Media Intelligence

Teaching hours: 27 | ECTS: 6

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 in Sustainable Management and Eco-Innovation

in partnership with  **eme**
ÉCOLOGIE ENVIRONNEMENT
Ecole d'ingénieurs

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	International Strategic Management “Winter Session” abroad or course at Rennes School of Business Teaching hours: 27 ECTS: 6
Environmental Impact Assessment Teaching hours: 27 ECTS: 6	Eco-design Management Teaching hours: 27 ECTS: 6
Marketing of Innovation Teaching hours: 27 ECTS: 6	Information Systems Management and Financial Aspects in SM Teaching hours: 27 ECTS: 6
Project Management Teaching hours: 27 ECTS: 6	Management of Change Teaching hours: 27 ECTS: 6
Global Quality Management & Sustainability Teaching hours: 27 ECTS: 6	Sustainable Supply Chain / Green Logistics Teaching hours: 27 ECTS: 6
Preparation for Graduating Project Teaching hours: 27 ECTS: 6	Strategic Knowledge Management Teaching hours: 27 ECTS: 6
Energy Issues and International Sustainable Regulations Teaching hours: 27 ECTS: 6	Career Coaching 2 Teaching hours: 3
Career Coaching 1 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 in Innovation & Entrepreneurship

in partnership with **INSA**
RENNES

The MSc in Innovation and Entrepreneurship is based on the expertise of two “Grandes Ecoles”, 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

Elevator Pitch

ECTS: 3

Business Plan Summary

ECTS: 3

Internship + Report

ECTS: 12

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

Business Plan Development

ECTS: 3

Final Venture Plan & Presentation

ECTS: 30

TOTAL = 120 ECTS

Courses in French and in English

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

B 2 B 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

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

Principles of E-Commerce

Teaching hours: 27 | ECTS: 6

Database for Direct Marketing & E-CRM

Teaching hours: 27 | ECTS: 6

Digital Law & Governance

Teaching hours: 27 | ECTS: 6

Omni-Channel Consumer Behaviour

Teaching hours: 27 | ECTS: 6

Digital Marketing & Branding

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

Corporate Social Responsibility

Teaching hours: 27 | ECTS: 6

Designing user Experience and Webanalytics

Teaching hours: 27 | ECTS: 6

Integrating Online and Offline Marketing Communications

Teaching hours: 27 | ECTS: 6

Digital Advertising Strategy

Teaching hours: 27 | ECTS: 6

Web-based Project Management

Teaching hours: 27 | ECTS: 6

Marketing Analytics

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

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 reason 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 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

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 3)

Teaching hours: 81 | ECTS: 18

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

ELECTIVE MODULES (CHOOSE 4)

Teaching hours: 108 | ECTS: 24

- 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

MSc Creative Project Management, Culture & Design

in partnership with  EESAB

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).

PROGRAMME

COMPULSORY MODULES

Induction Week

Teaching hours: 27

Financing Cultural Activities

Teaching hours: 27 | ECTS: 6

Environnement Juridique et Professionnel

Teaching hours: 27

Design Management

Teaching hours: 27 | ECTS: 6

Design Process

Teaching hours: 27 | ECTS: 6

Technologies et Usages (EESAB)

Teaching hours: 27 | ECTS: 6

User Experience Management

Teaching hours: 27 | ECTS: 6

Project Management in Culture & Design

Teaching hours: 27 | ECTS: 6

Salons Professionnels (EESAB)

Management Control in Creative Projects

Teaching hours: 27 | ECTS: 6

Environnement Juridique et Professionnel

Teaching hours: 27

Scénographie & Logistique

Teaching hours: 27 | ECTS: 6

From Idea to Model to Plan

Teaching hours: 27 | ECTS: 6

Marketing Evènementiel et Culturel

Teaching hours: 27 | ECTS: 6

Histoire de l'Art Contemporain (EESAB)

Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project

Teaching hours: 15

Checkpoint + White Paper

ECTS: 2

Annual Project

ECTS: 8

Internship

ECTS: 8

Graduating Project

ECTS: 30

Courses in French and in English

TOTAL = 120 ECTS

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

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

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

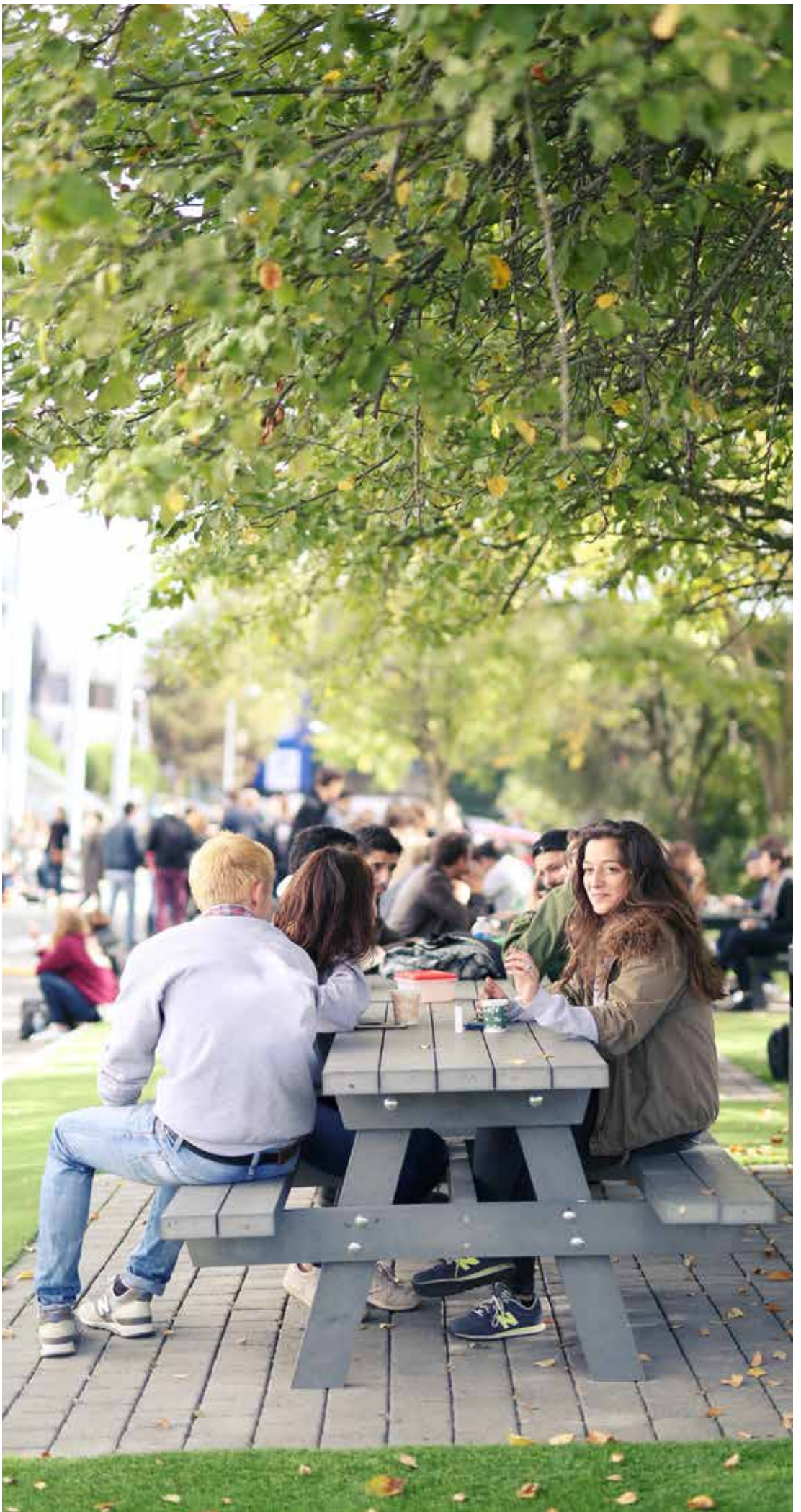
Global Trade / Supply Chain Management

Teaching hours: 27 | ECTS: 6

Career Coaching 2

Teaching hours: 3

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

Language courses

French for international students and Foreign language for French students

Teaching hours: 30 | ECTS: 2

Corporate Social Responsibility “Winter Session” abroad or course at Rennes School of Business

Teaching hours: 27 | ECTS: 6

B to B 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

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 | ECST: 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

Marketing: International Consumer Behaviour | Brand Management | Marketing of New Products

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

Human Resource: International Human Resource Management 1 | International & Comparative Employment Law | Interpersonal Communication & Personal Coaching

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

PhD programme

ACADEMIC CALENDAR

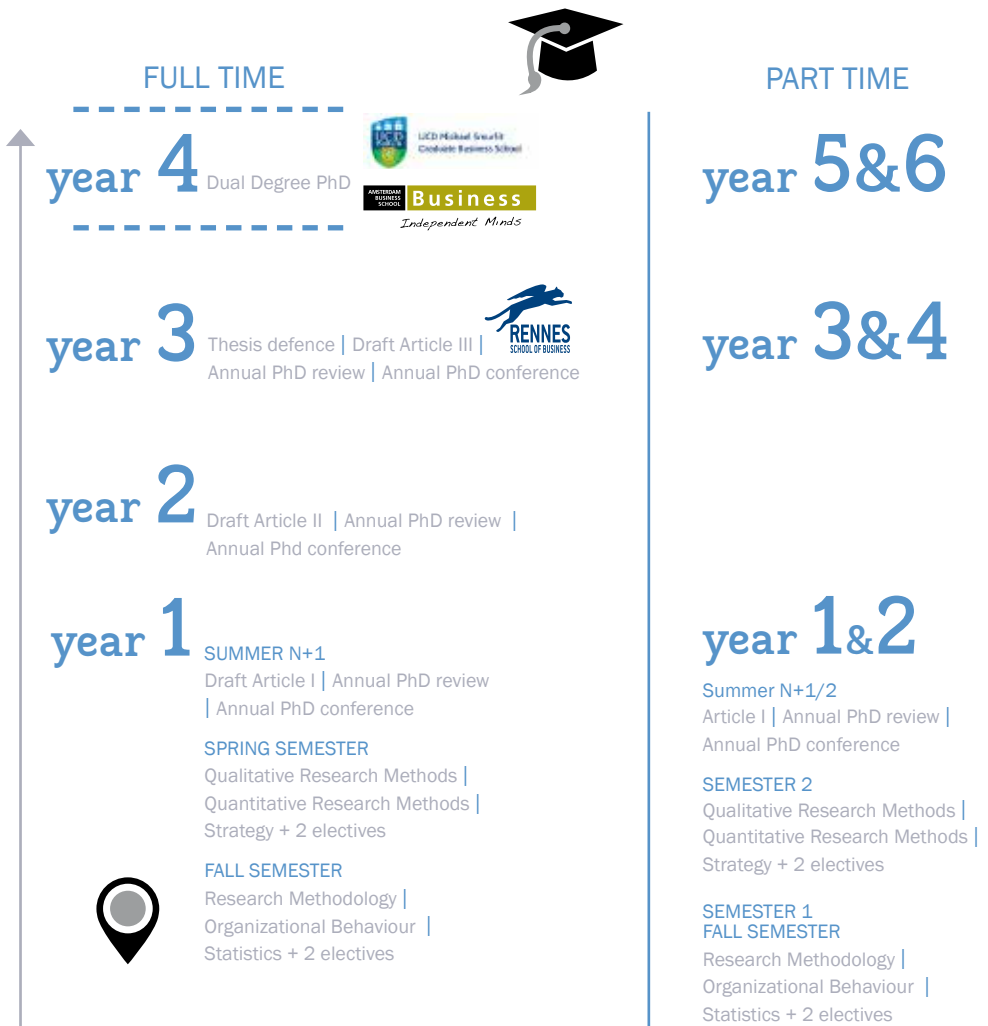
- Part-time (January to December 2017) or
 - Full-time (September 2017 to July 2018)
- Thesis:
- Part-time (January 2018 to December 2022) or
 - Full-time (September 2018 to August 2019) or dual-degree (September 2018 to August 2020)

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.



University College Dublin,
Michael Smurfit Graduate
Business School (Ireland)



University of Amsterdam,
Amsterdam Business School
(Netherlands)





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

Executive Education

MBA programme



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 practises.

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

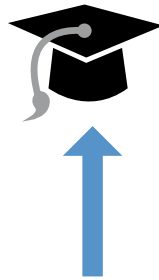
■ use quantitative analytical skills to support business decisions multicultural environment

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



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



Kick-off week



A multicultural faculty



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Indian
Doctorate (Aarhus Universitet, Denmark)



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Doctorate (Grenoble Ecole de Management, France)



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Irish
Doctorate (Université de Rennes, France)



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Ed.D (RMIT University, Australia)



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Doctorate (INPL, France)



Maryam NASIRIYAR
Iranian
Doctorate (IAE Aix-en-Provence, France)



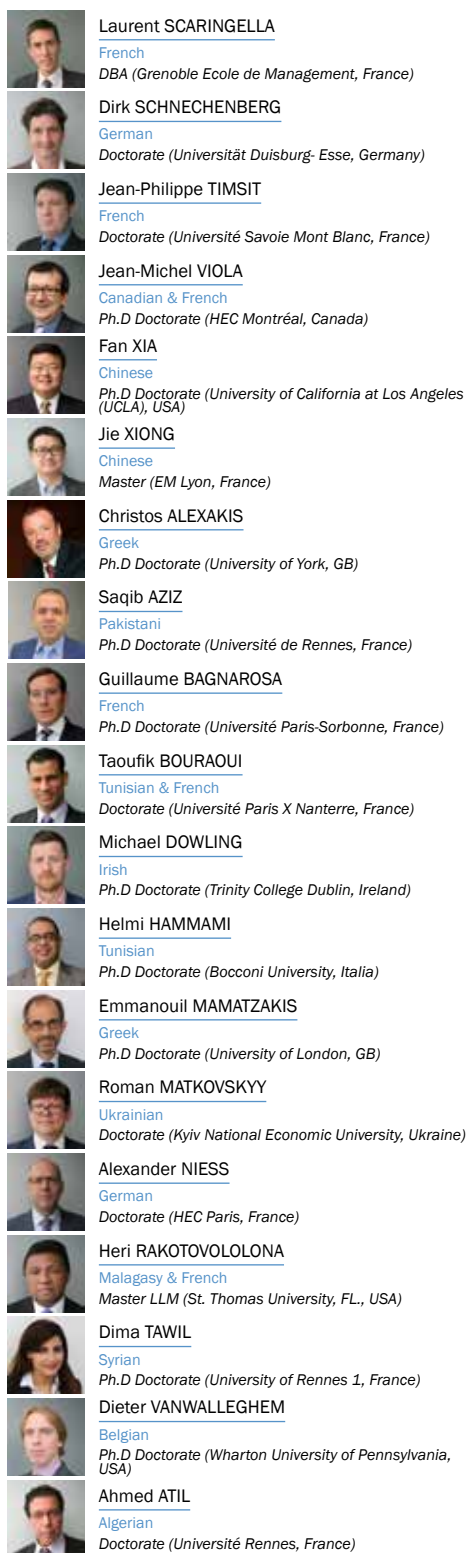
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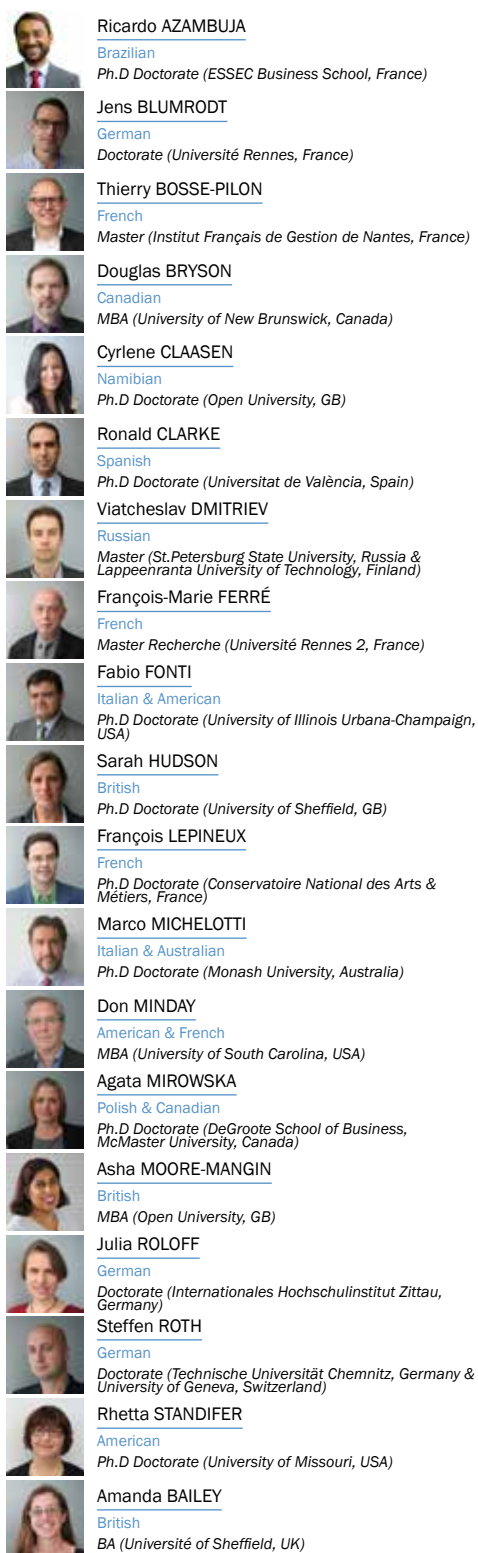
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Amanda BAILEY
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BA (University of Sheffield, UK)

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
- Well'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:

internationaladmissions@rennes-sb.com
Tel.: +33 (0)2 99 33 48 40







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Master in Management
Ranking 2016



Master in Finance
Ranking 2016