

ROADBOOK

PGE3

SPECIALISATIONS



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING



European Business Schools
Ranking 2019

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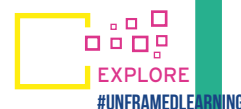
SPECIALISATIONS

MASTER IN MANAGEMENT & MSc



#UNFRAMEDLEARNING

MSc IN INTERNATIONAL FINANCE



**JOIN AN INTERNATIONAL PROGRAMME RANKED
BY THE FINANCIAL TIMES!**



Master in Finance
Ranking 2020



DR TAOUFIK BOURAOUI,
PROGRAMME DIRECTOR

Ranked 29th best masters in Finance worldwide and 9th in France by The Financial Times in 2020, the MSc in International Finance is an advanced programme designed to cover the field of Corporate Finance as well as the field of Financial Markets. It aims to equip students with solid knowledge and analytical skills in Finance, which are crucial today to operate effectively in an integrated and complex global environment. This programme is an excellent step toward a promising career.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

Modules: September to April

Internship: May to August

Graduating project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP / CAREER COACHING

SEMESTERS 1

COMPULSORY MODULES

- Applied Economics
- Financial Economics
- Research Methods in Accounting and Finance
- Advanced Corporate Finance
- Coding and Data Science for Accounting and Finance
- Quantitative Finance
- Empirical Methods in Finance 1
- Exchange Markets
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Financial Engineering & Trading
- Short Term and Long Term Financing
- Advanced Financial Analysis
- Empirical Methods in Finance 2
- Advanced Strategy

ELECTIVE MODULES

- Islamic Finance OR
- International & EU Business law

ALUMNI

CAREER OPPORTUNITIES

Financial Consultant, Credit Analyst, Financial Services and Risk Management Advisor, Senior Financial Auditor, Cost Controller, Account Manager, Business Analyst and Pricing Officer, Financial Planning, Product Manager, Investment Bank Manager...

COMPANIES

KPMG, Bank of East Asia, Ernst & Young, Deloitte, Total, Schneider Electric, Valeo, PwC, Moody's Investors, LVMH, Bank of Tokyo, HSBC, AccorHotels...

WORK COUNTRIES

Canada, China, Colombia, France, USA

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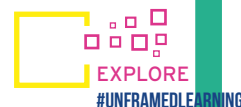
UNFRAMED THINKING



European Business Schools
Ranking 2019



MSc CREATIVE PROJECT MANAGEMENT CULTURE & DESIGN



DARE CREATIVITY IN BUSINESS WORLD IN PARTNERSHIP WITH



DR ALEXANDER NIESS,
PROGRAMME DIRECTOR

This programme develops expertise in the management of creative projects through discussions, case studies and in-class activities. Participants will apply knowledge in real-world project collaborations with organisations, institutions and associations from the arts, events and design sectors, or with the creative industries. Graduates will acquire the know-how and skills to enter the business world as an independent creator or as part of an existing organisation in the creative and cultural sectors.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English & French

ACADEMIC CALENDAR

Modules: September to April

Internship: May to December

Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP / CAREER COACHING

SEMESTER 1

COMPULSORY MODULES

Taught in English:

- Financing Cultural Activities
- Thinking Inside Out: Leadership : Building Effective and Creative Teams
- User Experience Management
- Creativity Workshop

Taught in French:

- Scénographie & Logistique
- Innovation Ouverte et Intelligence Collective

SEMESTER 2

COMPULSORY MODULES

Taught in English:

- Management Control in Creative Projects
- From Idea to Model to Business Plan
- Preparation for Graduating Project

Taught in French:

- Environnement Juridique & Professionnel
- Marketing Evènementiel & Culturel
- Histoire de l'Art Contemporain
- Design Process

ALUMNI

CAREER OPPORTUNITIES

Deputy Director & Project Manager in Culture and Communication, Digital & Business Development Manager, Client Operation Manager, Event Project Manager...

COMPANIES

Afm Téléthon, Académie de France - Villa Medici, Opéra de Paris, Institut Français des Pays-Bas...

WORK COUNTRIES

France, Holland, Italy, Switzerland...

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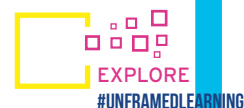


European Business Schools
Ranking 2019



MSc IN DATA & BUSINESS ANALYTICS

MANAGE THE WORLD THROUGH BIG DATA



DR NADJIB BRAHIMI,
PROGRAMME DIRECTOR

This programme equips 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 Master prepares students for jobs related to data and business analytics in different areas such as supply chain management, marketing and finance.

The programme is designed to meet industry demand for graduates with managerial and analytics skills that are able to apply data science to tackle business challenges.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

Modules: September to April

Internship: May to December

Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP / CAREER COACHING

SEMESTER 1

COMPULSORY MODULES

- Programming for Data Analytics
- Introduction to Business Analytics
- Statistical Modeling for Business
- Data Management
- Times Series Analysis
- Optimisation and Simulation
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Social Media Intelligence
- E-Marketing
- Customer Data Analysis
- Retail Analytics
- Marketing Research and Analysis
- Corporate Social Responsibility

ALUMNI

CAREER OPPORTUNITIES

Data Analyst, Budget Analyst, Business Analyst, Market Research Analyst, Operations Research Analyst, Quantitative Analyst, Consultant, Data engineer Artificial Intelligence Developer...

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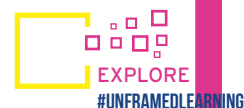


European Business Schools
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MSc IN FINANCIAL DATA INTELLIGENCE

BECOME AN EXPERT IN THE FUTURE OF FINANCE



DR ROMAN MATKOVSKYY,
PROGRAMME DIRECTOR

Finance is rapidly changing. Data science and artificial intelligence are revolutionising how finance is practiced. The MSc in Financial Data Intelligence prepares you to be part of where finance is going by training you in modern data-driven finance abilities.

We welcome applicants with a non-finance background in, for example, engineering, maths, economics, as knowing how to work with data is the key starting skill that will benefit you on this journey.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

Modules: September to April

Internship: May to December

Graduating project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP / CAREER COACHING

SEMESTER 1

COMPULSORY MODULES

- Financial Theory
- Research Methods in Accounting and Finance
- Economic Modelling
- Financial Equity & Portfolio Management
- Coding and Data Science for Accounting and Finance
- Ethical and Socially Responsible Finance
- Empirical Methods in Finance 1
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Deep learning in Neural Networks for Finance
- Financial Data Infrastructures
- Financial Engineering and Commodity Trading
- Empirical Methods in Finance 2
- AI and FinTech
- Recent Topics in AI and Finance
- Advanced Strategy

ALUMNI

CAREER OPPORTUNITIES

Investment Banker, Investment Fund Trader, Mergers and Acquisitions Adviser, Corporate Financing Manager...

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MSc IN INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL AND AUDITING

BECOME THE MOST-TRUSTED BUSINESS PROFESSIONAL

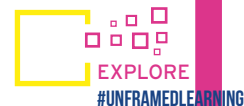
Accounting is the language of a business that can reveal its financial future, if interpreted correctly. Unfortunately, there is a dearth of professionals who can read and write this highly-useful language of Accounting. This is even more disturbing given the increasing creativity in financial reporting by modern-day corporations and the massive scandals that follow. This is exactly where the IAMCA fits in.

This specialized Masters provides its students with in-depth knowledge of not only Financial Accounting, but also International Taxation, Management Accounting, Finance and Auditing. This broad vision of things helps them gain an overall perspective of the way financial reporting works within a business and also opens doors for students to pursue the field of their choice after graduation. Ex-IAMCA graduates have successful careers as accountants, auditors and financial consultants.

At Rennes SB, we are looking for dynamic and self-driven students to share their country-specific expertise and undertake a collective journey towards becoming a global accounting expert.



DR JALAN AKANKSHA,
PROGRAMME DIRECTOR



DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

Modules: September to April

Internship: May to December

Graduating project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- External Auditing
- Management & Cost Accounting
- Advanced Accounting and Consolidation
- Financial & Management Accounting: Fundamentals
- Accounting In the digital Age
- Research Methods in Accounting and Finance
- Coding and Data Science for Accounting and Finance
- Corporate and Business Law
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Management Control
- International Financial Reporting
- International Taxation
- Corporate Sustainability Reporting
- International Strategic Management
- Advanced Strategy

ELECTIVE MODULES

- Financial Management & Business Advisory
- Advanced Financial Analysis

ALUMNI

CAREER OPPORTUNITIES

Financial Auditor, Consultant in Accounting, Senior Financial Analyst, Management Controller, System and Processes Risk Assurance Associate, Division Controller, M&A Manager, Internal Auditor, Tax Manager, Fund Accountant, Funds officer, Fixed Assets Analyst...

COMPANIES

KPMG, Ernst & Young, Deloitte, PWC, IBM, Goupe Ducasse, Unesco, Dassault Falcon Service, Zodiac Aerospace, Louis Vuitton, Bayer, Lactalis, Mazars, PepsiCo, Société Générale Group, Crédit Agricole, ExxonMobil, Chanel Inc...

WORK COUNTRIES

Argentina, Belgium, Canada, China, Colombia, Finland, France, Germany, India, Korea, Luxembourg, Nigeria, Spain, USA...

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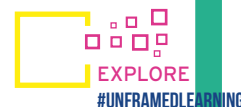
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MSc IN INTERNATIONAL NEGOTIATION AND BUSINESS DEVELOPMENT



NEGOCIATE TO WIN

This programme is designed to give students the skills and techniques to enable them understand and function in a global business environment and progress in their careers.

Today, virtually everything we do in life involving people includes negotiation. Successful negotiation does not necessarily mean to win, the other party has to lose.

A good negotiator will work towards a win-win scenario because they are able to fly above the situation and see what is driving the other party. Making the other party look good and giving them a win can also be good for building stronger professional relationships and closing better deals.



DR ASHA MOORE-MANGIN,
PROGRAMME DIRECTOR

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

- Modules: September to April
- Internship: May to December
- Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- International Negotiation and Business Development
- Simulation in International Negotiation and Business Development I
- International Sourcing & Procurement
- Data Science for negotiation and Business Development
- Interpersonal Communication Skills
- International Trade and Finance
- Crisis Management
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- International Business Law
- B2B Marketing
- Management of International Negotiation and Business Development
- Sales Strategy and Management
- Simulations in International Negotiation and Business Development II
- Advanced Strategy
- Corporate Social Responsibility

ALUMNI

CAREER OPPORTUNITIES

Product Line Manager, Selection & Development Analyst, Sales Director, Export Manager, Purchasing Manager, Sales and Marketing Manager, Head of New Media Operations, Key Account Manager, Investor Relations Officer, Purchasing Officer, Business Developer...

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COMPANIES

Apple Inc, Decathlon International, Estée Lauder, Henkel, General Electric, Klaxoon, KPMG, PwC, Carlsberg, Roullier, LVMH...

WORK COUNTRIES

China, Colombia, France, Japan, Lebanon, Mexico, Switzerland, Taiwan, USA...



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MSc IN INTERNATIONAL HUMAN RESOURCE MANAGEMENT



BROADENING HORIZONS THROUGH EMPOWERING PEOPLE

This programme aims to develop skills that are critical to manage and motivate an international and diverse workforce.

- Participants will be involved in activities that will enhance their ability to:
- Manage different groups of employees in a multinational company
 - Understand leadership and motivation challenges HRM practitioners will face when a company expands internationally
 - Understand how leadership styles can be adapted within the organisation to suit the needs of different cultural groups
 - Develop a knowledge of different legal and institutional contexts
 - Be able to appreciate how technology has the potential to change human resource practices in multinational corporations.



DR MARCO MICHELOTTI,
PROGRAMME DIRECTOR

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

- Modules: September to April
- Internship: May to December
- Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- International Talent Management
- Project Management
- International Human Resource Management I
- International & Comparative Employment Law
- Interpersonal Communication & Personal Coaching
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- E-HRM and Institutions
- International Human Resource Management II
- Simulations IHRM
- Management of Change
- Next Organisation
- Advanced Strategy
- Corporate Social Responsibility

ALUMNI

CAREER OPPORTUNITIES

Learning Coordinator and Content Developer, Human Resources Manager, Global Onboarding Coordinator, HR Consultant, International Business Developer and International Recruitment, Recruitment Specialist, Human Resources Business Partner, Talent Acquisition Manager, Business Development Executive, HRIS Project Manager...

COMPANIES

DCNS Australia, Nespresso, PepsiCo, Vinci Energies, Accenture, ING Luxembourg SA, KPMG, Boston Consulting Group, Hutchinson, Digiteo, Credit Suisse, Groupe Rocher, Atos, Suez...

WORK COUNTRIES

Australia, Belgium, China, France, Germany, India, Italy, Luxembourg, Morocco, Spain, USA...

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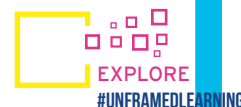


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MSc IN INTERNATIONAL LUXURY & BRAND MANAGEMENT

YOUR BRAND IS SO MUCH MORE THAN WHAT YOU SELL



DR DILDAR HUSSAIN,
PROGRAMME DIRECTOR

This programme enables the students to acquire the necessary knowledge and competencies for pursuing a successful career in Luxury and Brand Management. Managers need specific skills to understand the uniqueness of the luxury sector and its target customers. Students will be able to develop and implement effective strategies and introduce innovative products and services in different luxury segments. Participants will also learn to develop and manage brands in any sectors. Graduates will be able to efficiently achieve their business objectives in a responsible way and in a global environment.

DURATION
15 months

START DATES
September
or January

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

Modules : September to April

Internship : May to August

Graduating Project : Up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- International Consumer Behaviour
- Contemporary Brand Management
- Marketing of New Products
- Luxury Marketing Strategy
- Dynamics of Luxury Industry & Business Models
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Luxury Retail and e-commerce
- Advanced Brand Management
- Corporate Design in the Luxury Industry
- Marketing Communication in the Luxury Industry
- Marketing Research
- Advanced Strategy
- Corporate Social Responsibility

ALUMNI

CAREER OPPORTUNITIES

Marketing Manager, Brand Manager, Trade Marketing Executive, Key Account Executive, International Sales Coordinator, Product Manager, Area Sales Manager, Business Development Manager...

COMPANIES

LVMH, La Perla, Nike, Apple Inc, Swarovski, Daimler, Shiseido group, Stella McCartney, Cartier, Tesla, Adidas, Chanel, Christian Louboutin, Lacoste Operations, Hilton Worldwide, L'Oréal, Air France Klm...

WORK COUNTRIES

Australia, Belgium, China, France, India, Russia, Spain, Switzerland, Singapore, Taiwan, United Kingdom, USA...

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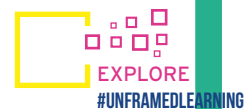
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European Business Schools
Ranking 2019



MSc IN SPORTS AND TOURISM MANAGEMENT



RUN THE WORLD WHILE MANAGING YOUR PASSION



DR JENS BLUMRODT,
PROGRAMME DIRECTOR

Students of this programme will acquire specific knowledge, establish links with companies and develop managerial skills that will prepare them for leadership positions.

The objective is to be autonomous and operational in the broad industries of Sports and Tourism. Those industries, with their specificities, are interdependent and different from other sectors. The programme comprises a broad curriculum that coaches the future managers to be efficient in the rapidly-changing external and internal business environment.

DURATION

15 months

START DATE

September

TEACHING LANGUAGE

English

ACADEMIC CALENDAR

Modules: September to April

Internship: May to December

Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- Sports & Tourism Management and Sustainable Development
- Application Project in Sports & Tourism
- Preparation for Graduating Project

ELECTIVE MODULES

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

SEMESTER 2

COMPULSORY MODULES

- Legal Environment of Sports & Tourism Sector
- Events Management in Sports & Tourism Sector
- Advanced Strategy

ELECTIVE MODULES

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

ALUMNI

CAREER OPPORTUNITIES

Production and Marketing Plan Specialist, Project Manager, Product Planning Director, Event Director, Area Manager, Business Manager, Sales Executive & Analyst, Foundation Development Officer, Customer Community Consultant, Hotel Manager...

COMPANIES

Expedia, Accorhotels, Nike France, Indonesia, Mama Shelter, Ubisoft, Converse, Salomon, Booking.com, Puma, Wilson...

WORK COUNTRIES

Belgium, China, Czech Republic, France, India, Indonesia, Senegal, Switzerland, United Kingdom...

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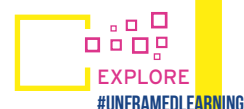
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European Business Schools
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MSc IN STRATEGIC AND DIGITAL MARKETING



BUILD YOUR BRAND, MARKET YOUR FUTURE



DR CLARA KOETZ,
PROGRAMME DIRECTOR

This programme prepares participants to gain specialised knowledge and skills in Strategic and Digital marketing to be applied in a global business environment. The use of cases, real strategic problems and projects will enable students to learn and develop the competencies required to advance their individual careers in firms or any other type of organisation. Pioneer students will learn and develop the skills required to take any organisation further in a responsible world.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

- Modules: September to April
- Internship: May to December
- Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- Omni-Channel Consumer Behaviour
- Marketing of Innovation
- Integrating Online and Offline Marketing Communications
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Marketing research
- Customer Experience Management
- Advanced Strategy
- Corporate Social Responsibility

SPECIALISATION TRACKS

DIGITAL MARKETING AND COMMUNICATION

- Digital Marketing and Branding
- Database for Direct Marketing and E-CRM
- Digital Advertising and Communication
- Web Based Project Management
- Designing User Experience & Webanalytics

STRATEGIC MARKETING

- Contemporary Brand Management
- B2B Marketing
- International Marketing Management
- Marketing Intelligence and Pricing Strategy
- Omni Channel Distribution and Retail Management

ALUMNI

CAREER OPPORTUNITIES

Brand Manager, Trade Marketer, International Sales Developer, Fan Experience Manager, Promotion Analyst, Operational Marketing Manager, International Digital Project Manager, Marketing & Communication Manager, Business Development Manager, Public Account Manager, Account Executive, PR Manager...

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COMPANIES

Tesla Motors, L'Oréal, Nestlé, Redbull, Microsoft, Amazon, Valentino, Guerlain, Pernod-Ricard, Auchan, Sanofi, Unilever, JCDecaux, Samsonite, Chanel, Aoste, IPSOS, Barilla Group, Ubisoft, Marriott...

WORK COUNTRIES

Belgium, Canada, China, Colombia, France, Germany, Russia, United Kingdom, USA...



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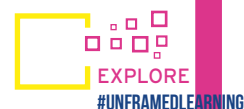


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MSc IN SUPPLY CHAIN MANAGEMENT

HELPING TO MOVE THE WORLD



Supply Chain Management looms in today's global economy since it helps creating value to all members of the supply chain as well as to the society. It refers to planning, coordination and control of procurement, production and distribution activities, and embraces a wide range of aspects such as strategic management, information sharing, sustainability, and competitiveness.

This program aims at providing a strong theoretical background in the topics of logistics and SCM, as well as presenting the latest advances in the industries. We stress the importance of developing communication, critical thinking and team working skills, and keep abreast of recent developments such as in data analytics and blockchain technologies. We adopt problem and project based collaborative teaching methods, and incorporate case studies into courses.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English



DR ÖNCÜ HAZIR,
PROGRAMME DIRECTOR

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- Quality Management
- Introductory to the Supply Chain Management
- Procurement & Inventory Management
- Coordination in the Supply Chain Management
- Sustainable Supply Chain/ Green Logistics
- Lean Supply Chain (Including Suppliers' Development)
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Advanced Strategy
- Corporate Social Responsibility

OPTIONAL MODULE

- Advanced Excel

LOGISTICS TRACK

- Production & Information Systems
- Production Systems
- Global Supply Chain & International Trade
- Management of Distribution & Transportation

PURCHASING TRACK

- Law and Contract Negotiation
- Sourcing & E.Purchasing
- Purchasing & Supply Chain
- Purchasing Management

ALUMNI

CAREER OPPORTUNITIES

Purchasing and Logistic Planner, Ship Broker, Overseas Operations Management Specialist, Logistics Analyst, Subcontract Planner, Central Planning Associate, Logistics engineer, Supply-Chain Consultant, Logistics Warehouse Manager, Global Sourcing Associate, Material and Supply Planner...

COMPANIES

FedEx, SNCF, Apple Inc, Carrefour Global Sources Mondelez International, Etam, Henkel, Gerlain LVMH, Air Liquide, Shiseido, Nestle, Groupe Rocher, Thales Microelectronics...

WORK COUNTRIES

Argentina, Belgium, Canada, China, Colombia, Czech Republic, France, Germany, Holland, India, Italy, Japan, Paraguay, Poland, Sweden, Switzerland, United Kingdom, USA...

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UNFRAMED THINKING

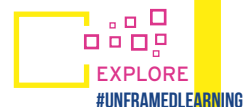


European Business Schools
Ranking 2019



MSc IN SUSTAINABLE MANAGEMENT & ECO-INNOVATION

in partnership with



INNOVATE FOR A SUSTAINABLE LIVING



DR PETYA PUNCHEVA,
PROGRAMME DIRECTOR

This programme is designed to educate students to become responsible business leaders.

They will be able to apply sustainability-related knowledge in the formulation of responsible business practices and ethical management of people in organisations. The Master offers interdisciplinary modules from multiple business fields and environmental engineering.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English

ACADEMIC CALENDAR

Modules: September to April

Internship: May to December

Graduating Project: up to October Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- Information Systems for Sustainable Management
- Energy Issues and International Sustainable Regulations
- Thinking Inside Out: Leadership: Building Effective and Creative Teams
- Marketing of Innovation
- Project Management
- Preparation for Graduating Project

SEMESTER 2

COMPULSORY MODULES

- Environmental Impact Assessment
- Eco-Design Management
- Corporate Sustainability reporting
- Global Quality Management & Sustainability
- Sustainable Supply Chain/Green Logistics
- Ethical and Socially Responsible Finance
- Advanced Strategy

ALUMNI

CAREER OPPORTUNITIES

Consultant, Material Manager, Europe Environmental Specialist and Engineer, Project Manager, CSR Manager, Business Developer, Sustainable Development Analyst...

COMPANIES

Carrefour Brasil, Spark, Nestlé, Purina Petcare, Heineken International, Nike Revolt, Instinctif, Sustainalythics, Vigeo, Longevity Partners, L'ADEME (ecological transition agency) - New Caledonia, UNEP, UNOPS...

WORK COUNTRIES

Belgium, Brazil, France, Germany, Holland, Mexico, New Caledonia, South Africa, United Kingdom...

RENNES SCHOOL OF BUSINESS
2, rue Robert d'Arbrissel - 35065 Rennes
Tél : +33 (0)2 99 54 63 63
rennes-sb.com



UNFRAMED THINKING

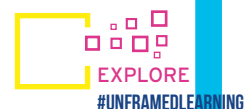


European Business Schools
Ranking 2019



MSc IN INNOVATION & ENTREPRENEURSHIP

in partnership with **INSA**



HARD AND SOFT SKILLS FOR INNOVATION & ENTREPRENEURSHIP



THIERRY BOSSEE-PILON,
PROGRAMME DIRECTOR

This programme is based on the expertise of two «Grandes Ecoles»: the French engineering school INSA and Rennes School of Business. It is designed to educate students in the field of innovation management and entrepreneurship by developing their own business plans, throughout the programme. The programme nurtures students's skills and competencies to become an entrepreneur or an intrapreneur who masters innovation challenges.

DURATION
15 months

START DATE
September

TEACHING LANGUAGE
English & French

ACADEMIC CALENDAR

- Modules S1+S2: September to February
- Internship: March to July
- Modules S3: September to December Y+1
- Venture Plan: up to December Y+1

PROGRAMME

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

PHASE 1

September to November (8 weeks)

BRING THE IDEA TO LIFE

- Sensibilisation aux Technologies (module taught at INSA)
- Entrepreneurial Thinking & Creativity
- Creative Strategy
- Entrepreneurial Capacity Building

PHASE 2

November to February (14 weeks)

EXPAND ON THE IDEA AND DEVELOP THE PROJECT

- Sensibilisation aux Usages (module taught at INSA)
- From idea to model to plan
- Financing New Venture
- Marketing of Innovation
- Strategy and Organisation Audit
- Innovation Challenges

PHASE 3

March to June/July

CONFRONT REALITY

Internship

PHASE 4

September to November (11 weeks)

PREPARE FOR PROJECT IMPLEMENTATION

- GRH pour Start Up
- Fondamentaux du Droit des sociétés et des Affaires
- Développement personnel pour les entrepreneurs
- Start Up Project Management (module taught at INSA)

ALUMNI

SUCCESS STORIES

lab innovation officer, innovation consultant, product development officer, start-up associate, Start-up studio project manager, Data scientist, TIC consultant, Hedge Funds analyst, ...

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CAREER OPPORTUNITIES

Financial Consultant, Credit Analyst, Financial Services and Risk Management Advisor, Senior Financial Auditor, Cost Controller, Account Manager, Business Analyst and Pricing Officer, Financial Planning, Product Manager, Investment Bank Manager...



UNFRAMED THINKING



European Business Schools
Ranking 2019



SPECIALISATIONS

MASTER

IN MANAGEMENT

WORK STUDY



#UNFRAMEDLEARNING

WORK-STUDY

ZOOM SUR L'ALTERNANCE EN PGE À RENNES SCHOOL OF BUSINESS

Rennes School of Business propose plus de 200 places en alternance à ses étudiants, accessibles dès le Master 1 ou uniquement en Master 2. C'est également la seule Grande Ecole de management qui permet aux étudiants positionnés sur un programme de formation en alternance de réaliser une partie de leur cursus à l'étranger.

SUIVRE SES ÉTUDES EN ALTERNANCE EST POSSIBLE À RENNES SCHOOL OF BUSINESS.

Le Programme Grande Ecole propose en effet cette option :

- Dès le Master 1 (PGE2) pour réaliser la totalité de son cursus Master PGE (Master 1 + Master 2) en alternance,
- Mais également à partir du Master 2 (PGE3) seulement = après le Master 1 en format classique (PGE2) et une année de césure « entreprise » (optionnel).

LES PARCOURS MASTER GRANDE ECOLE EN ALTERNANCE

RENNES SCHOOL OF BUSINESS PROPOSE 4 GRANDS PARCOURS CONÇUS ET DÉVELOPPÉS AVEC ET POUR LES ENTREPRISES, QUI RECOUVRENT UN LARGE PANEL DE MÉTIERS POSSIBLES.



1 LE MASTER « RESPONSABLE DE PROJETS INNOVANTS – NEW BUSINESS DEVELOPMENT MANAGER » (RPI-NBDM) EN M1 ET/OU M2

OBJECTIFS DU PROGRAMME :

Ce parcours a pour objectif de permettre aux étudiants de développer les compétences nécessaires pour identifier et mettre en œuvre des innovations « produits », « services » et/ou « organisationnelles » pour le compte des entreprises. Il forme des « Business Developer » à accompagner des entreprises/organisations dans leur développement et l'amélioration de leurs performances en France et à l'international. Il couvre les 2 dernières années du cycle Programme Grande École (M1 & M2) alternant périodes école et périodes « entreprise » en suivant un calendrier spécifique comprenant des périodes longues en entreprise. Son atout ? Il comprend un échange académique dans une université partenaire étrangère au cours duquel l'étudiant se forme selon l'orientation métier choisie, acquière une forte dimension internationale et réalise une mission professionnelle pour son entreprise d'alternance.

- **Durée :** 1 an (M2) ou 2 ans (M1 + M2)

- **Métiers visés :** Responsable Marketing Innovation, Chargé(e) de développement international/ Responsable Export, Chargé(e) d'études R&D/développement durable, Chargé(e) de projet Innovation, Responsable RH/ Contrôle de gestion/logistique/ achats...

• Modules :

SEMESTER 3

- Thriving through International Complexity
- Sustainable and Responsible Business
- Information Technology Management
- B To B Marketing (avec notions de supply chain)
- Strategic Analysis & Simulation
- Financial Risk Management (for AST2 only)

SEMESTER 4

- Financing New venture
- New products and Brand Management
- User Experience Management
- Personal Development for Intrapreneurs
- Team Development and Management
- Project Management

RPI 1 AN

SEMESTER 5

- Financing New Venture
- Marketing of Innovation
- Customer Experience Management
- Project Management
- Preparation for Graduating Project

SEMESTER 6

- Digital Marketing and Branding
- Management of Change
- Strategic Management of Innovation
- Competitive Strategy
- Knowledge Management
- Preparation for Graduating Project

RPI 2 ANS

SEMESTER 5

- Study abroad

SEMESTER 6

- Digital Marketing and Branding
- Management of Change
- Strategic Management of Innovation
- Competitive Strategy
- Knowledge Management
- Preparation for Graduating Project

2 LE MASTER « RETAIL & BUSINESS DEVELOPMENT » EN M2

OBJECTIFS DU PROGRAMME :

Ce parcours forme des « Business Developer » à exercer dans l'univers du commerce et de la grande consommation, et à accompagner les entreprises/organisations (fournisseurs, ou réseaux de distribution - généralistes ou spécialisés) dans le développement de leurs activités avec le souci constant d'amélioration de leurs performances. Ce parcours aborde, en les approfondissant, l'ensemble des disciplines majeures du management au service des métiers du commerce et de la distribution et prépare les étudiants aux spécificités et particularités du management dans l'univers du commerce de détail, commerce de gros et e-commerce, ses fournisseurs et ses réseaux de distribution.

• **Durée** : 1 an (M2)

• **Métiers visés** : Chef(fe) de produit marketing & digital marketing, Category Manager/Trade Marketing, Responsable Commercial/Chef de secteur/de rayon/de département, Responsable Logistique/Achats, Contrôleur de Gestion Commerce, Responsable RH...

• **Modules** :

SEMESTER 5

- Corporate Social Responsibility
- Droit et Règlementation Sectorielle
- Vente et Négociation Commerciale
- omni-Channel Distribution et Retail Management
- Preparation for Graduating Project

SEMESTER 6

- Comptabilité et Contrôle de Gestion
- Franchising Strategy & Business Operations
- Management des Hommes et de l'Organisation
- Achat (Supply Chain)
- User Experience Management
- Competitive Strategy
- Preparation for Graduating Project

3 LE MASTER « DIGITAL BUSINESS MANAGEMENT » EN M2

ISEN
ALL TO DIGITAL

OBJECTIFS DU PROGRAMME :

Ce parcours forme les étudiants aux métiers orientés développement commercial/marketing et management de projets IT/Digitaux, RH, au sein du secteur IT Business. Il aborde, en les approfondissant, le management, le développement et la commercialisation de projets et solutions/services IT au sein d'entreprises prestataires de services IT/digitaux (Entreprises de Services Numériques ou ESN) ou le management et le développement de projets et solutions IT/Digitaux au sein d'entreprises classiques, tous domaines d'activité (clients des ESN).

• **Durée** : 1 an (M2)

• **Métiers visés** : Business Manager, Ingénieur d'affaires, Account Manager, Responsable Webmarketing/Digital, Responsable de projet DSI/Digital, Chargé(e) RH, Chargé(e) de recrutement dans une ESN (entreprise de services du numérique) ...

• **Modules** :

SEMESTER 5

- Corporate Social Responsibility
- Compréhension et enjeux du secteur IT
- Advanced Information Systems Management
- Project Management
- Preparation for Graduating Project

SEMESTER 6

- Contract Law in IT
- Marketing of Innovation & Design Thinking
- B to B Marketing
- Négociation en Contexte B to B
- Management of Change
- Competitive Strategy
- Preparation for Graduating Project
- Fundamentals of Coding

QUEL RYTHME D'ALTERNANCE ?

LE RYTHME D'ALTERNANCE ÉCOLE/ ENTREPRISE EST ADAPTÉ AUX OBJECTIFS ET MISSIONS DE CHAQUE PROGRAMME.

ZOOM SUR LES CONTRATS EN ALTERNANCE

Dans le cadre d'un cursus suivi en contrat en alternance :

- Les frais de scolarité sont pris en charge par l'employeur.
- L'étudiant/salarié est rémunéré à hauteur de 61% à 80% du SMIC selon son âge, son niveau de formation et le type de contrat.
- La formation est très professionnalisante (alternance entre théorie et pratique, et accompagnement de l'école et de l'entreprise).
- L'insertion professionnelle en fin d'études est facilitée.
- Grâce à ces contrats de + longue durée qu'un stage, l'entreprise peut confier à l'étudiant des responsabilités et de réelles missions d'études organisationnelles et stratégiques en complément de missions plus opérationnelles.

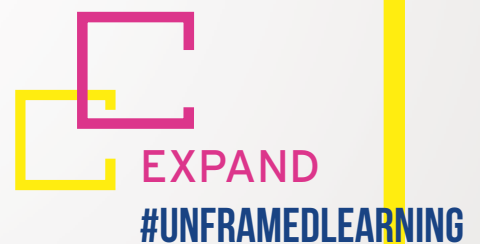
UN SERVICE DÉDIÉ À L'ACCOMPAGNEMENT DES ÉTUDIANTS FUTURS ALTERNANTS

- Plus de 5000 offres d'alternance/an sont proposées aux étudiants.
- Ces derniers ont également accès au réseau professionnel de Rennes School of Business composé d'entreprises partenaires, du réseau des étudiants en stage ou en alternance, ou encore du réseau des alumni...
- Des événements « entreprise » sont également organisés durant toute l'année : forums entreprises, Jobdating alternance, conférences métiers ou sur des thématiques professionnelles par des intervenants professionnels...
- Le service carrière de Rennes School of Business propose également d'autres services utiles aux étudiants comme un module « Career Development », des dispositifs d'aide à l'élaboration de CV, lettres de motivation et CV vidéo, et de mise en relation avec des professionnels, ainsi que du coaching collectif et individuel, pour les accompagner dans leur recherche d'alternance.



SPECIALISATIONS

MASTER IN MANAGEMENT & DOUBLE DEGREE



9 DOUBLE DEGREES ABROAD

| | | | |
|---|---------------------|---|---|
|  | CHINE (SHANGAÏ) |  | TONGJI UNIVERSITY – SCHOOL OF ECONOMICS AND MANAGEMENT |
|  | CHINE (PÉKIN) |  | BEIJING FOREIGN STUDIES UNIVERSITY (BFSU) |
|  | ALLEMAGNE (BERLIN) |  | HOCHSCHULE FÜR WIRTSCHAFT UND RECHT – BERLIN SCHOOL OF ECONOMIC AND LAW |
|  | JAPON (NAGOYA) |  | NAGOYA UNIVERSITY OF COMMERCE AND BUSINESS |
|  | SUISSE (WINTERTHUR) |  | ZHAW SCHOOL OF MANAGEMENT AND LAW |
|  | USA (IOWA) |  | UNIVERSITY OF NORTHERN IOWA |
|  | RUSSIE (MOSCOU) |  | MOSCOW STATE INSTITUTE OF INTERNATIONAL RELATIONS (MGIMO) |
|  | TAÏWAN |  | NCTU NATIONAL CHIAO TUNG UNIVERSITY |
|  | TAÏWAN |  | NATIONAL TAÏWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY |



“

Like all Management Schools, Rennes SB offers quality education, however, according to me, it is the international aspect that makes the difference. Amongst the numerous double degrees that I was able to choose from, studying in Tongji University in Shanghai was part of my course. Following my exchange, I stayed in Asia and today I live and work in Hong Kong. I am fully taking advantage of my experience.

Maxime Verbena, Rennes SB student alumnus, cohort 26

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**MORE
THAN EVER**

**THE WORLD
BELONGS TO
THE OPEN
MINDED**



UNFRAMED THINKING