

# DESIGN YOUR OWN PROGRAM

## SEMESTER ABROAD

BACHELOR IN MANAGEMENT



### STUDY ABROAD / FEE-PAYING SEMESTER

**Format:** Full-time

**Teaching language:**  
English

**Intake:** September  
or January

**Campus:** Rennes or Paris

#### Degree awarded:

Spring or Fall semester transcripts  
(30 ECTS credit).

**Programme duration:** 4 months  
(Fall or Spring semester)

- Fall semester from September to December
- Spring semester from January to May

## FALL SEMESTER

### CORE COURSES\*

(compulsory courses)

- International Human Resource Management
- International Negotiation Skills
- Strategy
- International Business Environment
- French Language or French Culture

### SPECIALISATIONS\*

(choose one)

- **Digital Marketing (Rennes or Paris)**
  - Omni Channel Management and Distribution
  - Digital Marketing Strategy
  - Consumer Behaviour
- **Finance (Rennes or Paris)**
  - Financial Mathematics
  - Concepts of Corporate Finance
  - Financial Analysis
- **Supply Chain (Rennes)**
  - Supply Chain Management
  - Purchasing Management
  - Inventory Management and Warehousing
- **Luxury & Brand Management (Rennes)**
  - Foundations of Luxury
  - Luxury with Purpose: Sustainability and Social Responsibility
  - Next Gen Luxury: Emerging Consumers & Cultural Shifts

### CORE COURSES\*

(compulsory courses)

- Mindful Decision Making
- Doing Business in France
- Project Management
- Entrepreneurial Thinking and Innovation
- French Language or French Culture

### SPECIALISATIONS\*

(choose one)

- **Digital Marketing (Rennes or Paris)**
  - Business to Business Marketing
  - Digital Marketing Communications
  - Brand Management and Sustainability
- **Finance (Rennes or Paris)**
  - Financial Markets and Risk Management
  - Banking Systems and Services
  - Fundamentals of Auditing
- **Supply Chain (Rennes)**
  - Operations and Production Management
  - Transportation and Distribution Management
  - Introduction to Supply Chain Analytics
- **Luxury & Brand Management (Rennes)**
  - Geopolitics of Luxury Consumption: Global Tensions Local Desires
  - Luxury in the Digital Age: AI, Content & Social Media
  - The Luxury Fashion System: Design, Production & Distribution

\*Courses subject to change



**RENNES  
SCHOOL  
OF BUSINESS**

**UNFRAMED THINKING**

## FEE-PAYING SEMESTER

If you are looking for an **outstanding international experience**, Rennes School of Business is likely the place for you with more than 100 nationalities on campus. Courses will be taught 100% in English in multicultural classes, also allowing you to select the specialisation track of your choice.

## DID YOU KNOW?

**93%** of our graduates who choose to enter the job market are **employed within 6 months** of graduation.

**RENNES** is ranked **second best city for your studies** in France (Le Parisien Ranking, 2024).

The **PARIS** Campus is located **in the very heart** of the city.

The school is ranked **N°1** for the proportion of graduates who **start their own business**: L'étudiant 2023

## RANKINGS

LE FIGARO



Bachelor in Management  
Ranking 2025



## ADMISSION

- Programme available to students holding a high-school degree and 2 years of undergraduate studies (equivalent to 120 ECTS)
- English Proficiency (one of the following):**
  - TOEFL > 80
  - or TOEIC > 750
  - or IELTS > 6.0
  - or Cambridge Proficiency Exam > B2
  - or Native Language: English
  - or Previous studies taught in English (minimum 2 years)

## CONTACT

[inquiries@rennes-sb.com](mailto:inquiries@rennes-sb.com)



FOR MORE INFORMATION  
ABOUT THE PROGRAMME

▶ SCAN THE QR CODE

- To apply for the fee-paying semester:  
[apply.rennes-sb.com](https://apply.rennes-sb.com)



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**RENNES  
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of BUSINESS**  
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Rennes School of Business is a private higher education establishment (EESPIG) recognised by the French State.

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