

DESIGN YOUR OWN PROGRAM

SEMESTER ABROAD

MASTER IN MANAGEMENT

PROGRAMME GRANDE ÉCOLE



Format: Full-time

Teaching language: English

Intake: September

Campus: Rennes

Degrees awarded: Fall semester transcripts (30 ECTS credit)

Programme duration: 4 months

> Fall semester from September to December

FALL SEMESTER

CORE COURSES*

- > Geopolitics and International Business
- > Global Mindfulness and Intercultural Intelligence
- > French

SPECIALISATIONS*

(choose one)

> Digital Marketing

- Corporate Social Responsibility in Marketing
- CRM Systems with AI integration
- AI and Marketing
- Contemporary Brand Management
- Digital Advertising and Communication
- Marketing of Innovation

> Luxury Marketing & Brand Management

- Corporate Responsibility in the Luxury Industry
- Consumer Behaviour in a Sustainable Environment
- Contemporary Brand Management
- Digital and Influencer Marketing in the Luxury Industry
- Luxury Marketing Strategy
- Contemporary Trends in the Luxury Industry
- Unframed Leadership and Collaborative Intelligence

> International Finance

- Advanced Corporate Finance
- Coding and Data Science for Finance
- Quantitative Finance
- Mergers and Acquisitions: an International Perspective
- Exchange Markets
- Sustainable Finance or Islamic Finance
- Unframed Leadership and Collaborative Intelligence

> Logistics Supply Chain Management

- Advanced Production Systems and Industry
- Inventory Management and Warehousing
- Global SC and International Trade
- Sustainable SC and Green Logistics
- Distribution and Transportation Management
- Strategic Sourcing and Contract Negotiation
- Unframed Leadership and Collaborative Intelligence

> Data & Business Analytics

- Case Studies in Business Analytics, Ethics and Risk
- CRM Systems with AI integration
- Harnessing AI for Business
- AI and Marketing
- Data Science Toolbox
- Data Driven Demand Planning
- Decision Models for Supply Chain Planning
- Data Project Management
- Unframed Leadership and Collaborative Intelligence

> Financial Data Intelligence

- Financial Theory
- Topics in Financial Economics with "R"
- Coding and Data science for Finance
- AI and Fin Tech
- Block Chain and Crypto Assets
- Advanced Financial Modelling
- Unframed Leadership and Collaborative Intelligence

*Courses subject to change



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING

► Geopolitic & Business

- Geopolitics of Natural Resource and Environmental Management
- Strategy for Net zero
- Eurasian Foreign Policies
- Professional Seminar: Strategic Watch and Cartography
- Digital Tools for Influence and Lobbying
- Geopolitics and Law
- Unframed Leadership and Collaborative Intelligence

► International Negotiation & Business Development

- Geopolitics of Natural Resource and Environmental economics
- Digital tools or Sales Management, Forecasting and Prospection
- Managing Risks and International Business Law
- International Negotiation and Business Development
- Sales Strategy and Management
- Strategy for Net Zero

► International Music Business

- Managing Creative Talents in Cultural and Creative Industries
- Corporate Responsibility in the Music Industrie
- Advanced Music Production : from Creation to Recording
- Insights and Key Factors in the Global Music Industry
- Creation and Copyright : Processes, Frameworws and Practices
- Creative Production and Live Event Management
- Creative Production Pipelines : Distribution and Monetisation Strategies

► International Accounting Management & Control Auditing

- Fundamentals of Financial and Managerial Accounting (Asynchronous)
- Financial Accounting Foundations
- Managerial and Cost Accounting in the Digital Era
- Research methods in finance
- Performance Management and Control



RANKINGS

LE PARISIEN ÉTUDIANT	10	PGE Ranking 2024*
FINANCIAL TIMES <small>Ecole française</small>	92	Master in Management Ranking 2025 <small>49^e monde</small>

*Post "classe prépa" business schools

RENNES is ranked **fourth best city for your studies** in France (L'Étudiant Ranking, 2025).

ADMISSION

- Programme available to students holding a
 - 4-year bachelor's degree (240 ECTS credits)
 - 3-years undergraduate studies + 1 first year of Master or postgraduate studies (equivalent to 240 ECTS) by the start of the intake.
- **English Proficiency (one of the following):**
 - TOEFL > 80
 - or TOEIC > 785
 - or IELTS > 6.0
 - or Cambridge Proficiency Exam > B2
 - or Native Language: English
 - or Previous studies taught in English (minimum 2 years)

CONTACT

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FOR MORE INFORMATION
ABOUT THE PROGRAMME

◀ SCAN THE QR CODE



**RENNES
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UNFRAMED THINKING



rennes-sb.com

Rennes School of Business is a French state-recognised, technical, higher-education institution.

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