

DESIGN YOUR OWN PROGRAMME

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

SPRING SEMESTER

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

AN OPPORTUNITY TO STUDY ABROAD

If you are looking for an **outstanding international experience**, Rennes School of Business is the place for you, with **over 100 nationalities** on campus and courses taught 100% in English. This is a fee-paying semester during which you will select one of four specialisation tracks to structure your studies.

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 **Nº1** 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



FOR MORE INFORMATION
ABOUT THE PROGRAMME

SCAN THE QR CODE

- To apply for the fee-paying semester:
apply.rennes-sb.com

