

M.A. in International Business

DESIGN YOUR OWN FUTURE



This programme is designed to meet the needs of business graduates who desire an overview of international

business and management in order to perform as general managers in a multi-cultural environment. With a large choice of electives across our Masters' programmes, students can customise a programme around their own interests.

Dr Rod McCOLL,
Programme Manager



DURATION 15 months

START DATES September

TEACHING LANGUAGE English

Admission

REQUIREMENTS

- A strong academic background
- Bachelor or equivalent
- English proficiency:
TOEFL > 80 IBT or TOEIC > 750
or IELTS > 6.5
or native language: English
- 3 essays (Why Rennes SB, Your international exposure, Motivation to join Rennes SB)

TUITION FEES

€18,200

Programme 90 ECTS

THESIS / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- International Business

ELECTIVE MODULES (CHOOSE 3)

- External Auditing
- Management and Cost Accounting
- Corporate Social Responsibility
- Financial Economics
- Advanced Corporate Finance
- Quantitative Finance
- Exchange Markets
- International Human Resource Management 1
- International Talent Management
- Human Resources Strategy
- Database for Direct Marketing & e-CRM
- International Consumer Behaviour
- International Marketing Management
- Principles of e-Commerce
- Marketing of Innovation
- Brand Management
- Marketing of New Products
- Omni-Chanel Consumer Behaviour
- Project Management
- Introduction to the Supply Chain Management
- Procurement & Inventory Management
- Coordination in the Supply Chain
- Purchasing & Supply Chain
- Strategic Management of Innovation
- Knowledge Management

SEMESTER 2

ELECTIVE MODULES (CHOOSE 4)

- Management Control
- International Financial Reporting
- Financial Engineering and Trading
- Short-Term and Long-Term Financing
- Financing New Venture
- Advanced Financial Analysis
- Private Equity and Mergers & Acquisitions
- International Human Resource Management 2
- Designing User Experience & Web Analytics
- 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 & Management
- 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

STRATEGY MODULE

International Strategic Management
"Winter session" abroad or course at
Rennes School of Business

ACADEMIC CALENDAR

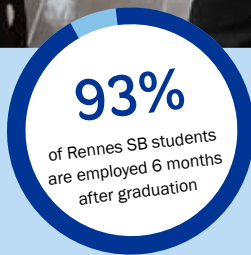
- Modules: September 2019 to April 2020
- Graduating project: up to October 2020

APPLY www.apply.rennes-sb.com
contact: admissions@rennes-sb.com



My Master allows me to choose the courses that I like to take during the semesters. I am very impressed by the international dimension of the School, which gives me the opportunity to make friends from different countries and also broad my horizons.”

Zirong LI, Chinese student



Alumni

CAREER OPPORTUNITIES

European Sales Executive, Business Manager, Senior Charter Account Manager, Area Sales Manager, Business Unit Manager, Web Marketer, Trade Advisor, Customer Success Manager, Project Coordinator, Business Development Manager, Competence & Learning Manager...

COMPANIES

Airbus, Guerlain, Sandro, L'Oréal, Atos Consulting, Deloitte, Booking.com, Lush Cosmétiques, Warner Bros Consumer Products, Nissan Europe...

MEAN SALARY*

1ST EMPLOYMENT :
- €39,000 (France)
- €47,000 (abroad)

*MSc Alumni Average

WORK COUNTRIES

China, France, Germany, Ireland, Luxembourg, Singapore, South Africa, United Kingdom, USA...

Student academic background

