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Press release

Rennes School of Business: new ambitions on the horizon for 2023

François Châtel and Thomas Froehlicher, Chairman and Dean of Rennes School of Business respectively, unveiled the School's new strategic and teaching plan for 2018-23 on Friday 7 December, on the event of the opening of the new international campus.

Rennes School of Business is continuing with an expansion plan that has already proven successful for many years. The international DNA of the School and its firm grounding in the highly appealing, globally-oriented town of Rennes have helped attain its position among the very best schools of Management.

The School's main aim over the next 5 years is to become one of the most innovative and multicultural business schools in Europe. The intention is to double the School's budget to 70 million euros by 2023, attract new international students (+50%) of 100 nationalities, expand its Executive Education programme portfolio (from 8 to 12% of the overall budget), and promote work-study opportunities.

A mission to explore new territories

Rennes SB has laid out three main areas on which developments will be concentrated:

- **New territories for tomorrow:** comprehend all professional issues via distinct fields of expert knowledge, innovative curricula and new, top-level alliances. Rennes SB has pinpointed 4 territories of excellence in collaboration with the International Scientific Committee Thriving Through Complexity | IA-Driven Economy | Green, Digital & Demand-Driven Supply Chain Management | Agribusiness
- **New territories of the world:** overhaul the integration of students into an international environment all through their studies
- **New teaching territories:** revamp the education and knowledge transfer models used in Management schools

The School is committed to strengthening its grounding within the regional ecosystem by promoting the establishment on its Rennes-based campus of 7 main international partners (the first two being from China and India) and combining this increased presence with new strategic alliances (IMT Atlantique, B<>Com, Agrocampus Ouest, INRA), and fostering multiculturalism via immersive bilingual study tracks, widespread deployment of the Grande École-MSc double degree, and the launch of a Global BSc.



A new international campus



As an integral part of this new strategic drive, Rennes School of Business has enlarged and revolutionised its campus, turning it into a “smarter” place in which to live and work that prioritises value-added services. This new **21,000m²** site comprises 4 buildings dedicated to teaching, co-working areas, places for outdoor relaxation, a sports field and a hall of residence for international students.

A new brand signature

The new, forward-thinking 2018-23 strategic plan is supported by a new brand identity that will be deployed on a larger scale as of March 2019. The logo undergoes slight changes and the brand signature will become **#Unframed Thinking**.

About Rennes School of Business

Rennes School of Business is an international School of Management located in the Ille-et-Vilaine region of Brittany. Rennes School of Business offers the chance to experiment a wide range of managerial practices in various parts of the world and to hone essential skills required for serving the corporate world. In its capacity as a cosmopolitan School of Management (91% of faculty and 53% of students are international), Rennes School of Business sets itself the mission of preparing responsible and innovative managers to operate effectively within a globalised environment.

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Press contacts:

Sabine Havard – Communication Officer

02 99 54 63 95 – sabine.havard@rennes-sb.com

Judy-Gaëlle Ranaivoson

07 72 55 46 12 - jranaivoson@madamemonsieur.agency
