



INTERNATIONAL PROGRAMMES IN MANAGEMENT

ACT
the World



82%

INTERNATIONAL
PERMANENT
FACULTY

83 PROFESSORS

3

RESEARCH
CENTRES

70

NATIONALITIES
ON THE CAMPUSES

3715

STUDENTS
1/3 INTERNATIONAL

INSIDE

INSIDE

05 A Global School of Management

08 Study in English while Living in France

10 Programme Portfolio

12 Business Reality

14 International Master Programmes

M.A. in International Business

MSc in International Accounting, Management Control & Auditing

MSc in International Finance

MSc in International Marketing

MSc in Global Business Management

MSc in International Business Negotiation

MSc in International Human Resource Management

MSc in International Logistics & Purchasing Management

MSc in International Luxury & Brand Management

MSc in Innovation & Entrepreneurship

MSc in Sports, Leisure & Tourism Management

MSc in Sustainable Management & Eco-innovation

MSc in Digital Marketing & Communication

32 Master Grande Ecole Programme

**34 International Bachelor Programme
in Management - IBPM**

36 Executive MBA

39 PhD Programme

40 Programme Portfolio

42 Campuses

44 General Information



"The school's mission is to prepare, through education and research, innovative and responsible managers to perform in a global environment."

Dr. Olivier APTEL
Dean

A Global School of Management

Internationalisation and globalisation are key characteristics of today's environment. The world has become a "global village" where economies are closely interrelated, political, social and cultural dimensions tightly interwoven or openly confrontational. This brings considerable opportunities but also greater complexity. One "must prepare for the future by seeing what others cannot (...and) have others follow your direction when there is no map".⁽¹⁾

Management Schools have to face these new challenges, responding to companies' needs, by educating and training students and managers to be the "Global Responsible Pioneer" for tomorrow's world.

For ESC Rennes School of Business, it has led to the development of 2 main priorities: **Internationalisation and Innovation.**

Programmes taught in English by an international full-time faculty, students coming from all over the world through exchange agreements or as non-exchange students, international research cooperation, programme development with international partners and international faculty exchange: all of these are key features of our school of management.

As a consequence, managing diversity and "Being International" are embedded in our organisational culture and are directly experienced by everyone on campus.

Building new knowledge useful to companies through research, offering high value executive programmes, developing innovative teaching approaches, giving students opportunities to get hands-on experience, using technology and multimedia resources make ESC Rennes unique in France.

Olivier Aptel
Dean

⁽¹⁾ Joel Arthur Baker

A Global School of Management

A FRENCH "GRANDE ECOLE"

ESC Rennes School of Business is part of the "Grande Ecole" network in France. These 33 elite schools of management guarantee a highly selective national admission process and world class education. The "Grandes Ecoles" are ranked as top management schools and their alumni are highly valued by companies.

AN INTERNATIONAL FACULTY

The 83 full-time faculty members of ESC Rennes School of Business combine academic qualification and professional experience. 81% of the faculty hold a doctorate degree from prestigious universities such as Yale University, University of Melbourne or HEC Montreal. 82% of the full-time faculty are from 29 different countries. Thus, students and managers benefit from the faculty's cultural diversity and experience.

INTERNATIONAL PROGRAMMES

Thanks to its international focus, the School offers a wide range of programmes entirely taught in English:

- Full time programmes
- Executive Education programmes

ESC Rennes welcomes international exchange or non-exchange students, from all over the world. They represent one third of the total student population and contribute to a truly cross-cultural "salad bowl".

Our programmes are also enriched by the experience of many adjunct professors who are industry leaders or experts from partner universities. Effective and innovative teaching methods include a problem solving approach and hands-on experience. This also encourages cross-fertilisation of ideas, international teamwork and creative and independent thinking.

AN INTERNATIONAL NETWORK

ESC Rennes School of Business has developed relationships with universities and business schools worldwide. This network facilitates student

and faculty exchange as well as cooperation in research. Cooperation may take different forms: Exchange of students, Double degree agreements, Joint programmes, Co-teaching, Research cooperation, faculty exchange.

RESEARCH WORLDWIDE

ESC Rennes School of Business faculty is involved at an international level in the creation and dissemination of knowledge in management. Professors work together with faculty from all over the world and participate in different colloquia, focused particularly on:

- Responsible Business (sustainable development, business ethics, diversity)
- Management of Technology and Innovation (IT, biotechnology,...)
- Purchasing and Supply Chain Management

Other research areas include: HRM, Cross-Cultural Management, Innovation and Leadership, Marketing, Finance.

A "GLOBAL SCHOOL"

ESC Rennes School of Business is also entering a new phase of its strategic plan as a Global School of Management with the development of campuses abroad. This involves the development of joint programmes, co-teaching and research in China, Brazil, Morocco...

ESC RENNES ACCREDITATIONS



The AACSB (the Association to Advance Collegiate Schools of Business)



The European Foundation for Management Development (EFMD), EPAS LABEL, for the Master Grande Ecole Programme



The AMBA (Association of Masters of Business Administration)



The French Ministry of Higher Education and Research

"At ESC Rennes School of Business, the international dimension is not just an option. It is an integral part of every programme, making the business school unique among the top French business schools. Each programme outlined in this brochure offers an opportunity to add new skills to your portfolio, update your knowledge base and advance in your chosen career. Study at ESC Rennes opens international doors to a wealth of new possibilities. Our close partnership with the business world ensures that our programmes are practical and relevant: they meet, and exceed, the expectations of existing and future employers."

Prof. Laurence LAMBERT
Vice-Dean for Education



Study in English while living in France

Combining an international education and study abroad experience is a strong asset in today's market place. It gives candidates a huge competitive advantage but also greatly contributes to students' personal development.

STUDYING ABROAD, AN INVALUABLE EXPERIENCE

Studying abroad is an unforgettable experience and adds value to one's degree. Employers will look favourably on an international experience because it enhances students' skills and competences such as managing diversity, communicating in different cultural environments, developing self-awareness and self-confidence, autonomy and initiative. Studying abroad is also an opportunity to build

a new network of friends and contacts from all over the world, which is a major asset in an increasingly inter-dependent world.

International students can be admitted

- to the Rennes or Rabat (Morocco) campuses or
- to joint programmes taught at partner universities in Brazil and China.

FOR INTERNATIONAL STUDENTS

YOU HAVE

YOU CAN CHOOSE

High School Diploma or equivalent



1st year IBPM
Rennes Campus (France)
Rabat Campus (Morocco)

Dip. H.E. in Management or equivalent



3rd year IBPM
Rennes Campus (France)
Rabat Campus (Morocco)

or

1st year PGE
Rennes Campus (France)
Rabat Campus (Morocco)

Bachelor degree or equivalent



2nd year PGE
Rennes Campus (France)
Rabat Campus (Morocco)

or

MSc
12 programmes

or

MAIB

Master degree



PhD Programme

3 or more years managerial working experience



DBA
Rio (Brazil) Beijing (China)
Rennes (France)

or

EMBA
Rennes (France)

PROGRAMMES

ESC Rennes School of Business offers a wide range of programmes entirely taught in English.

FULL TIME PROGRAMMES

International Bachelor Programme in Management (IBPM)

180 ECTS

A 3-year Bachelor programme which enables students to develop key managerial skills through active experiential learning.
3 majors

Master Grande Ecole Programme

120 ECTS + 180 ECTS

A 5-year highly selective and innovative Master programme (2+3), specific to the French system of Higher Education.
20 tracks based on the key business functions

Master of Arts in International Business (MAIB)

90 ECTS

15 months of study.
a wide range of electives

12 Masters of Science programmes (MSc)

120 ECTS

16 months of study including 4 months (6 for MSc IF) internship and a graduating project.

- MSc in International Accounting, Management Control & Auditing
- MSc in International Finance
- MSc in International Marketing
- MSc in International Luxury & Brand Management
- MSc in Digital Marketing & Communication
- MSc in International Logistics & Purchasing Mgt
- MSc in Global Business Management
- MSc in International Business Negotiation
- MSc in International Human Resource Management
- MSc in Sports, Leisure & Tourism Management
- MSc in Sustainable Management & Eco-innovation
- MSc in Innovation & Entrepreneurship

PhD

The PhD Programme is run in collaboration with the British Open University. Each student has two supervisors, one internal and one external, based in the UK.

EXECUTIVE EDUCATION

Executive MBA

16 months (1 session per month) including one session abroad.

Focusing firmly on practical applications, the Executive MBA provides access to the very latest insights into leadership management and corporate social responsibility and assures competency in the core management skills.

DBA

40 months.

A research and practice-based doctorate programme (China and Brasil).

In-company training

SUMMER PROGRAMME

The Responsible Manager 6 ECTS

- a 2-week intensive programme
- mid-June
- taught in English
- guest speakers and company visits

This two-week programme comprises different pedagogical activities, including 30 hours of face to face tuition, case study, personal study time and company visits. A variety of team-building projects will encourage students to develop presentation, problems solving, discussion-making and interpersonal skills.

Programme Portfolio

FULL TIME PROGRAMMES

FULL TIME PROGRAMMES

Ph.D PROGRAMME

*IN COOPERATION WITH
THE BRITISH OPEN UNIVERSITY*



3 YEARS

- Fields of study
Marketing, Strategy and Management,
Human Resources Management,
Operations Management and Finance
- Research methods & seminars
- Specialised subject courses
- Doctoral colloquium in the UK
- Presentation of papers
at international conferences
- Dissertation defense

5 YEARS

GRADUATE PROGRAMME (MASTER GRANDE ECOLE PROGRAMME)

3 YEARS - 180 ECTS

- 19 specialisations tracks
- 1 or 2 semesters abroad
- Double degrees with 21 partners
worldwide
- Internship and final graduating
project

3 YEARS

INTERNATIONAL BACHELOR PROGRAMME IN MANAGEMENT - IBPM

3 YEARS - 180 ECTS

- 3 tracks:
 - Sales and Marketing
 - Finance and Banking
 - Purchasing and Supply Chain
- 1 or 2 semesters abroad
- Experiential learning and
an internship in a company
alternating with study periods
on Campus

2 YEARS



**UNDERGRADUATE
STUDIES**

HIGH SCHOOL / SECONDARY EDUCATION

FULL TIME PROGRAMMES

FULL TIME PROGRAMMES

EXECUTIVE EDUCATION

DOCTORATE IN BUSINESS ADMINISTRATION (DBA)

40 MONTHS - Brazil or China

- Seminars
- Applied Research thesis
- Part-time

INTERNATIONAL MSc

16 MONTHS - 120 ECTS

- International Accounting, Management Control & Auditing
- International Finance
- International Marketing
- International Luxury & Brand Mgt
- Digital Marketing & Communication
- International Logistics & Purchasing Management
- Global Business Management
- International Business Negotiation
- International Human Resource Mgt
- Sports, Leisure & Tourism Management
- Sustainable Management & Eco-innovation
- Innovation & Entrepreneurship

A 2-week Winter session in Europe, Internship + Graduating project

MASTER OF ARTS IN INTERNATIONAL BUSINESS (MAIB)

15 MONTHS - 90 ECTS

- Research oriented
 - A wide range of electives
- A 2-week Winter session in Europe

EXECUTIVE MBA

16 MONTHS

- 3-day monthly sessions
- 2 week-long sessions, e-learning
- 1 week study trip
- Part-time



BACHELOR DEGREE



PROFESSIONAL EXPERIENCE



Business reality

ESC Rennes School of Business was founded by a group of CEOs through the support of the Chamber of Commerce and Industry of Rennes. Their aim was to set up a management school whose mission is to educate present and future managers to lead international companies.

GETTING MORE "HANDS-ON" EXPERIENCE

ESC Rennes School of Business has a long tradition of establishing strong links with the business world. Multinationals, SME's and the alumni are regularly involved in the different programmes. These links directly benefit the students in providing a unique learning approach and hands-on experience through case studies, real company projects and internships.

Managers and CEO's are also involved in events such as weekly business conferences and the annual Recruitment Forum organised by the Corporate Relations Department of ESC Rennes School which also provides students with job offers and counselling.

RECRUITMENT FAIR

This 2-day event is an opportunity to meet with businesses in order to find an internship or a job.

BUSINESS MONDAYS

CEOs and managers share their experience and their mission with students during 2 hours.

SOME OF OUR PARTNER COMPANIES

ACCENTURE, ACCOR, ADECCO, ADIDAS, ALCAN, ALCATEL, ALSTOM, ALTEN, ALTRAN, AMERICAN EXPRESS, ATLANTIC, ATOS ORIGIN, AUCHAN, AXA, AXA INVESTMENT MANAGER, BNP PARIBAS, BOUYGUES CONSTRUCTION, BOUYGUES TELECOM, BRASSERIES KRONENBOURG, BRIOCHE DOREE, CAISSE D'EPARGNE BRETAGNE - PAYS DE LOIRE, CALYON, CANON, CAPGEMINI, CLARINS, COCA-COLA ENTREPRISES, CONFORAMA, CRÉDIT AGRICOLE, DASSAULT SYSTEMES, DECATHLON, DECLEOR, DOREL, EADS, EDF, EMC2, ETAM, EURO RSCG, FAST RETAILING, FNAC, FONCIA, FROMAGERIES BEL, GDF SUEZ, GENERAL ELECTRIC, GIBOIRE IMMOBILIER, GROUPE BEAUMANOIR, GROUPE YVES ROCHER, HAVAS MULTIMEDIA, HAVAS SPORT, HENKEL, HERCULES THRUSTMASTER, HERMES, HEWLETT PACKARD, IBM SERVICES, IKEA, ING, JAPAN TOBACCO INTERNATIONAL FRANCE, KENZO, KERING, KRAFT FOOD, LA HALLE, LACTALIS, LAGARDERE, LENOVO FRANCE, LEROY MERLIN, L'OREAL, MANPOWER, MCCANN ERICKSON, MICROSOFT, NESTLE, NEWELL RUBBER-MAID, NISSAN, ODDO, ORANGE - FRANCE TELECOM, ORANGINA, OUEST FRANCE, PHILIPS, PRECOM, PUBLICIS DIALOG, RENAULT, RIO TINTO, RIP CURL EUROPE, ROBERT BOSCH, ROULLIER, SALOMON, SANOFI, SFR, SOCIETE GENERALE, SOGETI, SONY, TECHNICOLOR, THALES, THOMSON NETWORKS, TOTAL, UBISOFT, UNILEVER FRANCE, VALEO, VALLOUREC, VEOLIA, VINS NICOLAS, WAGRAM MUSIC, WILLIAM SAURIN, WOLSELEY, XEROX

ESC RENNES ALUMNI

Thanks to ESC Rennes ALUMNI, the school has a strong international network of over 6,000 graduates (French and International) that benefits our students and Alumni daily: internship and job offers, conferences, counselling, executive guest speakers, "topic" meetings.

For more information:
www.esc-rennes-alumni.com



"Coming to ESC Rennes has surely been the best decision of my life so far. The education level in sync with immense international exposure has given me an outlook which I surely will cherish all my life. The way in which every detail in the process of transforming a student to a true professional is taken care of, is surely bound to be a definite reason for success. The able faculty would make sure that you are motivated enough to be on the path of continuous progress and the efficient administration and cordial fellow students will do it all to make you feel at home."

**Digvijay SHARMA / Indian
MSc International Luxury and Brand Management**

International Master Programmes

A key feature of ESC Rennes is the wide range of specialist Master programmes, which prepare graduates for rewarding international business careers.

Postgraduate teaching at ESC Rennes is focused upon extending and deepening students' knowledge and developing their personal skills. The close relationship developed with French and international companies ensures that our programmes correspond to the expectations of future employers.

ACTIVITIES INCLUDED IN ALL MASTER PROGRAMMES

- Winter session (in Rennes or in another European country).
- French language classes for international students; foreign language classes for French students.
- Classes in the first and second semester devoted to the preparation for Graduating Project for all students.
- Evaluation of personal skills, CV, job interviews, job application letters, etc.

| CREDITS | |
|--------------------------------|-------------------------|
| • MAIB* | |
| SEMESTER 1 (5 modules) | ECTS 30 credits |
| SEMESTER 2 (5 modules) | |
| INCLUDING A WINTER SESSION | ECTS 30 credits |
| GRADUATING PROJECT (5 modules) | ECTS 30 credits |
| TOTAL | ECTS 90 credits |
| • MSc programmes* | |
| SEMESTER 1 + SEMESTER 2 | ECTS 66 credits |
| WINTER SESSION (1 module) | ECTS 6 credits |
| CAREER ORIENTATIONS | ECTS 5 credits |
| LANGUAGE COURSES | ECTS 3 credits |
| PERFORMANCE ON THE INTERNSHIP | ECTS 10 credits |
| GRADUATING PROJECT | ECTS 30 credits |
| TOTAL | ECTS 120 credits |

BUSINESS (MAIB)

The MAIB is a generalist master programme which extends over 15 months. It is suitable for graduates who have a bachelor degree in business or management and who are interested in Research.

MASTER OF SCIENCE (MSc) PROGRAMMES

MSc programmes incorporate an internship and have a common programme structure extending over a period of 16 months. They are of two different kinds:

Specialisation Masters

These masters programmes are for those graduates who hold a Bachelor's degree in business and management or a related subject area.

MSc IN INTERNATIONAL ACCOUNTING,
MANAGEMENT CONTROL & AUDITING

MSc IN INTERNATIONAL FINANCE

MSc IN INTERNATIONAL MARKETING

MSc IN INTERNATIONAL LUXURY & BRAND
MANAGEMENT

MSc IN DIGITAL MARKETING & COMMUNICATION

MSc IN INTERNATIONAL LOGISTICS &
PURCHASING MANAGEMENT*

MSc IN SUSTAINABLE MANAGEMENT & ECO-INNOVATION

MSc IN SPORTS, LEISURE & TOURISM
MANAGEMENT

MSc IN INTERNATIONAL HUMAN RESOURCE
MANAGEMENT

MSc IN INNOVATION & ENTREPRENEURSHIP


Conversion Masters

Conversion MScs provide a master level education in an area of management which does not assume any prior exposure to management and business education. They are suitable therefore for graduates of any discipline provided they have at least a bachelor's degree.

MSc IN GLOBAL BUSINESS MANAGEMENT

MSc IN INTERNATIONAL BUSINESS NEGOTIATION

**These programmes are under review in 2013/2014 and there may be changes to the modules offered and the structure of the programmes.*



"The experience at ESC Rennes School of Business was amazing. The teachers were very helpful and friendly with students, the classes were interactive and I learned a lot. I improved my knowledge in Finance, and also I started to learn French. I met some really nice people and made friends, with which I will keep in touch for long-term. After all, a great experience."

**Beatrice GREIF / Romanian
MSc International Finance**



"Working in a multi-cultural environment at ESC Rennes helped me develop a more dynamic, wide-ranging and confident approach to things and learn business skills while making friends from almost every continent. The excellent faculty at ESC Rennes, which is mostly international, encouraged students to think and learn out of the box, and not just really on theoretical knowledge, while at the same time also enabling us to look at things from a larger, global perspective. The time at ESC Rennes has been most memorable for me."

Mridubha KUMAR / Indian
MSc Sports, leisure and Tourism Management

M.A. in International Business

The programme aims to prepare future managers for a career in international business by providing students who have a first degree in business studies or a closely-related area with a grounding in the principal elements of doing business internationally, notably the development of an international strategy in their chosen area of business within a multicultural context. MAIB is research oriented.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

RESEARCH PROJECT I

Teaching hours: 30

ECTS credits: 6

INTERNATIONAL BUSINESS

Teaching hours: 30

ECTS credits: 6

ELECTIVE MODULES (choose 3)

Teaching hours: 90

ECTS credits: 18

- Comparative International Accounting
- External Auditing
- Management and Cost Accounting
- Financial Economics
- Quantitative Finance
- Exchange Markets
- Principles of e-commerce
- Knowledge Management
- Project Management
- Marketing of Innovation
- Brand Management
- Strategic Management of Innovation
- Advanced Corporate Finance
- From Start-up to Listing
- International Talent Management
- International Consumer Behaviour
- International Marketing Management
- Corporate Social Responsibility
- International Human Resource Management 1

FRENCH LANGUAGE FOR INTERNATIONAL

STUDENTS (FOREIGN
LANGUAGE FOR FRENCH
STUDENTS)

Teaching hours: 30

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT

"WINTER SESSION" ABROAD OR AT
ESC Rennes

Teaching hours: 30

ECTS credits: 6

RESEARCH PROJECT II

Teaching hours: 30

ECTS credits: 6

ELECTIVE MODULES (choose 3)

Teaching hours: 90

ECTS credits: 18

- Management Control
- International Financial Reporting
- Financial Engineering and Trading
- Short-term and Long-term Financing
- Private Equity and Mergers & Acquisitions
- Management of Change
- Marketing Intelligence and Pricing Strategy
- Customer Experience Management
- Corporate Design
- Marketing Communication
- B to B Marketing
- Metrics and Consumer Management in Digital Marketing
- International Purchasing
- Franchising Strategy and Business Operations
- Corporate Social Responsibility
- Digital Advertising Strategy
- Knowledge Management
- New Venture Capital
- Advanced Financial Analysis
- International Human Resource Management 2
- Project Management
- Team development & Management

THIRD SEMESTER

Dissertation: 30 ECTS credits

From May onwards, students work on their end-of-studies dissertation, which is based on research into an issue in International Business, defined in conjunction with their supervisor-tutor.

TOTAL = 90 ECTS CREDITS

MSc in International Accounting, Management Control and Auditing

The programme aims to educate students to deal with the technical issues of preparing, analyzing and auditing IFRS financial statements. The programme is designed to complement these technical aims with student exposure to a range of elective cognate subject courses.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

COMPARATIVE INTERNATIONAL ACCOUNTING

Teaching hours: 30
ECTS credits: 6

EXTERNAL AUDITING

Teaching hours: 30
ECTS credits: 6

MANAGEMENT & COST ACCOUNTING

Teaching hours: 30
ECTS credits: 6

ADVANCED ACCOUNTING - CONSOLIDATION

Teaching hours: 30
ECTS credits: 6

CORPORATE & BUSINESS LAW

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL FINANCIAL REPORTING

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL TAXATION

Teaching hours: 30
ECTS credits: 6

MANAGEMENT CONTROL

Teaching hours: 30
ECTS credits: 6

CORPORATE SOCIAL RESPONSIBILITY FOR THE ACCOUNTING PROFESSION

Teaching hours: 30
ECTS credits: 6

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

ADVANCED FINANCIAL ANALYSIS

Teaching hours: 30
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

MSc in International Finance

The programme is targeted to future global managers and entrepreneurs with external expertise in the fields of finance leading to a coherent set of learning experiences which help participants to develop the necessary skills and knowledge in the increasingly complex business, including participants starting their own business.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

FINANCIAL ECONOMICS

Teaching hours: 30
ECTS credits: 6

ADVANCED CORPORATE FINANCE

Teaching hours: 30
ECTS credits: 6

FROM START-UP TO LISTING

Teaching hours: 30
ECTS credits: 6

QUANTITATIVE FINANCE

Teaching hours: 30
ECTS credits: 6

EXCHANGE MARKETS

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

FINANCIAL ENGINEERING & TRADING

Teaching hours: 30
ECTS credits: 6

SHORT-TERM & LONG-TERM FINANCING

Teaching hours: 30
ECTS credits: 6

ADVANCED FINANCIAL ANALYSIS

Teaching hours: 30
ECTS credits: 6

PRIVATE EQUITY AND M&A

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL & EU BUSINESS LAW

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

MSc in International Marketing

The MSc in International Marketing provides recent business studies graduates and junior marketing practitioners with an advanced level of learning experiences in order to develop the competencies required to advance their individual careers in the direction of middle to senior posts in the domain of international marketing increasingly concerned with sustainable development.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

MARKETING RESEARCH METHODS I

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL CONSUMER BEHAVIOUR

Teaching hours: 30
ECTS credits: 6

BRAND MANAGEMENT

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL MARKETING MANAGEMENT

Teaching hours: 30
ECTS credits: 6

MARKETING OF INNOVATION

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

MARKETING RESEARCH METHODS II

Teaching hours: 30
ECTS credits: 6

STRATEGIC KNOWLEDGE MANAGEMENT

Teaching hours: 30
ECTS credits: 6

MARKETING INTELLIGENCE & PRICING STRATEGY

Teaching hours: 30
ECTS credits: 6

MARKETING COMMUNICATION

Teaching hours: 30
ECTS credits: 6

B TO B MARKETING

Teaching hours: 30
ECTS credits: 6

CUSTOMER EXPERIENCE MANAGEMENT

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS



"Studying at ESC Rennes School of Business was a great experience. Learning from other cultures, contributing with different cases at classes and having extra activities at school were some of the main lessons I learned there. Also, I met great people and made new friends from many places around the world. Today, I can apply this knowledge in my current job, how multinational companies close businesses everyday and how to guide the company following the different regulations to manage correctly all the resources, to standardize finance rules to convert them in best practices. Living this experience gave me the tools to be a key player in my current job and to lead teams in different countries."

**Claudia MANON / Mexican
MSc in International Finance - Alumni**

MSc in Global Business Management

This programme aims to bring a high level and innovative education to help students acquire skills and discipline for position as entrepreneurs or corporate executives in management in all areas of the firm through a wide spectrum of classes in a multicultural setting.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

FINANCIAL TOOL BOX

Teaching hours: 30
ECTS credits: 6

GLOBAL HUMAN RESOURCE MANAGEMENT

Teaching hours: 30
ECTS credits: 6

ECONOMICS AND INTERNATIONAL BUSINESS LAW

Teaching hours: 30
ECTS credits: 6

CRISIS MANAGEMENT

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL MARKETING

Teaching hours: 30
ECTS credits: 6

GLOBAL ORGANISATIONAL BEHAVIOUR

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

GLOBAL RISK MANAGEMENT

Teaching hours: 30
ECTS credits: 6

DECISION TOOLS MANAGEMENT

Teaching hours: 30
ECTS credits: 6

GLOBAL TRADE/SUPPLY CHAIN MANAGEMENT

Teaching hours: 30
ECTS credits: 6

INFORMATION TECHNOLOGY MANAGEMENT

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

MSc in International Business Negotiation

The aim of the programme is to future executives a strong specialization in international business negotiation. They will learn skills and techniques to enable them to understand and function in an international business environment, choose the best business strategy, develop negotiation tactics, anticipate the progression of negotiations and assess risk factors and be able to remain in control of the business situation at all times.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

FINANCIAL TOOL BOX

Teaching hours: 30
ECTS credits: 6

INTERPERSONAL COMMUNICATION SKILLS

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL MARKETING

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL NEGOTIATION & PLANNING TECHNIQUES

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL SOURCING & PROCUREMENT

Teaching hours: 30
ECTS credits: 6

SIMULATIONS 1

Teaching hours: 30

CRISIS MANAGEMENT

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

CORPORATE SOCIAL RESPONSIBILITY "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL BUSINESS LAW

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL NEGOTIATION & MANAGEMENT OF NEGOTIATION

Teaching hours: 30
ECTS credits: 6

SALES TECHNIQUES

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL MANAGEMENT & STRATEGY

Teaching hours: 30
ECTS credits: 6

SIMULATIONS 2

Teaching hours: 30

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

MSc in International Human Resource Management

The programme aims to develop practitioners who wish to pursue an international management career working transnationally and are capable of making an immediate and effective contribution to the HR function by helping to attract, retain and develop people needed for the success of the international organization, by contributing to the strategic development, by understanding and influencing change and who can interpret how the wider environment impacts the international organization.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

FINANCIAL TOOL BOX

(non business students)
Teaching hours: 30
ECTS credits: 6

GLOBAL ORGANISATIONAL BEHAVIOUR

(non business students)
Teaching hours: 30
ECTS credits: 6

INTERNATIONAL TALENT MANAGEMENT (business students)

Teaching hours: 30
ECTS credits: 6

PROJECT MANAGEMENT

(business students)
Teaching hours: 30
ECTS credits: 6

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL & COMPARATIVE EMPLOYMENT LAW

Teaching hours: 30
ECTS credits: 6

INTERPERSONAL COMMUNICATION & PERSONAL COACHING

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

CORPORATE SOCIAL RESPONSIBILITY "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Teaching hours: 30
ECTS credits: 6

MANAGING PEOPLE FOR COMPETITIVE ADVANTAGE

Teaching hours: 30
ECTS credits: 6

MANAGEMENT OF CHANGE

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL MANAGEMENT & STRATEGY

Teaching hours: 30
ECTS credits: 6

SIMULATIONS IHRM

Teaching hours: 30

DEVELOPING TEAM LEADERSHIP

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS
Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

MSc in International Logistics and Purchasing Management

The programme will provide a unique opportunity for acquiring a specialist qualification in the area of logistics and purchasing management. Acquiring those concepts and skills to enable future managers to identify, maximize and monitor at global level the elements that contribute to adding value to the entire logistics chain in a company. The general concept of value chain is the economic model used as a modern tool for planning and supervising the logistics activities. It is viewed as a transversal activity of paramount importance in the new global economy.

LANGUAGE COURSES

FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

PROGRAMME

FIRST SEMESTER

COMPULSORY MODULES

HUMAN RESOURCES MANAGEMENT

Teaching hours: 30
ECTS credits: 6

PRODUCTION SYSTEMS

Teaching hours: 30
ECTS credits: 6

LOGISTICS FLOW MANAGEMENT

Teaching hours: 30
ECTS credits: 6

ADVANCED B to B MARKETING

Teaching hours: 30
ECTS credits: 6

PURCHASING

Teaching hours: 30
ECTS credits: 6

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PROGRAMME

SECOND SEMESTER

COMPULSORY MODULES

FINANCIAL CONTROL FOR MANAGERS

Teaching hours: 30
ECTS credits: 6

E-LOGISTICS AND INFORMATION SYSTEMS

Teaching hours: 20
ECTS credits: 6

GLOBAL SUPPLY CHAINS

Teaching hours: 30
ECTS credits: 6

SUSTAINABLE SUPPLY CHAINS / GREEN LOGISTICS

Teaching hours: 30
ECTS credits: 6

INTERNATIONAL SOURCING & PROCUREMENT

Teaching hours: 30
ECTS credits: 6

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 20

TOTAL = 120 ECTS CREDITS

MSc in International Luxury and Brand Management

The programme has been designed to prepare students for effective luxury and brand management getting thorough understanding of the international luxury market its current and future trends, students will be able to develop and implement effective strategies, introduce innovative products and services in different luxury segments. They will be able to efficiently achieve their business objectives in a responsible way and in a global environment.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

INTERNATIONAL CONSUMER BEHAVIOUR

Teaching hours: 30
ECTS credits: 6

BRAND MANAGEMENT

Teaching hours: 30
ECTS credits: 6

MARKETING OF NEW PRODUCTS

Teaching hours: 30
ECTS credits: 6

DYNAMICS OF LUXURY INDUSTRY & BUSINESS MODELS

Teaching hours: 30
ECTS credits: 6

LUXURY MARKETING STRATEGY

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

CORPORATE DESIGN IN LUXURY INDUSTRY

Teaching hours: 30
ECTS credits: 6

LUXURY RETAIL AND E-COMMERCE

Teaching hours: 30
ECTS credits: 6

ADVANCED BRAND MANAGEMENT

Teaching hours: 30
ECTS credits: 6

MARKETING COMMUNICATION IN THE LUXURY INDUSTRY

Teaching hours: 30
ECTS credits: 6

CORPORATE SOCIAL RESPONSIBILITY

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

MSc in Innovation and Entrepreneurship

The MSc in Innovation and Entrepreneurship is based on the expertise of two "Grandes Ecoles", INSA Rennes and ESC Rennes School of Business.

It aims to educate students in the fields of innovation management and entrepreneurship by developing their own business plans, throughout the programme:

Period 1: Emergence of an idea to create an innovative product or service

Period 2: Development of the idea: build on the project and draw up a business plan

Period 3: Comparison of real life business situations

Period 4: Preparation of the launch of the project and presentation to Business Angels

PROGRAMME FIRST PERIOD

COMPULSORY MODULES

SENSIBILISATION AUX TECHNOLOGIES ET AUX USAGES

Teaching hours: 30
ECTS credits: 3

ENTREPRENEURIAL THINKING & CREATIVITY

Teaching hours: 30
ECTS credits: 6

CREATIVE STRATEGY

Teaching hours: 30
ECTS credits: 6

PROGRAMME THIRD PERIOD

COMPULSORY MODULES

INTERNSHIP

STRATEGY AND ORGANISATION AUDIT

ECTS credits: 6

ELEVATOR PITCH

ECTS credits: 3

BUSINESS PLAN CANVASS

ECTS credits: 3

INTERNSHIP + REPORT + ORAL

ECTS credits: 12

BUSINESS PLAN - TUTOR'S REPORT

ECTS credits: 6

BUSINESS PLAN PRESENTATION

ECTS credits: 30

PROGRAMME SECOND PERIOD

COMPULSORY MODULES

SENSIBILISATION AUX TECHNOLOGIES ET AUX USAGES

Teaching hours: 30
ECTS credits: 3

BUSINESS MODEL CANVASS

Teaching hours: 30
ECTS credits: 6

NEW VENTURE CAPITAL

Teaching hours: 30
ECTS credits: 6

MARKETING AND INNOVATION

Teaching hours: 30
ECTS credits: 6

STRATEGY AND ORGANISATION AUDIT

Teaching hours: 30

PROGRAMME FOURTH PERIOD

COMPULSORY MODULES

START UP PROJECT MANAGEMENT

Teaching hours: 30
ECTS credits: 6

HR FOR START UP

Teaching hours: 30
ECTS credits: 6

BUSINESS PLAN, CONTRACT LAW & IP LAW

Teaching hours: 30
ECTS credits: 6

STRATEGIC MANAGEMENT OF INNOVATION

Teaching hours: 30
ECTS credits: 6

TOTAL = 120 ECTS CREDITS

in partnership with



MSc in Sports, Leisure and Tourism Management

The programme seeks to develop in students the knowledge, skills and experience that will enable them to obtain leadership positions in the sport, leisure and tourism management field. As future practitioners, students get a strong specialization concerning the specific environment, marketing aspects, customer relationship, sales and purchase, role and impact of media, legal background, as well as sport policies and events management. The programme provides a broad-based curriculum that is grounded in the liberal arts and encourages critical analysis of the cultural, social and economical significance of sport, leisure and tourism.

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS

FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

PROGRAMME

FIRST SEMESTER

COMPULSORY MODULES

SPORTS LEISURE & TOURISM MANAGEMENT AND SUSTAINABLE DEVELOPMENT

Teaching hours: 30

ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15

ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

ELECTIVE MODULES (choose 4)

Teaching hours: 120

ECTS credits: 24

GLOBAL ORGANISATIONAL BEHAVIOUR

Teaching hours: 30

ECTS credits: 6

LEISURE AND TOURISM MARKETING

Teaching hours: 30

ECTS credits: 6

APPLICATION PROJECT IN SLT

Teaching hours: 30

ECTS credits: 6

SALES AND PURCHASE IN SPORT AND TOURISM INDUSTRY

Teaching hours: 30

ECTS credits: 6

MEDIA STUDIES FOR SPORTS & LEISURE INDUSTRY

Teaching hours: 30

ECTS credits: 6

LOGISTICS & TRANSPORT MANAGEMENT IN THE TOURISM INDUSTRY

Teaching hours: 30

ECTS credits: 6

PROGRAMME

SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30

ECTS credits: 6

LEGAL ENVIRONMENT OF SLT SECTOR

Teaching hours: 30

ECTS credits: 6

CARRER DEVELOPMENT

Teaching hours: 15

ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

ECTS credits: 6

ELECTIVE MODULES (choose 4)

Teaching hours: 120

ECTS credits: 24

MERCHANDISING IN SLT SECTOR

Teaching hours: 30

ECTS credits: 6

CRM IN SLT SECTOR

Teaching hours: 30

ECTS credits: 6

INTERNATIONAL SPORT POLICIES AND SPORT ORGANIZATION MANAGEMENT

Teaching hours: 30

ECTS credits: 6

CORPORATE DESIGN

Teaching hours: 30

ECTS credits: 6

DEVELOPING TEAM LEADERSHIP

Teaching hours: 30

ECTS credits: 6

EVENTS MANAGEMENT IN SLT SECTOR

Teaching hours: 30

ECTS credits: 6

MSc in Sustainable Management and Eco-Innovation

The MSc aims to educate students capable of identifying the threats of risks but also the opportunities related to the activities at a global level; able to maximize and monitor the development of eco-friendly products and services, so as to create sustainable value for their organization.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

INTERNATIONAL COMPARATIVE SUSTAINABLE DEVELOPMENT LAWS

Teaching hours: 30
ECTS credits: 6

MANAGEMENT STANDARDS & INTEGRATED MANAGEMENT SYSTEMS

Teaching hours: 30
ECTS credits: 6

MARKETING OF INNOVATION

Teaching hours: 30
ECTS credits: 6

ENVIRONMENTAL IMPACT ASSESSMENT

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

CORPORATE SOCIAL RESPONSIBILITY

Teaching hours: 30
ECTS credits: 6

STRATEGIC KNOWLEDGE MANAGEMENT

Teaching hours: 30
ECTS credits: 6

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

INFORMATION SYSTEMS MANAGEMENT AND FINANCIAL ASPECTS IN SM

Teaching hours: 30
ECTS credits: 6

SUSTAINABLE SUPPLY CHAIN / GREEN LOGISTICS

Teaching hours: 30
ECTS credits: 6

MANAGEMENT OF CHANGE

Teaching hours: 30
ECTS credits: 6

ECO-DESIGN MANAGEMENT

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS

*Subject to modification

in partnership with



MSc in Digital Marketing & Communication

The MSc will provide marketing graduates or professionals with specialized knowledge and skills which are required for the application of digital marketing tools and techniques, in order to improve the effectiveness and efficiency of digital marketing and communication programmes, implement and manage social media effectively, and to prepare the student for top-level and new marketing positions such as social media manager, online brand or marketing manager.

PROGRAMME FIRST SEMESTER

COMPULSORY MODULES

PRINCIPLES OF E-COMMERCE

Teaching hours: 30
ECTS credits: 6

ON LINE CONSUMER BEHAVIOUR

Teaching hours: 30
ECTS credits: 6

DATABASE FOR DIRECT MARKETING & E-CRM

Teaching hours: 30
ECTS credits: 6

ADVERTISING AND MEDIA PLANNING

Teaching hours: 30
ECTS credits: 6

DIGITAL MARKETING & BRANDING USING WEB 2.0

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15

PROGRAMME SECOND SEMESTER

COMPULSORY MODULES

INTERNATIONAL STRATEGIC MANAGEMENT "WINTER SESSION" ABROAD OR AT ESC Rennes

Teaching hours: 30
ECTS credits: 6

ON LINE MARKETING COMMUNICATION

Teaching hours: 30
ECTS credits: 6

METRICS AND CONSUMER MANAGEMENT IN DIGITAL MARKETING

Teaching hours: 30
ECTS credits: 6

DESIGNING USER EXPERIENCE AND WEBANALYTICS

Teaching hours: 30
ECTS credits: 6

DIGITAL ADVERTISING STRATEGY

Teaching hours: 30
ECTS credits: 6

CORPORATE SOCIAL RESPONSIBILITY

Teaching hours: 30
ECTS credits: 6

CAREER DEVELOPMENT

Teaching hours: 15
ECTS credits: 2.5

PREPARATION FOR GRADUATING PROJECT

Teaching hours: 15
ECTS credits: 6

LANGUAGE COURSES

FRENCH FOR INTERNATIONAL STUDENTS
FOREIGN LANGUAGE FOR FRENCH STUDENTS

Teaching hours: 30
ECTS credits: 3

ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 10

GRADUATING PROJECT

ECTS credits: 30

TOTAL = 120 ECTS CREDITS



Master Grande Ecole Programme

This 3-year Master programme in business management prepares students for international management positions by providing them with the necessary skills in core subjects such as finance, accounting, human resources and marketing. Studying on our international campus, students will gradually play a key role in managing their own learning, honing its relevance in terms of their own personal development objectives. They will improve their theoretical knowledge within our 20 student associations and during the internship periods.

EDUCATIONAL APPROACH

The Master Grande Ecole Programme focuses on three different learning themes that complement each other.

- **Understanding of business management concepts, methods and tools in multicultural environment:** the area of general management study lays the groundwork for professional aspirations and prepares the student to perform in a global environment,
- **Applying knowledge:** this is the opportunity to road-test knowledge and ambitions within the school's student associations and on business work placements, in France or abroad,
- **Developing personal potential:** through lectures and workshops, students will develop their personal potential as well as their leadership ability in order to manage and lead teams towards innovation and an entrepreneurial mindset.

STRUCTURE OF COURSES

- **The 1st year,** equivalent to the last year of a Bachelor degree, is partly taught in English (40% of the courses) and will give students all the key management concepts in the business field.
- **The 2nd year,** equivalent to the 1st year of a Master's degree gives the opportunity to choose some options either in France or abroad in one of our partner universities worldwide. The courses will be taught in English.
- **The 3rd year,** equivalent to the last year of a Master's degree, offers a choice of 19 specialisation tracks, all taught in English, on our campus in Rennes (France) or abroad according to each student's career plan.

WORK PLACEMENT

The 3-year Master Grande Ecole Programme includes up to 20 months of internship experience for each student throughout the programme.

- **Placement at the end of the 1st year (10 weeks):** experience of a primarily commercial, operational nature in a particular activity sector ,
- **Placement at the end of the 2nd year (10 weeks):** choice of a key management function in a company,
- **In-company training:** this optional sandwich year is an opportunity to confirm or change the choice of specialisation, made by the students.
- **Placement at the end of the 3rd year "Global Assessment project GAP" (16 weeks):** advanced management placement used as the basis for the research dissertation related to the student's career aims.

Programme schedule

| | | |
|-----------|----------------|---|
| YEAR 1 | SEMESTER 1 | Key management concepts, Practical application of knowledge in an association, Foreign languages 1, 2, 3 (optional) |
| | SEMESTER 2 | |
| | WORK PLACEMENT | 10 weeks work placement |

| | | |
|-----------|----------------|---|
| YEAR 2 | SEMESTER 3 | Key management concepts, Practical application of knowledge in an association, Human relations management |
| | SEMESTER 4 | Choose 2 tracks: <ul style="list-style-type: none"> • Corporate finance • Logistics and Supply chain management • Industrial marketing • Consumer marketing • Human resources issues • Management of information systems |
| | WORK PLACEMENT | 10 weeks work placement |

OPTIONAL YEAR - IN-COMPANY TRAINING - "SANDWICH YEAR"

| | | | |
|-----------|----------------|---|---|
| YEAR 3 | SEMESTER 5 | Choose between 19 tracks: <ul style="list-style-type: none"> >> Classical track 1 >> Classical Track 2 >> 3 Zones Track >> Double degree Track >> DSCG preparation Track >> Master of Arts in International Business >> Track "Alterance" : <ul style="list-style-type: none"> • Banking-Insurance • Retail and Trade • IT Business | |
| | SEMESTER 6 | | >> Expertise Track / Double degree MSc: <ul style="list-style-type: none"> • MSc International Marketing • MSc International Finance • MSc International Accounting, Management Control & Auditing • MSc International Human Resource Management • MSc Digital Marketing & Communication • MSc International Luxury & Brand Management • MSc International Logistics & Purchasing Mgt* • MSc Sustainable Management & Eco-Innovation • MSc Innovation & Entrepreneurship • Sports, Leisure and Tourism Mgt |
| | WORK PLACEMENT | | 16 weeks work placement |

* Subject to modification

International Bachelor Programme in Management (IBPM)

LEARNING THROUGH DISCOVERY AND ACTION IN A CHANGING WORLD

This Bachelor Programme in Management uses an innovative pedagogical approach based on experimental learning. It puts the student at the centre of the learning process and encourages him/her to be progressively more and more responsible for his/her own learning.

New concepts are introduced, based on theory, followed by discussion with lecturers, which consolidates knowledge. The lecturers then take the role of guides and mentors as students put into practice their new-found knowledge.

Students learn how to learn, becoming curious and proactive in their learning style. This progressive vision underpins the IBPM study programme. It is fully consistent with a business and management study programme designed for future graduates.

All students are required to study for a minimum of one semester with one of ESC Rennes partner universities. This international immersion gives students a unique opportunity to experience cultural immersion and to test their capacity to adapt and learn in a multicultural environment. This international experience is prolonged during the 3rd year in the Rennes campus which welcomes a large proportion of international students in the IBPM 3rd year.

TRAINING OPERATIONAL MANAGERS

Operational Managers have a solid grasp of management tools and the necessary ground level of managerial skills to create effective and efficient sustainable value for the company within the context of a globalised and turbulent economy.

The Bachelor programme IBPM prepares students for all areas of business, with final year options to specialise in Finance, Marketing or Logistics.

As an IBPM student with at least 9 months' hands-on practical business experience, you'll be in a position to:

- **build your managerial skill set** in line with your career plan.
Being in close contact with economic players teaches you to react quickly, precisely and appropriately to situations that are often unforeseen, always urgent and generally complex.
- **become an accomplished communicator and negotiator.**
You are the business' intermediary at ground level, and will need to learn to communicate and negotiate effectively and autonomously. You must be able to manage human and cultural diversity in order to safeguard the local presence of your business in years to come.
- **understand the managerial challenges associated with responsible and sustainable development.** It is the operational manager's responsibility to act in an ethical and responsible manner in order to create longstanding value for every one of the company's stakeholders.

Courses structure

| YEAR 1 | PERIOD 1 | PERIOD 2: PART 1 | PERIOD 2: PART 2 |
|--------------------------------|---|--|--|
| 60 ECTS TRONC COMMUN | INTRODUCTORY COURSES | BUSINESS PLACEMENT PLACEMENT 1 (MIN. 8 WKS) | CONSOLIDATION COURSES |
| YEAR 2 | PERIOD 3 | PERIOD 4 | |
| 60 ECTS TRONC COMMUN | ADVANCED COURSES SANDWICH PLACEMENT 2 | ADVANCED COURSES SANDWICH PLACEMENT 2 (18 WEEKS/YEAR) | |
| YEAR 3 | PERIOD 5 | PERIOD 6 | |
| 60 ECTS SPECIALI- SATION | ACADEMIC EXCHANGE or SPECIALISATION RENNES | SPECIALISATION RENNES or ACADEMIC EXCHANGE | JUNIOR SPECIALIST PLACEMENT SPECIALIST PLACEMENT 3 MIN. 8 WEEKS |
| | ACADEMIC EXCHANGE DOUBLE DEGREE / TRANSFER CREDIT | | |
| | ACADEMIC YEAR Rennes FOR STUDENTS JOINING THE PROGRAMME IN THE 3RD YEAR ONLY | | |

YEAR 1 : AN INITIAL BUSINESS PLACEMENT

60 ECTS

Courses and workshops for the core curriculum

- Introduction to business and its environment (F)
- Principles of marketing (F/E)
- Principles of management and accounting (F)
- Quantitative techniques of management (F)
- Information and communication technologies (office automation and NTIC) (F)
- English and 2nd foreign language
- Human relations management (F)
- Sales and negotiation techniques (F)
- Written and verbal communication (F)
- Personal development and career plan (F)

YEAR 2 : CONSOLIDATING AND DEVELOPING YOUR KNOWLEDGE

60 ECTS

Courses and workshops for the core curriculum

- IS and Field Operations Management (E)
- Introduction to Logistics and Supply Chain (F)
- Applied Economics (F)
- Sustainable Development (E)
- Organisational Behaviour (E)
- Business Law (F)
- International Commerce (F)
- Financial Operations (F)
- Geopolitics (E)
- Cultural Diversity (E)
- Foreign language 1 (TOEIC/TOEFL)
- Foreign language 2 (DCL Level 3)
- Career Plan
- Methodology for placement dissertation
- Placement supervision

YEAR 3 : DEVELOPING AN INTERNATIONAL OUTLOOK AND FINALISING YOU CAREER PLAN

60 ECTS

Compulsory courses

- International Human Resources (E)
- Project Management (E)
- Entrepreneurship & Small Business Management (E)
- Strategic Human Resources Management (E)
- Business Ethics (E)
- Foundations of Competitive Strategy (E)

Specialisation courses

- 6 Finance and Banking specialisations (E)
- 6 Sales and Marketing Development specialisations (E)
- 6 Purchasing & Supply Chain Management tracks specialisations* (E)
- Final dissertation and Internship (F/E)

(F) = courses in French, (E) = courses in English

3RD YEAR BUSINESS SPECIALISATIONS

- Sales & Marketing Development Track
- Finance & Banking Track
- Purchasing & Supply Chain Management Track *

Executive MBA

The EMBA programme of ESC Rennes, accredited AMBA, is designed to provide students from various professional backgrounds a solid understanding of all the business disciplines. All seminars are taught in English by the school's multicultural experienced and practice-oriented faculty.

MISSION

The purpose of the EMBA programme is to prepare practising managers and entrepreneurs to lead complex business operations in a global and changing environment. Its integrated learning approach provides students with the tools to develop innovative solutions, to implement sustainable strategies and to achieve a sound financial, social and environmental performance.

The Executive MBA of ESC Rennes Business School emphasises Sustainable Performance. In the different sessions and activities the theme of sustainable performance will be approached from several angles. Participants are challenged to develop solutions to a wide range of business problems and to critically evaluate their own management practise.

TEACHING

- The classes are interactive between professors and students and among students. Professors draw upon the experience of students to illustrate and apply concepts. Extensive use is made of case studies, oral presentations, small group work, role plays, serious games and computer simulations.
- Students have access to e-learning resources for some of the module preparation.
- Guest speakers from international firms complement the coursework by giving real-world insights into sustainable performance leadership, and strategy issues.

Individual and group assignments outside of class are a key part of the learning process. Students apply module concepts to their professional situation, and their completed work is evaluated by the professor.

MORE SPECIFICALLY, AT THE END OF THE PROGRAMME, PARTICIPANTS WILL BE ABLE TO:

- effectively communicate in oral & written English, both individually and as members of a team;
- adopt a performance-driven strategic perspective upon business to provide innovative solutions and draw insights from ambiguity;
- conduct applied research into business and management issues that require familiarity with a range of business data, research sources and appropriate methodologies;
- integrate the issues of sustainable development and CSR into decision-making and the development of a business strategy at international level;
- favour an entrepreneurial position in terms of the strategies of a business units or new business ventures;
- have an ethical management style which is respectful of diversity in a multicultural environment;
- use quantitative analytical skills to support business decisions multicultural environment.



Programme Schedule

| MODULE TITLE | MODULE INCLUDES SESSIONS ON |
|--------------|-----------------------------|
|--------------|-----------------------------|

OCTOBER 2014

DISCOVERY CAMP

| | |
|------------------------------------|---|
| CHANGING GLOBAL ENVIRONMENT | Economics & Geopolitics International Business Law Managing Sustainability Study Tour abroad |
|------------------------------------|---|

| | |
|---|--|
| CORPORATE STRATEGIES FOR LONG-TERM PERFORMANCE | Strategy Analysis Marketing Management Marketing Strategy Creativity, Innovation and Knowledge Management |
|---|--|

| | |
|--|---|
| FINANCIAL AND OPERATIONS MANAGEMENT | Financial Statement Analysis Management Accounting and Control Operations Management International Finance |
|--|---|

| | |
|---|---|
| LEADING HIGH-PERFORMING ORGANISATION | Leadership Human Resource Management Cross-Cultural Management & Negotiation Managing Change |
|---|---|

| | |
|--|---|
| DEVELOPING AND IMPLEMENTING A BUSINESS STRATEGY | Strategy Management Managers' Corner |
|--|---|

| | |
|-------------------------|--|
| ELECTIVES' TRACK | Choose one of the 3 Courses: MANAGEMENT OF NEW TECHNOLOGIES <ul style="list-style-type: none"> Marketing New Technologies Strategic Management of New Technologies THE PROACTIVE FIRM <ul style="list-style-type: none"> Business and Society Creating Ecological Value ADVANCED FINANCE <ul style="list-style-type: none"> Advanced corporate finance Advanced portfolio management |
|-------------------------|--|

FEBRUARY 2016

TEAM STRATEGIC CONSULTING PROJECT

OCTOBER 2015
APRIL 2016

INDIVIDUAL PROJECT



PhD Programme

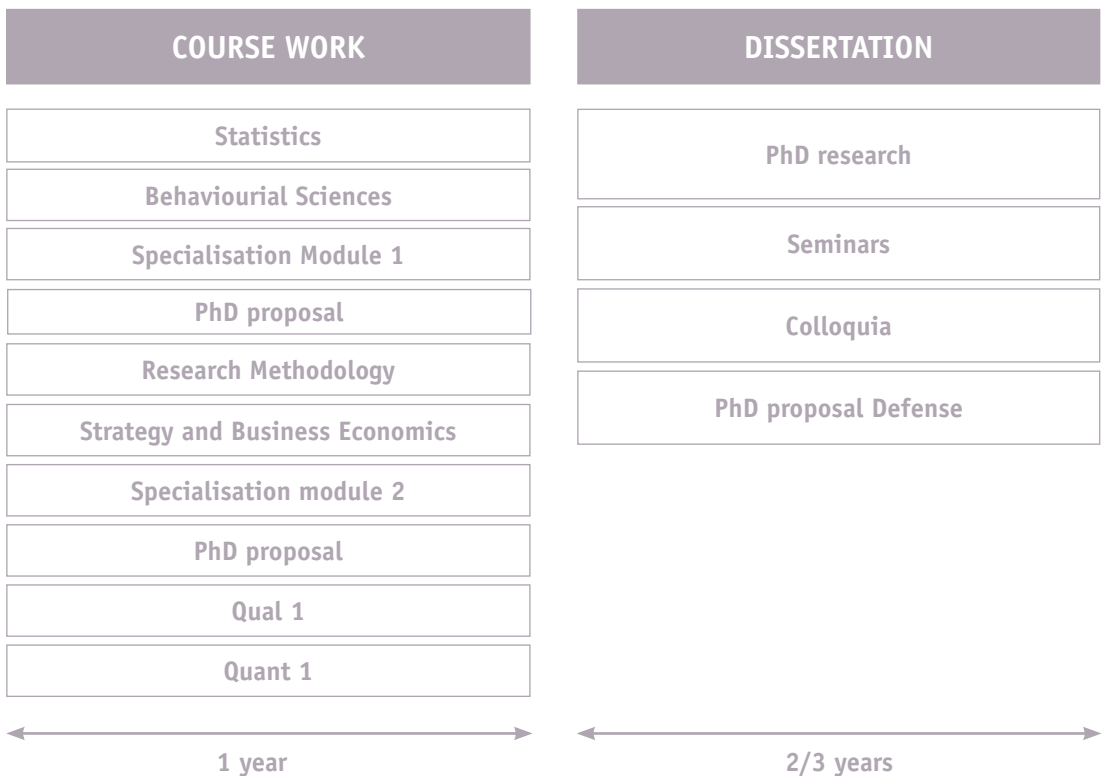
The PhD programme is aimed at those pursuing a career in academia or other research-intensive organisations, including consultancy. The programme combines advanced course work and structured supervision to help you design, execute and publish high-quality research while being an integral part of a vibrant international research community.

ESC Rennes views research as a top priority, as evidenced by its processes, output and culture. The PhD programme is a key part of this priority. The first year of the PhD programme offers an

intensive combination of course work, skills training and structured supervision, culminating in a PhD proposal and defense. In Year 2-4 students continue to work on their PhD research while gaining experience in publishing papers and all other aspects of academic life, so they are ready for a successful academic career when they graduate.

Our fields of study are linked to our faculty specialisations, covering all management disciplines. We particularly focus on disciplines linked to the ESC Rennes research centres.

PROGRAMME OVERVIEW



Degree accredited by the Open University (UK)

ESC Rennes offers the research degree of Doctor of Philosophy (PhD) as an Affiliated Research Centre of the Open University Research School. The Open University is accredited by EQUIS and AACSB.

A Multicultural Faculty

LAURENCE FORT-RIOCHE



FRENCH
Ph.D *Doctorate* (Open University, GB)

CLAIRE-LISE ACKERMANN



FRENCH
Doctorate (Nantes University, France)

SHEILA MATSON



IRISH
Doctorate (Rennes University, France)

CLARA KOETZ



BRAZILIAN
Ph.D *Doctorate* (IGR IAE Federal University of Rio Grande - Brazil)

DILDAR HUSSAIN



PAKISTANI
Doctorate (Vienne University, Austria)

PRADEEP DIVAKARAN



INDIAN
Doctorate (Aarhus University, Denmark)

YANN TRUONG



HONG KONG
Ph.D *Doctorate* (Open University, UK)

ADRIAN PALMER



BRITISH
Ph.D *Doctorate* (Montfort University, UK)

PHILIP KITCHEN



BRITISH
Ph.D *Doctorate* (Keele University, UK)

IRENA DESCUBES



CZECH
Doctorate (Prague University, Czech Republic)

ROD Mc COLL



AUSTRALIAN
Ph.D *Doctorate* (RMIT University Melbourne, Australia)

PETYA PUNCHEVA



BULGARIAN
Ph.D *Doctorate* (Griffith Business School, Brisbane, Australia)

ELODIE HURE



FRENCH
Doctorate (Rennes I University, France)

JULIET ARMAND



BRITISH
Master (Cranfield School of Management, UK)

FRANÇOISE SIMON



AMERICAN & FRENCH
Ph.D *Doctorate* (Yale University, USA)

MOUNIR KEHAL



ALGERIAN
Ph.D *Doctorate* (Surrey University, UK)

SARAH HUDSON



BRITISH
Ph.D *Doctorate* (Sheffield University, UK)

MARK GREGORY



BRITISH
MSc (Kingston University, UK)
Ph.D *in progress*

ROZENN PERRIGOT



FRENCH
Doctorate (Rennes I University, France)

JEAN-JACQUES ROSE



FRENCH
Diplôme Science Po (Science Po, France)

DOUGLAS BRYSON



CANADIAN
MBA (New Brunswick University, Canada)
Ph.D *in progress*

HANS BORGMAN



DUTCH
Doctorate (Rotterdam University, The Netherlands)

BOUCHAIB BAHLI



CANADIAN
Ph.D *Doctorate* (HEC Montreal, Canada)

AHMED ATIL



ALGERIAN
Doctorate (Rennes I University, France)

RAMZI HAMMAMI



TUNISIAN
Doctorate (IUT Grenoble, France)

ROMAIN LAMBERT



FRENCH
Doctorate (Havre University, France)

CHAABEN KOUKI



TUNISIAN
Doctorate (Ecole Centrale Paris, France)

TOM McNAMARA



AMERICAN
Ph.D *Doctorate* (Open University, UK)

RENAUD MACGILCHRIST



BRITISH
Doctorate (Sorbonne, Paris, France)

IMEN NOUIRA



TUNISIAN
Ph.D *Doctorate* (Grenoble INP, France & National Engineering School of Tunis, Tunisia)

OLIVIER APTEL



FRENCH
Doctorate (Aix-Marseille II, France)

DON MINDAY



AMERICAN
MBA (South Carolina University, USA)

FABIO FONTI



ITALIAN & AMERICAN
Ph.D *Doctorat* (University of Illinois, USA)

HELENA GONZALEZ



COLOMBIAN
Doctorate (IE Business School Madrid, Spain)

MARCO MICHELOTTI



ITALIAN
Ph.D *Doctorate* (Monash University, Australia)

LAURENCE LAMBERT



FRENCH
Master (IGR, Rennes I University, France)

MICHEL DELORME



CANADIAN
Doctorate (Robert Schuman University Strasbourg, France)

JULIA ROLOFF



GERMAN
Doctorate International (Graduate School Zittau, Germany)

ARUNDHATI VIRMANI



INDIAN
Doctorate (Sorbonne, Paris, France)

LASZLO ZSOLNAI



HUNGARIAN
Diplôme (Hungarian Academy of Science, Hungary)

ISMAËL SENE

SENEGALESE
Doctorate (HEC Paris, France)

FRANÇOIS LÉPINEUX

FRENCH
Doctorate (Conservatoire National des
Arts & Métiers, Paris, France)

CYRLENE CLAASEN

NAMIBIAN
Ph.D *Doctorate* (Open University,
UK)

STEFFEN ROTH

GERMAN
Doctorate (Chemnitz, Allemagne)

INJU YANG Mc COURT

SOUTH KOREAN
Ph.D *Doctorate* (Smurfit Business
School, Dublin College University,
Ireland)

ASHA MOORE-MANGIN

BRITISH
MBA (Open University, UK)

JENS BLUMRODT

GERMAN
Doctorate (Rennes University,
France)

FRANÇOIS-MARIE FERRE

FRENCH
Master (Haute Bretagne University,
France)

AGATA MIROWSKA

POLISH
Ph.D *Doctorate* (Hamilton
University, Ontario, Canada)

TESS TAUBLER

FRENCH & POLISH
Master (New York Stock Exchange
Serie 7, USA)

DONATIEN HAINAUT

BELGIAN
Doctorate (Louvain-La-Neuve
University, BE)

TAOUFIK BOURAOUI

TUNISIAN
Doctorate (Paris Ouest Nanterre
University, France)

ILARIA PERI

ITALIAN
Doctorate (Milan University, Italy)

HERI ROKOTOVOLONA

MADAGASCAN
Master (Saint Thomas University
Miami, USA)

DAMIR TOKIC

CROATIAN
Ph.D *Doctorate* (Houston University,
USA)

KHALID ELBADRAOUI

MOROCCAN
Doctorate (Rennes 1 University,
France)

ALEXANDER NIESS

GERMAN
Doctorate (HEC Paris, France)

KATERINA-CHARA PAPIOTI

GREEK
Ph.D *Doctorate* (European University
Institute, Italy)

IRINA KIRYSHEVA

RUSSIAN
Doctorate (Florence University,
Ontario, Italy)

JEAN-PHILIPPE TIMSIT

FRENCH
Doctorate (Savoie University, France)

MARYAM NASIRIYAR

IRANIAN
Doctorate (IAE Aix-en-Provence,
France)

DIRK SCHNECKENBERG

GERMAN
Doctorate (Duisburg-Essen University,
Germany)

KIM SEONG-YOUNG

SOUTH KOREAN
Ph.D *Doctorat* (EM Lyon, France)

LAURENT SCARINGELLA

FRENCH
DBA (EM Grenoble, France)

JIE XIONG

CHINESE
Master (EM Lyon, France)

HAMID MAZLOOMI

IRANIAN
Doctorate (INPL et SKEMA, France)

CAROLE BONANNI

ITALIAN
Doctorate (Paris XIII University,
France)

JEAN-MICHEL VIOLA

CANADIAN
Ph.D *Doctorate* (HEC Montreal,
Canada)

SERGE OREAL

FRENCH
Ph.D *Doctorate* (North-western
University, USA)

ALEX HAINAUT

FRENCH
MBA (Open University, UK)
Doctorate in progress

YANCY VAILLANT

CANADIAN
Ph.D *Doctorate* (Barcelona
University, Spain)

HUNG-YAO LIU

TAIWANESE
Master (Amsterdam University, The
Netherlands)

ROSA CHUN

SWISS
Ph.D *Doctorate* (Manchester
University, UK)

JACQUES COLIN

FRENCH
Ph.D *Doctorate* (Aix Marseille
University, France)

PETER GAHAN

AUSTRALIAN
Ph.D *Doctorate* (Melbourne
University, Australia)

SIMON GAO

BRITISH
Ph.D *Doctorate* (Rotterdam
University, The Netherlands)

HAUKE HEIER

DUTCH
Ph.D *Doctorate* (Leiden University,
The Netherlands)

AMINE LAHIANI

TUNISIAN
Doctorate (Paris X University,
France)

MONICA MAQUET

SWEDISH
Ph.D *Doctorate* (Stockholm School
of Economics, Sweden)

JAMAL OUENNICHE

CANADIAN
Ph.D *Doctorate* (Montreal University,
Canada)

Campuses

RENNES, IDEAL STUDY ENVIRONMENT IN THE WESTERN PART OF FRANCE

Studying at ESC Rennes is a wonderful means to discover the richness of French life, its culture and economy.

The French economy is based on strong values: innovation and creativity, scientific and technological excellence. It is the world's 6th largest economy in terms of exports and the 3rd largest economy in the world for international investments.

ESC Rennes School of Business is located in Rennes, the capital city of Brittany, 2 hours from Paris by TGV fast train and 1 hour by plane from London. It is regarded by the national press as being one of the best places to live among France's largest cities ("L'Etudiant", Sept. 2012). With a population of 400 000, including 60 000 students, Rennes offers the full advantages of a large city while at the same time being convivial in size. Students will benefit from a very attractive urban, sporting and cultural environment: modern sports facilities, cinemas, theatres, cultural centres, museums, libraries, restaurants and pubs.

RENNES CAMPUS, A FIRST CLASS LEARNING ENVIRONMENT

The modern campus offers students an ideal study environment. The building is open 24 hours a day, 6 days a week.

CAMPUS FACILITIES

Each student has Wifi internet access to the business school's intranet, the media library website and e-learning services.

- a language resource centre
- a library
- 2 sport's rooms
- a students' club
- 1 cafe "restaurant"
- 1 snack
- a trading room "Bloomberg"
- a Creativ'lab
- an Incubator "Innostart"
- 20 student associations

BRITTANY: A DYNAMIC REGION

With a population of 3 million, Brittany has succeeded in developing a highly effective economy based on industry and the service sector. The vibrancy displayed by its 160,000 businesses has resulted in the creation of numerous centres of excellence, in fields such as the automobile, agro-food, transport, logistics, telecommunications, new technologies, tourism and services industries. The quality of life offered by its towns and cities, countryside and coastal areas, its cultural wealth and its historical heritage all play a major part in this region's growth and popularity.

ESC2R RENNES - RABAT

ESC2R is the Business School at the International University of Rabat.

This 20 hectare campus is home to several teaching and research centres. On the campus, ESC Rennes runs its Master Grande Ecole Programme. This programme is taught along exactly the same lines as those at the ESC Rennes School of Business campus in Rennes.



ESC2R Rennes - Rabat



General Information

ADMISSION PROCEDURE

REGISTRATION

Candidates have to fill in the application form which is available on e-mail request to internationaladmissions@esc-rennes.fr or which can be downloaded on the website. The complete student's file must be submitted to the admissions office.

INTERVIEW

Eligible candidates will be contacted for a face to face interview. International candidates may have a telephone interview.

ADMISSION

Candidates will be informed of the admissions committee's decision within 2 weeks of their interview.

INTERNATIONAL STUDENT SUPPORT

ORIENTATION PROGRAMME

The School provides an orientation programme for all International students the week before classes start. Sessions are compulsory and cover application for residence permit, health insurance, banking, internet provider, mobile phones, bus pass, French culture, academic expectations and standards.

WELCOME TO INTERNATIONAL STUDENTS

- The international student office assists students and helps them find accommodation and manage administrative formalities.
- Well'Come: The international student welcome team, is one of the 20 student associations. It helps international students integrate into the business school and life in Rennes. Not only do they pick them up at the station or airport, students also organise tourist trips (Mont St. Michel, Paris, etc.) and sports events with French students and mentors.

ACCOMMODATION

ESC Rennes does not have residences on campus. However the School helps international students to find a suitable accommodation (student residence, private house, shared flat, homestay family).

VISA FOR NON-EUROPEAN STUDENTS

Please contact the local French Embassy or Campus France in your country to obtain a visa application to arrange your stay in France as soon as you are admitted.

RESIDENT PERMIT

The international office of ESC Rennes School of Business helps students to obtain a resident permit.

SCHOLARSHIPS

ESC Rennes offers scholarships depending on academic performance or social criteria.

CONTACT

Tel.: + 33 (0)2 99 33 48 40
email: internationaladmissions@esc-rennes.fr

Exchange students : Please contact your university international office



General Information

| | PhD | MASTER OF SCIENCE | MASTER OF ARTS | EMBA |
|-------------------------|--|---|---|--|
| ADMISSION REQUIREMENTS | <ul style="list-style-type: none"> • Master degree or equivalent in Business studies or related topics • English proficiency TOEFL > Paper-Based: 650 or TOEIC > 850 or IELTS > 7.0 | <ul style="list-style-type: none"> • Bachelor or equivalent • English proficiency: TOEFL > Paper-based: 550 or Computer-based: 213 or Internet-based: 80 or TOEIC > 750 or IELTS > 6.5 or native language: English | <ul style="list-style-type: none"> • Bachelor or equivalent • English proficiency: TOEFL > Paper-based: 550 or Computer-based: 213 or Internet-based: 80 or TOEIC > 750 or IELTS > 6.5 or native language: English | <ul style="list-style-type: none"> • Minimum of 5 years experience including a minimum of 3 years in a management position • English proficiency: TOEIC > 800 (for non native speaker only) |
| ACADEMIC CALENDAR | <ul style="list-style-type: none"> • Specialisation studies: September 2014 to August 2015 • Thesis: September 2015 to August 2017 | <ul style="list-style-type: none"> • Modules: September 2014 to May 2015* • Internship: May 2015 to November 2015 • Graduating project: up to December 2015 | <ul style="list-style-type: none"> • Modules: September 2014 to May 2015 • Research Dissertation: up to November 2015 | <ul style="list-style-type: none"> • Modules: October 2014 to May 2016 • 18 months of coursework: - 1 session per month; Thursday-Friday-Saturday - Several week-long sessions, including one session abroad |
| LANGUAGE OF INSTRUCTION | English | English | English | Language of tuition |

* ESC Rennes offers 2 academic intakes per year (January/September) for the following Master Programmes: MSc in Global Business Management, MSc in Sports, Leisure and Tourism Management and MSc in International Marketing.

| MASTER GRANDE ECOLE PROGRAMME | | IBPM | |
|---|--|---|--|
| 1 st year | 2 nd year | 1 st year | 3 rd year |
| <ul style="list-style-type: none"> • Dip. H.E. or equivalent • English proficiency: TOEFL > 75 IBT or TOEIC > 700 or IELTS > 6.0 or native language: English • French proficiency: DELFL > B2 or DALF > C1 or TCF TEF or native language: French • GMAT > 450 or TAGE/MAGE > 250 | <ul style="list-style-type: none"> • Bachelor or equivalent • English proficiency: TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.5 or native language: English • French proficiency: DELFL > B1 or TCF TEF or native language: French • GMAT > 550 or TAGE/MAGE > 300 | <ul style="list-style-type: none"> • High School Diploma or equivalent • English proficiency: TOEFL > 49/50 IBT or TOEIC > 500 or IELTS > 4.5 or native language: English • French proficiency: DELFL > B2 or DALF > C1 or TCF TEF or native language: French | <ul style="list-style-type: none"> • Dip. H.E. in Management or equivalent (120 ECTS credits) • English proficiency: TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.5 or native language: English |
| <ul style="list-style-type: none"> • Modules: September 2014 to May 2017 • Internship: - 10 weeks in 2015 and in 2016 - 16 weeks in 2017 • Global Assessment Project: Up to December 2017 | <ul style="list-style-type: none"> • Modules: September 2014 to May 2016 • Internship: - 10 weeks in 2015 - 16 weeks in 2016 • Global Assessment Project: Up to December 2016 | <ul style="list-style-type: none"> • Modules: September 2014 to May 2017 • Internship: 10 months of internship during the 3 year programme | <ul style="list-style-type: none"> • Modules: September 2014 to May 2015 • Internship: 8 weeks from June 2015 to August 2015 |
| French and English (1 st and 2 nd year), English (3 rd year) | | French and English (1 st and 2 nd year), English (3 rd year) | |

ESC RENNES SCHOOL OF BUSINESS

2, RUE ROBERT D'ARBRISSEL - CS 76522
35065 RENNES CEDEX
FRANCE

Tél. : +33 (0)2 99 54 63 63

Fax : +33 (0)2 99 33 08 24

email : esc@esc-rennes.fr

www.esc-rennes.fr



CRÉDITS PHOTOS : MARC JOSSE / ESC RENNES SCHOOL OF BUSINESS 2013/2014 - DOCUMENT NON CONTRACTUEL

ACCREDITED BY :



MEMBER OF :



Chambre de Commerce et d'Industrie de Rennes

