



MSc IN

INTERNATIONAL MANAGEMENT

rennes-sb.com

Format: Full-time

Teaching language: English

Intake: September and January

Campus: Rennes

Duration: 1 year

2 tracks: Internship (4 months)
or Graduating Project

Degree awarded: Master
of Science in International
Management

FALL SEMESTER*

- > Financial Tool Box
- > Interpersonal Communication Skills
- > Project Management

SPECIALISATION

Data Analytics track

- > Programming for Data Analytics
- > Business Analytics
- > Data Management

Finance track

- > Financial Econometrics
- > Coding and Data Science
for Accounting and Finance
- > Quantitative Finance

Luxury Marketing track

- > Contemporary Brand Management
- > Marketing of Innovation
- > Development and Marketing
of New Products for Sustainability

Marketing track

- > Contemporary Brand Management
- > Marketing of Innovation
- > Omni-Channel Consumer Behaviour

Supply Chain track

- > Sustainable Supply Chain
and Green Logistics
- > Business Analytics
- > Supply Chain Analytics
and Digitalisation

Sustainable Management track

- > Sustainable SC and Green Logistics
- > Corporate Sustainability Data
Analysis and Reporting
- > Marketing of Innovation

SPRING SEMESTER*

- > Corporate Social Responsibility
- > Data Science for Business
- > Strategic Management

SPECIALISATION**

Data Analytics track

- > Statistical Modeling for Business
- > Time Series Analysis
- > Optimisation and Simulation

Finance track

- > Applied Economics
- > Exchange Markets
- > Time Series Analysis

Luxury Marketing track

- > Consumer Behaviour
in a Sustainable Environment
- > Luxury Marketing Strategy
- > Contemporary Trends
in the Luxury Industry

Marketing track

- > B2B Marketing
- > Integrating Online and Offline
Marketing Communications
- > Digital Marketing and Branding

* Courses subject to change

** Specialisations in Fall and Spring semesters must be the same



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OF BUSINESS**

UNFRAMED THINKING

Supply Chain track

- › Coordination in Supply Chain Management
- › Quality Management and Lean Supply Chain
- › Procurement and Inventory Management

Sustainable Management track

- › Managing Sustainable Projects
- › Principles of Sustainable Finance
- › Creative Leadership for Sustainable Organisational Change

LANGUAGES

- › French language and culture for non-fluent French speakers
- › Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers



Open your career options and gain in-depth expertise in managing businesses and organisations on a global scale with our Master of Science in International Management. Acquire the tools and knowledge needed to navigate international markets, cultural differences and diverse business environments. Choose from a variety of specialisations tailored to meet your specific interests and career goals, delving deeper into areas related to international business. Enhance your global perspective with a two-week exchange abroad at one of our partner universities in Europe.

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts!

ADMISSION

ADMISSION CRITERIA

ACADEMIC BACKGROUND

- Bachelor's degree
- Or equivalent

(VAPP process required)

ENGLISH REQUIREMENT

- TOEIC score of **750**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge Proficiency Exam: **B2**, or native language or previous studies taught in english (minimum 2 years)

ADMISSION PROCESS

1. Apply Online

<https://apply.rennes-sb.com>

Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

2. Online Interview

Eligible candidates will be invited to an online interview featuring pre-recorded questions.

CONTACT US

inquiries@rennes-sb.com



FOR MORE INFORMATION
ON THE PROGRAMME

▶ SCAN QR CODE



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UNFRAMED THINKING



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Rennes School of Business is a private higher education establishment (EESPIG) recognised by the French State.

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