



As the world becomes increasingly globalised, it is very important that we step outside of our comfort zone. Rennes SB gives us precisely this opportunity to communicate with the world and broaden our horizons.

Xiaofang Jiang,  
Chinese student



# MSc IN INTERNATIONAL NEGOTIATION AND BUSINESS DEVELOPMENT

## NEGOTIATE TO WIN

This programme is designed to give students the skills and techniques to enable them to understand and function in a global business environment and progress in their careers. Today, virtually everything we do in life involving people includes negotiation. Successful negotiation does not necessarily mean to win, the other party has to lose.

A good negotiator will work towards a win-win scenario because they are able to fly above the situation and see what is driving the other party. Making the other party look good and giving them a win can also be good for building stronger professional relationships and closing better deals.



**ASHA MOORE-MANGIN,**  
PROGRAMME DIRECTOR

## RANKINGS

### TOP 10 IN FRANCE

**Le Parisien Étudiant** Le Parisien étudiant  
Ranking 2020

### INTERNATIONAL RANKINGS

**9** Shanghai Ranking's Global Ranking of Academic Subjects 2020: Management - 9 among French Business Schools

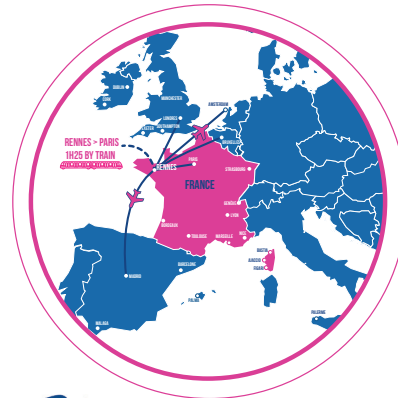
**29** **FT** Master in Finance  
Ranking 2020

**48** **QS** WORLD UNIVERSITY RANKINGS Executive MBA  
Ranking 2020

**51** **FT** Master in Management  
Ranking 2019

**56** **FT** European Business Schools  
Ranking 2019

**97** **FT** Executive MBA  
Ranking 2019



**RENNES SCHOOL OF BUSINESS**  
UNFRAMED THINKING

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# PROGRAMME

120 ECTS

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

## SEMESTER 1

### COMPULSORY MODULES

#### Business Students:

- International Trade and Finance
- Crisis Management

#### Non Business Students:

- Financial Tool Box
- Global Marketing Strategy

#### All Students:

- International Negotiation and Business Development
- Simulation in International Negotiation and Business Development I
- International Sourcing & Procurement
- Data Science for negotiation and Business Development
- Interpersonal Communication Skills
- Preparation for Graduating Project

#### DURATION

15 months

#### STARTING DATES

September and January

#### TEACHING LANGUAGE

English

## SEMESTER 2

### COMPULSORY MODULES

- International Business Law
- B2B Marketing
- Management of International Negotiation and Business Development
- Sales Strategy and Management
- Simulation International Negotiation and Business Development II
- International Strategy
  - « Winter session » abroad or in Rennes
- Corporate Social Responsibility
  - « Winter session » abroad or in Rennes

### ACADEMIC CALENDAR

#### > JANUARY 2021 intake:

##### > Modules:

January to December 2021

##### > Internship: (4 to 6-month duration):

May to August 2021 OR  
January up to August 2022

##### > Graduating project:

August 2022

#### > Septembre 2021 intake:

##### > Modules:

September 2021  
to April 2022

##### > Internship:

(6-month duration) :  
May 2022 up to February 2023

##### > Graduating project:

October 2022

### TUITION FEES

€ 18,200

93%

Rennes SB students are employed 6 months after graduation

### MEAN SALARY\*

#### First employment:

- 39,000 € (France)
- 47,000 € (abroad)

\*Financial Times 2019 Ranking

## ALUMNI

### CAREER OPPORTUNITIES

Product Line Manager, Selection & Development Analyst, Sales Director, Export Manager, Purchasing Manager, Sales and Marketing Manager, Head of New Media Operations, Key Account Manager, Investor Relations Officer, Purchasing Officer, Business Developer...

### COMPANIES

Apple Inc, Decathlon International, Estée Lauder, Henkel, General Electric, Klaxoon, KPMG, PwC, Carlsberg, Roullier, LVMH...

### WORK COUNTRIES

China, Colombia, France, Japan, Lebanon, Mexico, Switzerland, Taiwan, USA...

## ADMISSION

### REQUIREMENTS

- **English Proficiency (one of the following):**
  - > TOEFL > 80
  - > TOEIC > 750
  - > IELTS > 6.0
  - > Cambridge Proficiency Exam > B2
  - > Pearson Test > 63 (minimum 59 in each section)
  - > Native Language
  - > Previous studies taught in English (minimum 2 years)
- **A strong academic background**
- **Bachelor or equivalent (diploma)**

## STUDENT ACADEMIC BACKGROUND

