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There are a lot of reasons why studying at Rennes School of Business was amazing. Classes here are practical, almost all professors provided us with real examples from their own experience and also we organised some events by ourselves. On top of all that, I now truly have friends from all over the world.

Anna Zhukova, Russian alumna

”



## RANKINGS

### TOP 10 IN FRANCE

**Le Parisien étudiant** Ranking 2020

### INTERNATIONAL RANKINGS

9



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

29



Master in Finance Ranking 2020

48



Executive MBA Ranking 2020

51



Master in Management Ranking 2019

56

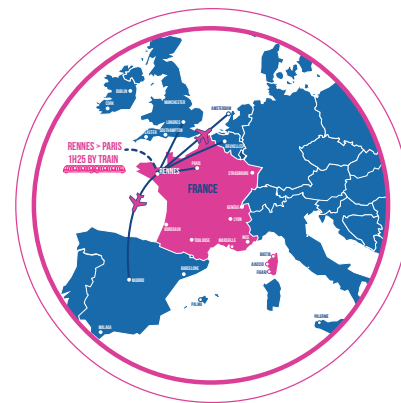


European Business Schools Ranking 2019

97



Executive MBA Ranking 2019



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# MSc IN SPORTS AND TOURISM MANAGEMENT

## RUN THE WORLD WHILE MANAGING YOUR PASSION

Students of this programme will acquire specific knowledge, establish links with companies and develop managerial skills that will prepare them for leadership positions.

The objective is to be autonomous and operational in the broad industries of Sports and Tourism. Those industries, with their specificities, are interdependent and different from other sectors.



DR JENS BLUMRODT,  
PROGRAMME DIRECTOR

The programme comprises a broad curriculum that coaches the future managers to be efficient in the rapidly-changing external and internal business environment.



# PROGRAMME

120 ECTS

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

## SEMESTER 1

### COMPULSORY MODULES

- Sports & Tourism Management and Sustainable Development
- Application Project in Sports & Tourism

### ELECTIVE MODULES (CHOOSE 4)

- Tourism Marketing and Management
- Media Studies for Sports and Tourism Industry
- Merchandising in Sports & Tourism Sector
- Sport Marketing and Sponsorship
- Sales and Purchasing in Sport and Tourism Industry
- Logistics & Transport Management in the Tourism Industry
- Preparation for Graduating Project

## SEMESTER 2

### COMPULSORY MODULES

- Legal Environment of Sports & Tourism Sector
- Events Management in Sports & Tourism Sector

### ELECTIVE MODULES (CHOOSE 3)

- Corporate Design & Brand Identity in the Sports & Tourism Industry
- CRM in Sports & Tourism
- International Sport Policies and Sport Organisation Management
- Hospitality Management
- International Strategic Management « Winter session » abroad or course in Rennes

### DURATION

15 months

### STARTING DATES

September and January

### TEACHING LANGUAGE

English

### 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%  
of 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

Production and Marketing Plan Specialist, Project Manager, Product Planning Director, Event Director, Area Manager, Business Manager, Sales Executive & Analyst, Foundation Development Officer, Customer Community Consultant, Hotel Manager...

### COMPANIES

Expedia, Accorhotels, Nike France, Indonesia, Mama Shelter, Ubisoft, Converse, Salomon, Booking.com, Puma, Wilson...

### WORK COUNTRIES

Belgium, China, Czech Republic, France, India, Indonesia, Senegal, Switzerland, United Kingdom...

## 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

