

# INTERNATIONAL MASTER BUSINESS ADMINISTRATION (iMBA)

## IMPACT INSIGHT INTELLIGENCE INNOVATION INTERNATIONAL

This programme develops managerial excellence by cultivating insight through personal development and providing a distinct set of intelligence tools which together allow managers to thrive in the complex business environment of tomorrow. In an immersive international atmosphere, students are trained to tackle business challenges with innovative solutions that integrate a positive environmental and social impact along with the financial bottom line. Throughout the programme, students apply their expanding soft skillset and knowledge base to activities, case studies and a real-world project targeting shared value creation between business and society, preparing them for their careers as future leaders.



**DR DIETER VANWALLEGHEM,**  
PROGRAMME DIRECTOR

**CAMPUS**  
Rennes & Paris

**DURATION**  
15 months

**START DATE**  
September

**TEACHING LANGUAGE**  
English



## PROGRAMME 120 ECTS

### ORGANISATIONAL INTELLIGENCE

- Building a Knowledge-Based Organization
- Quantitative Methods for Business & Consulting
- Financial Valuation & Market Intelligence
- Economic Insights for Business & Strategy
- Managerial Accounting Systems
- Corporate Strategy

### PERSONAL & GROUP INSIGHTS

- Leadership through Personal Development
- Human Psyche in Business & Consumer Decision-Making
- Effective Communication for Global Leadership
- Negotiation & collaboration in teams
- Managing People & organisation

### INTERNATIONAL BUSINESS SETTING

- Effective & Lean Global Operations
- Geopolitical Risk Management
- International Financial Accounting
- Global Business & the Macro Economy
- Managing Cultural Complexity
- Global Strategy

### POSITIVE CORPORATE IMPACT

- Information systems support for environmental sustainability
- Leading & Investing for Impact
- Triple Bottom Line Goal Setting
- Sustainable Supply Networks Management
- Sustainable Marketing Management
- + Study Tour: Sustainability & Business

### DIGITAL START-UP & INNOVATION

- Managing Digital Business Transformation
- Innovation in the Digital Age
- Open Innovation
- Artificial Intelligence in Business
- + Study Tour: Innovation & Startups

**INNOVATION AND START-UP CAPITAL FIELD TRIP (EUROPE)**

**SUSTAINABLE DEVELOPMENT IMPACT TRIP (EUROPE)**

**30**  **YEARS**  
**RENNES**  
**SCHOOL**  
**of BUSINESS**  
**UNFRAMED THINKING**

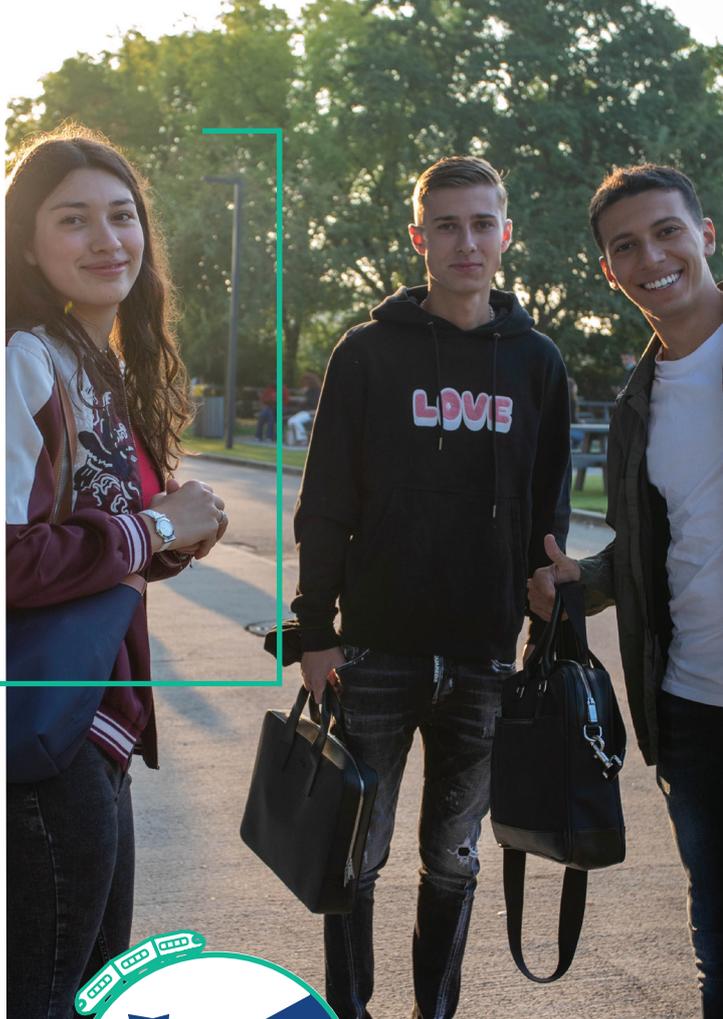
# SPECIALISATIONS

## IMPACTFUL INTERNATIONAL OPERATIONS

- › Environmental Impact Assessment
- › Data driven & green
- › supply chain management

## INNOVATION THROUGH AI IN BUSINESS

- › Machine Learning for Business
- › Managing AI Enabled Business



# ADMISSION

## REQUIREMENTS

- **A strong academic background**
- **Bachelor or equivalent (diploma)**
- **Minimum 3 years work experience**
- **Two strong managerial references**
- **Motivation letter**
- **Strong quantitative background preferred**
- **English proficiency (one of the following):**
  - TOEFL > 80
  - TOEIC > 750
  - IELTS > 6.0
  - Cambridge Proficiency Exam > B2
  - Or Native Language
  - Previous studies taught in English (minimum 2 years)

## ACADEMIC CALENDAR

- S1: September to December 2022
  - › Rennes Campus
- S2: January to April 2023
  - › Rennes Campus
- S3: May to July 2023
  - › Paris Campus
- Final Project: up to December 2023

## TUITION FEES

€20,000

**Apply:** <http://apply.rennes-sb.com>

**Contact:** [admissions@rennes-sb.com](mailto:admissions@rennes-sb.com)

This programme will train you as a leader through personal insight and business intelligence in an international context, allowing you to deliver impactful and innovative business solutions for the business world of tomorrow.

You will excel as a leader through a strong awareness of self and others in business contexts, discovering new approaches and methods to problems through Artificial Intelligence, creating shared value between the corporation, the community and a changing geopolitical and global ecosystem.

With participants coming from all over the world, this student-centred journey will use the knowledge of your peers and professors, mixing e-learning components with individual and group work to help you think outside of your habitual frame, creating innovative business solutions.

Whereas the Impact week will challenge your perspectives of doing business through a study trip which explores how businesses can deliver economic value alongside a positive social and environmental impact. Learning to deliver a positive triple bottom line impact is at the heart of the iMBA!