



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



MSc IN SPORTS & TOURISM MANAGEMENT

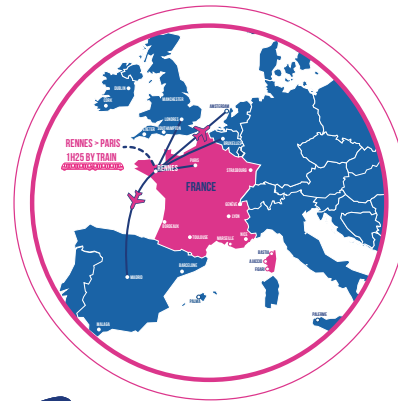
RUN THE WORLD WHILE MANAGING YOUR PASSION

The sport and tourism industries are different from other sectors, they have specificities, similarities, and are interdependent. Since Covid-19, sport and tourism have called for reinventing traditional functioning to become more sustainable. The pressure on these industries is an opportunity for well trained professionals. The programme curriculum prepares students to face the future and to become efficient in the changing external and internal business environments.

The future professionals of this programme will acquire knowledge and managerial competencies to become responsible managers. They are coached to be autonomous, operational, and are prepared to endorse leadership positions.



DR JENS BLUMRODT,
PROGRAMME DIRECTOR



RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING

2 rue Robert d'Arbrissel 35065 Rennes
9 rue d'Athènes 75009 Paris
Tel.: +33 (0)2 99 54 63 63

rennes-sb.com

Apply: apply.rennes-sb.com

Contact: inquiries@rennes-sb.com

RANKINGS

TOP 10 IN FRANCE

2



LE PARISIEN International
Ranking 2022

INTERNATIONAL RANKINGS

9



Shanghai Ranking's Global Ranking of Academic Subjects 2019 Management among French Business Schools

23



Master of Finance
Ranking 2022

48



Executive MBA
Ranking 2020

54



European Business Management
Ranking 2020

88



European Business Schools
Ranking 2021

97



Executive MBA
Ranking 2019



European Business Schools
Ranking 2021



UNFRAMED THINKING

PROGRAMME

120 ECTS

SEMESTER 1

COMPULSORY MODULES

- Sports & Tourism Management & Sustainable Development
- Tourism Marketing & Management
- Merchandising in Sports & Tourism
- Media Studies for Sports & Tourism
- Sport Marketing & Sponsorship
- Sales & Purchasing in Sports & Tourism Industry

SEMESTER 2

COMPULSORY MODULES

- Strategic Management (In Rennes or abroad; Winter session)
- Advanced Strategy (In Rennes or abroad; Winter session)
- Hospitality Management
- Legal Environment of Sports & Tourism Sectors
- Corporate Design & Brand Identity in the Sports & Tourism Sectors
- International Sport Policies & Sport Organisation Management
- Events Management in Sports & Tourism Sectors

ACADEMIC CALENDAR

> September 2023 intake

> Modules:

September 2023
to April 2024

> Internship:

(4 to 6-month duration):
May 2024 to February
2025

> Graduating project:

October 2024

TUITION FEES

Non-EU students: €18,200
EU students: €16,200

DURATION

15 months

STARTING DATE

September

TEACHING LANGUAGE

English

93%

of Rennes
SB students
are employed
6 months after
graduation

FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

German/Italian/Spanish
for French speaker

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, Brand Manager, Marketing Director, Communication Director...

ORGANISATIONS & COMPANIES

Expedia, Accorhotels, Nike France, Indonesia, Mama Shelter, Ubisoft, Converse, Salomon, Booking.com, Puma, Wilson, Adidas, Decathlon, Accor Hotels, Disneyland Paris, Golf clubs, Federations, Olympic Committees, Leagues...

ADMISSION

REQUIREMENTS

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

STUDENT ACADEMIC BACKGROUND

