

# BACHELOR IN MANAGEMENT

## YOUR STEP IN A GLOBAL BUSINESS WORLD

The Bachelor in Management is a 3-year Bachelor degree which aims to provide high-school certificate holders with a solid academic and practical foundation in Business Management and Operations. This degree will enable students to develop knowledge in management subjects and acquire soft skills, team work, interpersonal and linguistic skills by working on practical group projects and business plans.

Two tracks are available:

- 100% in English from the first year
- French and English (first and second years).



**NOEMIE DESPREZ,**  
PROGRAMME DIRECTOR

### DURATION

3 years (a minimum of 32 weeks of internships)

### START DATE

September

### TEACHING LANGUAGE

100% English or French/English (depending on the track)

### CAMPUS

Rennes or Paris

## PROGRAMME 180 ECTS

### YEAR 1

- Fundamentals of Accounting
- Contemporary Economics Issues
- Marketing Analysis & Marketing Mix
- H.R. Fundamentals: Individual & Organisation
- The Firm in its Environment
- Sales Administration
- Introduction Sustainable Development
- Applied Data Analysis
- Introduction to Supply Chain Management
- Management and Development of the Firm
- Sales Techniques

### YEAR 2

- Business Game
- Financial Operations
- Information Systems & web-based Operations
- Applied Project Management (Reciprocity)
- Inferential Statistics
- Fundamental principles of Logistics
- Introduction to Logistics & Purchasing
- Sustainable Development
- Microeconomics
- Fundamentals of International Law
- International Business Management
- Sustainable Business Design
- Contemporary International Relations Issues
- Organisational Behaviour
- Multicultural Diversity & Cross Cultural Management

### YEAR 3

#### COMPULSORY MODULES

- International HR Management
- International Negotiation Skills
- Entrepreneurship & Innovation
- Management: Fundamentals
- Business Ethics
- Project Management
- Strategy

#### SPECIALISATION IN

- Global Management
- Marketing
- Finance
- Supply Chain

#### BACHELOR DISSERTATION

#### French Language courses:

choice between

- French Language
- French Culture for International Students



**RENNES  
SCHOOL  
OF BUSINESS**

**UNFRAMED THINKING**





## ALUMNI

### CAREER OPPORTUNITIES

Junior Product Manager, Communications Assistant, Sales/Export Sales Representative, Webmaster, Project Manager (on & off line), Community Manager, Junior Purchaser, Supply Chain Assistant, Management Accountant Assistant, Junior Accountant...

### COMPANIES

Lactalis, Renault Trucks, Hermès, Swarovski, Grupo Exito, Givenchy, PWC, Total, Natixis, Spark, Henkel, Mediaveille...

### WORK COUNTRIES

Belgium, Canada, Colombia, Ecuador, France, Germany, Holland, Ireland, Latvia, Mexico, Saudi Arabia, Spain, South Africa, Taiwan, USA...

## ADMISSION

### REQUIREMENTS

**High School diploma or equivalent**

**English proficiency for English Track:**

- TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.0
- or Cambridge Proficiency Exam (CPE) > B2
- or Native Language: English
- or previous studies taught in English (minimum 2 years)

**French and English proficiency for French/English Track:**

- TOEFL > 50 IBT or TOEIC > 500 or IELTS > 4.5
- or native language: English
- French level B2



## STUDENT PROFILE

### AVERAGE AGE

19

48%



52%



### ACADEMIC CALENDAR

Modules: September 2023 to May 2026

32 weeks of internships throughout the 3-year programme

### TUITION FEES

€8,500/year for Classic French English track (European students)

€8,750/year for English track (European students)

€9,900/year Non-European students

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

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

