### SEMESTER 1 - FALL

Choose one single specialisation track and up to 2 additional courses from the optional subjects list

SPECIALISATION TRACKS: 1 track = 3 classes in the Fall Semester and 2 classes in the Spring Semester - IN THE SAME AREA

#### MAJOR FINANCE

1 INTERNATIONAL FINANCE
- Advanced Corporate Finance
- Quantitative Finance
- Exchange Market

2 INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL & AUDITING
- External Auditing
- Management and Cost Accounting
- Advanced Accounting and Consolidation

#### MAJOR MARKETING

3 INTERNATIONAL MARKETING
- International Consumer Behaviour
- International Marketing Management
- Marketing of Innovation

4 DIGITAL MARKETING
- Database for Direct Marketing and e-CRM
- Principles of e-commerce
- Omni-Channel Consumer Behaviour

#### MAJOR HUMAN RESOURCE MANAGEMENT

5 INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- International HRM 1 Compulsory Course
  Choose 2 modules:
  - International Talent Management
  - Stratégie Ressources Humaines
  - Project Management

5A INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- International HRM 2
- Team Development and Management

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### SEMESTER 2 - SPRING

1A INTERNATIONAL FINANCE MARKET FINANCE
- Financial Engineering and Trading
- Short-Term and Long-Term Financing

1B INTERNATIONAL FINANCE CORPORATE FINANCE
- Advanced Financial Analysis
- Private Equity and Mergers & Acquisitions

2A INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL & AUDITING
- Management Control
- International Financial Reporting

3A INTERNATIONAL MARKETING B2C
- Advanced Marketing Communication
- Customer Experience Management

3B INTERNATIONAL MARKETING B2B
- B2B Marketing
- Marketing Intelligence and Pricing Strategy

4A DIGITAL MARKETING
- Designing User Experience & Web Analytics
- Integrating Online and Offline Marketing Communications
GENERAL REQUIREMENTS
- Fully completed application form signed by the candidate and the Home University
- Official transcripts for the entire education of the student at the Home University (translated into English if the transcripts are not in English, French, German, Spanish or Italian)
- CV (in English) and statement of purpose (in English)

LANGUAGE REQUIREMENTS
Exchange students:
B2 level in English (certificate to be provided)
Double degree seeking students:
One of the following official language tests is required:
Toefl test IBT 79 / IELTS 6.5 / TOEIC 750

MAJOR INNOVATION MANAGEMENT

6 INNOVATION MANAGEMENT
- Marketing of Innovation
- Strategic Management of Innovation
- Knowledge Management

6A INNOVATION MANAGEMENT
- Financing New Venture
- Customer Experience Management

MAJOR SUPPLY CHAIN MANAGEMENT

7 INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- Introduction to the Supply Chain
- Procurement & Inventory Management
- Purchasing & Supply Chain

7A INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- Sourcing & e-Purchasing
- Purchasing Management

8 INTERNATIONAL LOGISTICS
- Introduction to the Supply Chain Management
- Procurement & Inventory Management
- Coordination in the Supply Chain Management

8A INTERNATIONAL LOGISTICS
- Global Supply Chain & International Trade
- Management of Distribution & Transportation

OPTIONAL SUBJECTS (choose 1-3 subjects)
- Corporate Social Responsibility
- International Business
- French Culture
- French Language

APPLICATION
- Fall semester/Semester 1
  September to December (including examination period)
- Spring semester/Semester 2
  January to April/May (including examination period)

ACADEMIC CALENDAR

POSTGRADUATE EXCHANGE STUDENT

Corporate Social Responsibility
Team Development & Management
Management of Change
Project Management
Next Organization
Doing Business in France
Competitive Strategy
French Culture - French Language

ADMISSION

APPLICATION DEADLINE
Fall semester: End of May
Spring semester: End of October

APPLY exchange@rennes-sb.com

A full time workload in Europe is equivalent to 30 ECTS. The maximum number of classes chosen by any student is 30 ECTS in Business Modules and Maximum 36 ECTS in total. Students may choose one specialisation track, and 1 to 3 other modules, subject to timetable constraints.