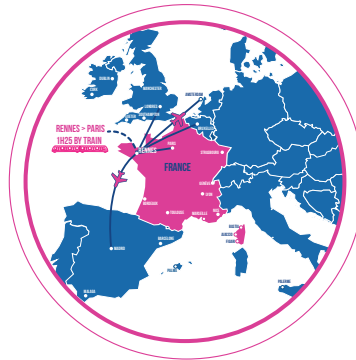




Rennes School of Business will give you the tools you'll need to succeed in a data driven business and the international experience will make you of the highest value in this global market. Meeting with students from all corners of the globe was an amazing experience, the perspective that I gained has helped me with all aspects of my life. An adventure worth taking, the school is truly international and Rennes the city an adventure in and of itself.

Shannon Brumbugh,
American alumnus



**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

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Apply: apply.rennes-sb.com

Contact: inquiries@rennes-sb.com



MSc IN DATA & BUSINESS ANALYTICS

MANAGE THE WORLD THROUGH BIG DATA

This programme equips graduates with key analytical methods and tools that will allow them to become leaders in data-driven decision making. Through its theoretical and practical courses, the Master prepares students for jobs related to data and business analytics in different areas such as supply chain management, marketing and finance.

The programme is designed to meet industry demand for graduates with managerial and analytics skills that are able to apply data science to tackle business challenges.



DR NADJIB BRAHIMI,
PROGRAMME DIRECTOR



**RENNES
SCHOOL
OF BUSINESS**
UNFRAMED THINKING



European Business Schools
Ranking 2021

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 in Finance
Ranking 2022

48



Executive MBA
Ranking 2020

49



Master in Management
Ranking 2022

88



European Business Schools
Ranking 2020

97



Executive MBA
Ranking 2019

PROGRAMME 120 ECTS

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

SEMESTER 1

COMPULSORY MODULES

- Programming for Data Analytics
- Introduction to Business Analytics
- Statistical Modeling for Business
- Data Management
- Times Series Analysis
- Optimisation and Simulation

SEMESTER 2

COMPULSORY MODULES

- Corporate Social Responsibility ("Winter session" abroad or in Rennes)
- Strategic Management

MARKETING SPECIALISATION

- Social Media Intelligence
- E-Marketing
- Customer Data Analysis
- Retail Analytics
- Marketing Research and Analysis

SUPPLY CHAIN SPECIALISATION

- Advanced analytics in logistics
- Data Driven SCM
- Advanced analytics in logistics
- Introduction to global supply chain management

FINANCE SPECIALISATION

- Financial Equity and Portfolio Management
- Financial Toolbox
- Alternative Investments
- Deep Learning and Neural Networks for Finance
- AI and FinTech

*Not included for MIM/PGE students

93%
of Rennes SB
students
are employed
6 months after
graduation

FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

German/Italian/Spanish
for French speaker

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)**

ALUMNI

CAREER OPPORTUNITIES

Business Analyst, Data Management Analyst, Business Intelligence Analyst, Data Analyst, Machine Learning Engineer, Machine Learning Expert, Market Research Analyst, Operations Research Analyst, Consultant, Data engineer, Artificial Intelligence Developer...

DURATION

15 months

STARTING DATE

September

TEACHING LANGUAGE

English

STUDENT ACADEMIC BACKGROUND

82%

58% ■ Engineer
24% ■ Business related
18% ■ Sciences

18%

