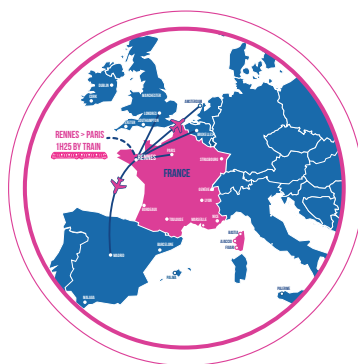




“  
 There are a lot of reasons why studying at Rennes School of Business was amazing. Classes here are practical, almost all professors provided us with real examples from their own experience and also we organised some events by ourselves. On top of all that, I now truly have friends from all over the world.  
 ”

Anna Zhukova, Russian alumna



## RANKINGS

### TOP 10 IN FRANCE



**LE PARISIEN**  
 International  
 Ranking 2022

### INTERNATIONAL RANKINGS



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



**Master in Finance**  
 Ranking 2022



**Executive MBA**  
 Ranking 2020



**Master in Management**  
 Ranking 2022



**European Business Schools**  
 Ranking 2021



**Executive MBA**  
 Ranking 2019



**RENNES SCHOOL OF BUSINESS**

**UNFRAMED THINKING**

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# 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**



European Business Schools  
 Ranking 2021

# 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

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

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...

### DURATION

15 months

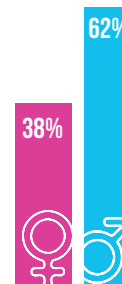
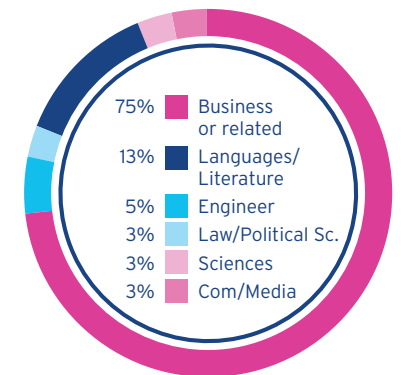
### STARTING DATE

September

### TEACHING LANGUAGE

English

## STUDENT ACADEMIC BACKGROUND



\*Not included for MIM/POE students

