

# INTERNATIONAL BACHELOR PROGRAM IN MANAGEMENT

SHAPE YOUR FUTURE **FINAL YEAR**

## DURATION

1 year (including at least one 8-week internship)

## START DATES

September

## TEACHING LANGUAGE

English



**AUDE GWENDOLINE,**  
PROGRAM DIRECTOR

This program offers an intensive year of business specialization and intercultural immersion. The specialized courses are accompanied by a broad range of general management classes relevant to all tracks. Students will develop both concrete specific knowledge of management and invaluable intercultural skills to operate in a variety of international contexts for their future careers.

The top-up degree will prepare graduates to enter the job market or will give an excellent foundation for pursuing a Master's degree in a chosen field of specialization.

## PROGRAM 64 ECTS

THESIS / LANGUAGE COURSES / INTERNSHIP

### SEMESTER 1 COMPULSORY MODULES

- International HR Management
- International Negotiation Skills
- Entrepreneurship and Innovation Management: Fundamentals

### SEMESTER 2

- Business Ethics
- Project Management
- Strategy

### SEMESTER 1 & 2 SPECIALIZATION (CHOOSE 1)

#### FINANCE & BANKING

- Financial Mathematics, Concepts of Corporate Finance, Financial Analysis, Financial Markets and Risk Management, Banking Systems and Services, Fundamentals of Auditing

#### MARKETING

- Omni Challenge Management and Distribution, Marketing Metrics (data analytics), Digital Marketing Strategy, Business to Business Marketing, Merchandising (on/off-line), Digital Marketing Communications

#### PURCHASING & SUPPLY CHAIN

- Supply Chain Management, Purchasing Management, Inventory Management & Warehousing, Production Systems, Sourcing, Transportation and Distribution



### ACADEMIC CALENDAR

Modules: September 2021 to May 2022

Bachelor Dissertation Junior Specialist:  
Until May 2022 at the latest

Internship: May to August 2022 (8 weeks)

### TUITION FEES

\$9,000/year European students

\$10,000/year Non-European students

### French Language : choose one

- French Language
- French Culture for International Students

## ADMISSION

### REQUIREMENTS

Associate Degree in Business or related areas

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

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



**RENNES  
SCHOOL  
OF BUSINESS**

**UNFRAMED THINKING**



**European Business Schools**  
Ranking 2020



# STUDY IN THE U.S. & IN FRANCE

## AND GET YOUR BACHELOR'S DEGREE IN 3 YEARS

Join our International Bachelor Program in Management to increase your chance for success:

### 2 + 1 BACHELOR'S DEGREE

2 years at your Community College

+

1 year at Rennes School of Business

=

**Bachelor's degree in Business**

- Save time and money
- Live a unique experience in an international environment valued by employers
- Continue your studies at Rennes SB and earn a Master's Degree in one additional year with an **automatic scholarship**.

**GUARANTEED  
TRANSFER  
OF CREDITS**

### AVERAGE COST OF STUDIES

	U.S. UNIVERSITIES	vs RENNES SCHOOL OF BUSINESS
TUITIONS	AVERAGE OUT-OF-STATE TUITION: \$25 000	\$10 000
LENGTH	2 YEARS OF STUDIES AFTER YOUR ASSOCIATE DEGREE	1 YEAR OF STUDIES AFTER YOUR ASSOCIATE DEGREE
TOTAL COST	\$50 000	\$10 000



### STUDY IN ENGLISH WHILE LIVING IN FRANCE

**100 %**  
in English

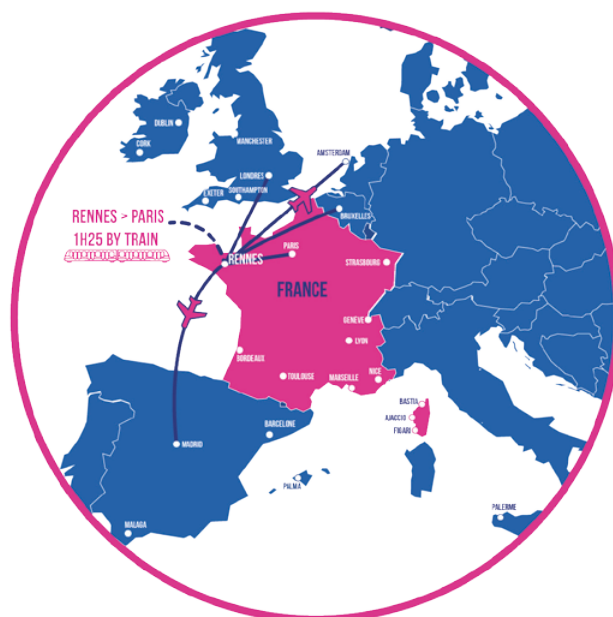
**95%**  
international  
faculty

**55%**  
international  
students

**100**  
nationalities  
on the campus

#### RENNES, AN IDEAL ENVIRONMENT

- Ranked as best French student city for its quality of life
- Close to major European cities
- Student residence on campus
- Welcome service for International students



January 2021



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Rennes School  
of Business



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