

# INTERNATIONAL PROGRAMMES



72  
PERMANENT  
FACULTY

25 NATIONALITIES  
80% INTERNATIONAL

150  
PARTNER  
UNIVERSITIES IN  
33 COUNTRIES ALL  
OVER THE WORLD

84%  
OF OUR ALUMNI  
ARE WORKING IN  
AN INTERNATIONAL  
CONTEXT

2341  
STUDENTS  
REPRESENTING  
55 COUNTRIES  
1/3 ARE INTERNATIONAL

23  
DOUBLE DEGREE  
PROGRAMMES

2  
RESEARCH  
CENTRES

## INSIDE

A global school of management	05
Business reality	07
Study in English while living in France	08
Campuses	10
Programme portfolio	12
International Master programmes	15
Master Grande Ecole Programme	28
Bachelor Programme in Management - IBPM	32
PhD Programme	34
Faculty	35
Admission Requirements	38



*"The ESC Rennes School of Business, located in the heart of Brittany with a determinedly international orientation, aims to transmit its commitment to entrepreneurship and to sustainable development to current and future business leaders.*

*Its teaching and research, firmly based on the notions of discovery, understanding, diversity and responsibility, are designed to prepare managers and entrepreneurs for globalization."*





# A global School of management

*Internationalisation and globalisation are key characteristics of today's environment.*

*The world has become a "global village" where economies are closely interrelated, political, social and cultural dimensions tightly interwoven or openly confrontational. This brings considerable opportunities but also greater complexity. One "must prepare for the future by seeing what others cannot (...and) have others follow your direction when there is no map".<sup>(1)</sup>*

Management Schools have to face these new challenges, responding to companies' needs, by educating and training students and managers to be the "Responsible Business Entrepreneurs" for tomorrow's world.

For ESC Rennes School of Business, it has led to the development of 2 main priorities:

**Internationalisation and Innovation.**

Programmes taught in English by an international full-time faculty, students coming from all over the world through exchange agreements or as non-exchange students, international research

cooperation, programme development with international partners and international faculty exchange: all of these are key features of our school of management. As a consequence, managing diversity and "Being International" are embedded in our organisational culture and are directly experienced by everyone on campus.

Building new knowledge useful to companies through research, offering high value executive programmes, developing innovative teaching approaches, giving students opportunities to get hands-on experience, using technology and multimedia resources make ESC Rennes a Business School of its own time and unique in France.

**Olivier Aptel**  
Dean  
General Director

(1) Joel Arthur Baker

# A global school of management in a global world

## A FRENCH «GRANDE ÉCOLE»

*The School holds a unique position among the 250 French Business schools in France.*

ESC Rennes School of Business is part of the “Grande Ecole” network in France. These 36 elite schools of management guarantee a highly selective national admission process and world class education. The Grandes Ecoles are ranked as top management schools and their alumni are highly valued by companies. ESC Rennes School of Business is also known as the 3rd most international school of management in France (“Challenge”, December 2009).

## A TRULY INTERNATIONAL SCHOOL

### AN INTERNATIONAL STRATEGY

ESC Rennes School of Business has developed a specific and innovative international focus. Its ambition is to educate students and managers in becoming global business leaders, on campuses in France and abroad.

### AN INTERNATIONAL FACULTY

The 72 full-time faculty members of ESC Rennes School of Business combine academic qualification and professional experience. 76% of the faculty hold a doctorate degree from prestigious universities such as Yale University, University of Melbourne or HEC Montreal. 80% of the full-time faculty are from 25 different countries. Thus, students and managers benefit from the faculty's cultural diversity and experience. The school programmes are also enriched by the experience of many adjunct professors who are industry leaders or experts from partner universities. Effective and innovative teaching methods include a problem solving approach and hands-on experience. This also encourages cross-fertilisation of ideas, international teamwork, creative and independent thinking.

## INTERNATIONAL PROGRAMMES

The School offers a wide range of programmes entirely taught in English:

- Full time programmes
- Executive Education
- Short programmes

A study abroad period at one of our partner universities is required of all students on all programmes. In return, the School welcomes international exchange or non-exchange students, from all over the world. They represent one third of the total student population and contribute to a truly cross-cultural melting pot.

## RESEARCH WORLDWIDE

ESC Rennes School of Business faculty is involved at international level in the creation and dissemination of knowledge in management. Professors work together with faculty from all over the world and participate in different colloquia. The faculty at ESC Rennes School of Business is particularly involved in 2 research centres:

- Responsible Business (sustainable development, business ethics, diversity)
- Management of Technology and Innovation (IT, biotechnology, etc).

Other research areas also include: HRM, Cross-Cultural Management, Innovation and Leadership, Marketing, Finance.

## INTERNATIONAL ACCREDITATION

ESC Rennes is accredited by the French Ministry of Higher Education and Research.

The “Master Grande Ecole Programme” is also EPAS certified by the European Foundation for Management Development (EFMD). The Master of Art in International Business (MAIB) is accredited by the British Open University. The School is eligible for EQUIS and AACSB accreditation.

## AN INTERNATIONAL NETWORK

ESC Rennes School of Business has developed relationships with universities and business schools worldwide. Today the School has more than 150 active partnership agreements with some of the world's top Business Schools. This network facilitates student and faculty exchange as well as cooperation in research.

Cooperation may take different forms:

- Exchange of students
- Double degree agreements
- Joint programmes
- Co-teaching
- Research cooperation
- Exchange of faculty

## A “GLOBAL SCHOOL”

ESC Rennes School of Business is also entering a new phase of its strategic plan as a Global School of Management with the development of campuses abroad. This involves the development of joint programmes, co-teaching and research in China, Brazil, Morocco, Russia, India and Europe.

## ACCREDITATIONS



The French Ministry of Higher Education and Research



The European Foundation for Management Development (EFMD) EPAS LABEL



The British Open University

ESC Rennes School of Business is a member of the European Foundation for Management Development (EFMD) and AACSB networks.

# Business reality

*ESC Rennes School of Business was founded by a group of CEOs through the support of the Chamber of Commerce and Industry of Rennes. Their aim was to set up an institution whose mission is to educate present and future managers to be leading international business people.*

## COMPANY RELATIONS DEPARTMENT

The Company Relations Department provides support to French and international students in getting started in their professional life as well as following up on alumni career progression. It connects students and the world of business.

Throughout the year, ESC Rennes organises on-campus events bringing together students and business stakeholders. These events include conferences and round table seminars and help students in their orientation towards particular internships/job placements. Career forums are provided in a job fair at the business school, where recruiters meet students directly, as well as arrange actual recruitment interviews.

## THE CAREERS OFFICE

The Careers Office receives approximately 3200 internship and job offers per year from companies.

## PARTNER COMPANIES

ESC Rennes School of Business has strong links with French and international companies. Most of them offer a wide range of internship programmes for ESC Rennes students. Companies are also involved in the academic content of the programmes and make contributions as guest speakers.

## A FEW OF OUR PARTNER COMPANIES

Accenture, AGF, Air France, Altran, Alcatel, Arvan, BNP Paribas, BPO, Cache-Cache, Capgemini, Castorama, Champion, Carrefour, Coca Cola, Cofiroute, Conforama, Crédit Agricole, Crédit Mutuel, Groupe Arkea, Danone, Darty, Decathlon, Dell, DHL, EDF, Fortis, France Télécom, Orange, General Electric, Groupe Giboire, Michael Page, Groupe PPR, Henkel, HSBC, IBM, KPMG, Lactalis, Groupe La Poste, Groupe Le Duff, Legrand, Legris, Lenovo, Leroy Merlin, Lidl, Manpower, Michelin, Nestlé, PBM Wolseley, Pricewaterhousecoopers, PSA, Renault, Ricoh, Groupe Roullier, Safran, SAP, SII, Société Générale, Sodexho, Sogeti, Stade Rennais, SVA, TF1, Thomson, Total, Valeo, Vivarte, Yves Rocher...

## ESC RENNES ALUMNI

Thanks to ESC Rennes ALUMNI, ESC Rennes School of Business has a strong international network of over 5.000 graduates (French and International) that is of benefit to our students daily.

For more information:  
[www.esc-rennes-alumni.com](http://www.esc-rennes-alumni.com)

# Study in English while living in France

*Combining an international education and a practical in-company experience is a strong asset in today's market place. It gives candidates a huge competitive advantage but also greatly contributes to students' personal development.*

## STUDYING ABROAD, AN INVALUABLE EXPERIENCE

Studying abroad is an invaluable experience and adds value to one's degree. Employers will look favourably on an international experience because it enhances students' skills and competences such as managing diversity, communicating in different cultural environments, developing self-awareness and self-confidence, autonomy and initiative.

Studying abroad is also an opportunity to build a new network of friends and contacts from all over the world, which is a major asset in an increasingly inter-dependent world.

### International students are welcome to ESC Rennes School of Business

- as exchange students through its International University partners or
- as non-exchange students

### They can be admitted

- on the Rennes or Rabat (Morocco) campuses or
- on joint programmes taught at Partner Universities in Brazil, China, India or Russia.

## PROGRAMMES

ESC Rennes School of Business offers a wide range of programmes entirely taught in English.

### FULL TIME PROGRAMMES

#### International Bachelor Programme in Management - IBPM 180 ECTS

A 3-year Bachelor programme which enables students to develop key managerial skills through active experiential learning.

*3 majors*

#### Master Grande Ecole Programme 120 ECTS + 180 ECTS

A highly selective and innovative Master programme. A 5-year programme (2+3) specific to the French system of Higher Education.

*10 tracks and 15 majors based on the key business functions*

#### Master of Arts in International Business - MAIB 90 ECTS

A unique master programme accredited by the British Open University.

*A wide offer of electives*

#### Masters of Science - MSc 120 ECTS

Aims at extending and deepening students' knowledge and developing their personal skills. 18 months of study including 6 months internship and graduating project.

#### • 3 specialisation Masters in:

*International Accounting  
International Finance  
International Marketing*

#### • 4 conversion Masters in:

*Global Business Management  
International Business Negotiation  
International Human Resource  
Management Sports, Leisure and Tourism  
Management*

### PhD

Our PhD Programme is run in collaboration with the British Open University. Each student has two supervisors, one internal and one external based in the UK.

### EXECUTIVE EDUCATION

#### DBA

40 months

A research-and practice-based doctorate programme.

#### Executive MBA

16 months

1 session per month

Several week-long sessions, including one session abroad.

### In-company training

## GETTING MORE "HANDS-ON" EXPERIENCE

ESC Rennes School of Business has a long tradition of establishing strong links with the business world. Multinationals and SME's and also the alumni are regularly involved in the different programmes. These links directly benefit the students in providing a unique learning approach and hands-on experience through case studies, real company projects and internships.

Managers and CEOs are also involved in events such as the weekly business conferences and the annual Recruitment Forum, organised by the career and internship office of ESC Rennes School of Business which also provides students with job offers and counselling.



## FOR NON-EXCHANGE STUDENTS

### YOU HAVE

### YOU CAN CHOOSE

Baccalaureate A1 or equivalent	→	<b>1<sup>st</sup> year IBPM</b> (International Bachelor Programme in Management) Rennes Campus (France) Rabat Campus (Morocco)		
Dip. H.E. in Management or equivalent	→	<b>3<sup>rd</sup> year IBPM</b> (International Bachelor Programme in Management) Rennes Campus (France) Rabat Campus (Morocco)	or	<b>1<sup>st</sup> year PGE</b> (Master Grande Ecole Programme) Rennes Campus (France) Rabat Campus (Morocco)
Bachelor or equivalent	→	<b>2<sup>nd</sup> year PGE</b> (Master Grande Ecole Programme) Rennes Campus (France) Rabat Campus (Morocco)	or	<b>MSc</b> (Master of Sciences) 7 programmes
Master	→	<b>PhD Programme</b>		<b>MAIB</b> (Master of Arts in International Business)
3 or more years managerial working experience	→	<b>DBA</b> (Doctorate in Business Administration) Rio (Brazil) Beijing (China) Rennes (France) Moscow (Russia)	or	<b>EMBA</b> (Executive Master of Business Administration) Rennes (France) Beijing (China)

## FOR EXCHANGE STUDENTS

### YOU ARE

### YOU CAN CHOOSE

### YOU CAN STAY

### YOU CAN EARN

Undergraduate	→	<b>3<sup>rd</sup> year IBPM</b> (International Bachelor Programme in Management)	→	1 semester or one year	→	ECTS credits or Double Degree*
Postgraduate	→	<b>3<sup>rd</sup> year PGE</b> (PGE 3) Master Grande Ecole Programme <b>MSc* &amp; MAIB*</b>	→	1 semester or one year	→	ECTS credits or Double Degree

\* Subject to conditions.

### SUMMER PROGRAMME

#### The Responsible Manager 6 ECTS

- a 2-week intensive programme
- end of June-beginning of July
- taught in English
- guest speakers and company visits

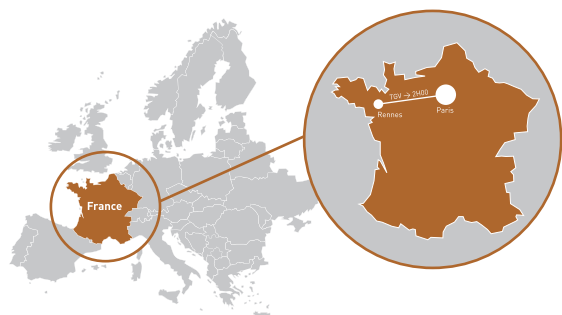
# Campuses

## RENNES, IDEAL STUDY ENVIRONMENT IN THE WESTERN PART OF FRANCE

Studying at ESC Rennes School of Business is a wonderful means to discover the richness of French life, its culture and economy.

The French economy is based on strong values: innovation and creativity, scientific and technological excellence. It is the world's 6<sup>th</sup> largest economy in terms of exports and the 3<sup>rd</sup> largest economy in the world for international investments.

ESC Rennes School of Business is located in Rennes, the capital city of Brittany, 2 hours from Paris by TGV fast train and 1 hour by plane from London. It is regarded by the national press as being one of the best places to live among France's largest cities ("L'Express", June 2010). With a population of 400 000, including 60,000 students, Rennes offers the full advantages of a large city while at the same time being convivial in size. You will benefit from a very attractive urban, sporting and cultural environment: modern sports facilities, cinemas, theatres, cultural centres, museums, libraries, restaurants and pubs.



## BRITTANY: A DYNAMIC REGION

*With a population of 3 million, Brittany has succeeded in developing a highly effective economy based on industry and the service sector. The vibrancy displayed by its 160,000 businesses has resulted in the creation of numerous centres of excellence, in fields such as the automobile, agro-food, transport, logistics, telecommunications, new technologies, tourism and services industries. The quality of life offered by its towns and cities, countryside and coastal areas, its cultural wealth and its historical heritage all play a major part in this region's growth and popularity.*



## RENNES CAMPUS, A FIRST CLASS LEARNING ENVIRONMENT

*The modern campus offers students an ideal study environment.*

*The building is open 24 hours a day, 6 days a week.*

### CAMPUS FACILITIES

Each student has Wifi internet access to the business school's intranet, the media library website and e-learning services.

The campus has:

- a multimedia resource centre,
- a language resource centre,
- a library,
- a production department with video and camera systems,
- a cyber-space,
- two sports halls & gym,
- a students' club,
- an onsite cafeteria,
- a trading room

### THE LIBRARY

Open 6 days per week:

- 18 000 recent books on management, 55 % in English,
- 200 academic periodicals and business magazines,
- the main international databases in management,
- a range of electronic journals and books in full-text format,
- a range of research publications,
- a range of company annual reports.

### INTERNATIONAL SUPPORT

- The international student office assists students and helps them find accommodation and manage administrative formalities.
- WellCome, the international student welcome team, is one of the 20 student organisations. It welcomes students to Rennes and helps them integrate into the business school and life in Rennes. Not only do they collect you from the station or airport, they also organise parties, tourist trips (Mont St. Michel, Paris, etc.) and sports events with French students and mentors.

### ESC 2R RENNES - RABAT

ESC 2R is the Business School at the International University of Rabat. This 20 hectare campus is home to several teaching and research centres. On this campus, ESC Rennes School of Business runs its Master Grande Ecole Programme and the IBPM - International Bachelor Programme in Management. These programmes are taught along exactly the same lines as those at the ESC Rennes School of Business campus in Rennes.



# Programme Portfolio

## FULL TIME PROGRAMMES

## FULL TIME PROGRAMMES

5 YEARS

### Ph.D

IN COOPERATION WITH  
THE BRITISH OPEN UNIVERSITY



### 3 YEARS

- Fields of study  
Marketing, Strategy and Management,  
Human Resources Management, Operations  
Management and Finance
- Research methods & seminars
- Specialised subject courses
- Doctoral colloquium in the UK
- Presentation of papers  
at international conferences
- Dissertation defence

3 YEARS

### GRADUATE PROGRAMME (MASTER GRANDE ECOLE PROGRAMME)



### 3 YEARS - 180 ECTS

- 15 Majors in the area of:
  - Finance & Operations
  - Marketing & Strategy
  - Management & Organisation
- 1 or 2 semesters abroad
- Double degrees with 20 partners in  
the world
- Internship and final graduating project

2 YEARS

### INTERNATIONAL BACHELOR PROGRAMME IN MANAGEMENT - IBPM

### 3 YEARS - 120 ECTS

- 3 tracks:
  - Sales & Marketing
  - Finance and Banking
  - Purchasing and Supply Chain
- 1 or 2 semesters abroad
- Experiential learning and internship  
in company alternating with study  
periods on Campus



GENERAL  
UNDERGRADUATE STUDIES  
OR BACHELOR DEGREE

HIGH SCHOOL / SECONDARY EDUCATION



## FULL TIME PROGRAMMES

## FULL TIME PROGRAMMES

## EXECUTIVE EDUCATION

### DOCTORATE IN BUSINESS ADMINISTRATION (DBA)

#### 40 MONTHS

- Seminars
- Applied Research thesis
- Part-time
- Brazil - China - Morocco - Russia\*

### INTERNATIONAL MSc

#### 18 MONTHS - 120 ECTS

##### 7 programmes in:

- Global Business Management
- International Accounting
- International Finance
- International Marketing
- International Business Negotiation
- International Human Resources
- Sports, Leisure & Tourism

A 2-week Winter session in Europe  
Internship

### MASTER OF ARTS IN INTERNATIONAL BUSINESS (MAIB)



#### 15 MONTHS - 90 ECTS

- Research oriented, accredited by the British Open University
- A wide range of electives

A 2-week Winter session in Europe

### EXECUTIVE MBA

#### INTERNATIONAL PROGRAMME


#### 16 MONTHS

- 3-day monthly sessions
- 2 week-long sessions, e-learning
- 1 week study trip
- Brazil, China, France, Morocco, Russia\*

BACHELOR DEGREE  
BUSINESS OR NON-BUSINESS

PROFESSIONAL  
EXPERIENCE

\* Future development

A middle-aged man with short brown hair and glasses, wearing a grey suit, a light blue shirt, and a dark blue patterned tie. He is sitting at a wooden desk, looking directly at the camera with a slight smile. His hands are resting on an open book on the desk. He is holding a white pen in his right hand, which is positioned over the right page of the book. The background is a blurred office setting with warm lighting.

*"At ESC Rennes School of Business, the international dimension is not just an option. It is an integral part of every programme, making the business school unique among the top French business schools. A key feature of ESC Rennes School of Business is its commitment to providing a range of specialist Masters' programmes which prepare graduates for significant and rewarding business careers. Each programme outlined in this brochure offers an opportunity to add new skills to your portfolio, update your knowledge base and advance in your chosen career. Postgraduate study at ESC Rennes School of Business opens international doors to a wealth of new possibilities. Our close partnership with the business world ensures that our programmes are practical and relevant: they meet, and exceed, the expectations of existing and future employers."*

*Philippe Rivet*

*Director for Operations  
and Programmes development*

# INTERNATIONAL MASTER PROGRAMMES

*A key feature of ESC Rennes School of Business is the wide range of specialist Masters programmes, which prepare graduates for rewarding international business careers.*

*Postgraduate teaching at ESC Rennes School of Business is focused upon extending and deepening students' knowledge and developing their personal skills. The close relationship that ESC Rennes School of Business has developed with international companies ensures that our programmes correspond to the expectations of future employers.*

*Our masters programmes, specially developed for students holding a bachelors degree, are entirely taught in English. Many of our students have a first professional experience, but this is not compulsory.*

## MASTER OF ARTS IN INTERNATIONAL BUSINESS (MAIB)

The MAIB is a generalist master programme which extends over 15 months. It is suitable for graduates who have a bachelor degree in business or management.

## MASTER OF SCIENCE (MSc) PROGRAMMES

ESC Rennes School of Business offers a portfolio of MSc programmes, all of which incorporate an internship and which have a common programme structure extending over a period of 18 months. They are of two different kinds:

### Specialisation Masters

These masters programmes are for those graduates who have a bachelors degree in business and management or a related subject area.

MSc IN INTERNATIONAL ACCOUNTING

MSc IN INTERNATIONAL FINANCE

MSc IN INTERNATIONAL MARKETING

### Conversion Masters

Conversion MScs provide master's level education in an area of management which does not assume any prior exposure to management and business education. They are suitable therefore for graduates of any discipline provided they have at least a bachelor's degree.

MSc IN GLOBAL BUSINESS MANAGEMENT

MSc IN INTERNATIONAL BUSINESS NEGOTIATION

MSc IN INTERNATIONAL HUMAN RESOURCE MANAGEMENT

MSc IN SPORTS, LEISURE AND TOURISM MANAGEMENT

## ACTIVITIES INCLUDED IN ALL MASTER PROGRAMMES

- Winter session (in another European country)
- French language classes for international students; foreign language for French students.
- Classes in the first semester, for all students, devoted to the preparation for the Graduating Project.
- Evaluation of personal skills, CV, job interviews, job application letters, etc.

## CREDITS

### • MAIB\*

SEMESTER 1 (5 modules)	ECTS 30 credits
SEMESTER 2 (5 modules) INCLUDING A WINTER SESSION ABROAD	ECTS 30 credits
GRADUATING PROJECT (5 modules)	ECTS 30 credits
<b>TOTAL</b>	<b>ECTS 90 credits</b>

### • MSc programmes\*

SEMESTER 1 (5 modules)	ECTS 30 credits
SEMESTER 2 (5 modules)	ECTS 30 credits
WINTER SESSION ABROAD (1 module)	ECTS 6 credits
FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS	ECTS 3 credits
PREPARATION FOR GRADUATING PROJECT	ECTS 6 credits
PERFORMANCE ON THE INTERNSHIP	ECTS 20 credits
GRADUATING PROJECT	ECTS 25 credits
<b>TOTAL</b>	<b>ECTS 120 credits</b>

\*These programmes are under review in 2010/2011 and there may be changes to the modules offered and the structure of the programmes.





*"It dramatically increased my employment prospects and opened the door to many more possibilities than before and at a much higher level. As a direct result of the MAIB, I gained employment with one of Canada's leading financial institutions and today, about eight years later, I am the youngest VP in Corporate Banking."*

**Martin / Canadian  
Vice-President of the Loan Product Group,  
Bank of Canada**



# M.A. in International Business

*The MA in International Business aims to provide students holding a first degree in Business Studies, or a closely-related subject, with a solid grounding in the principal elements of doing business internationally, notably the development of an international strategy within a multicultural context.*

*The programme is accredited by the Open University Validation Service (OUVS).*

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### RESEARCH PROJECT I

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL BUSINESS

Teaching hours: 30

ECTS credits: 6

### ELECTIVE MODULES (choose 3)

Teaching hours: 90

ECTS credits: 18

- Comparative International Accounting
- Management Control
- Advanced Management Accounting & Change
- Corporate Communication & Corporate Governance
- Advanced Corporate Finance
- From Start-up to Listing
- International Talent Management
- International Consumer Behaviour
- Luxury Brand Management
- Luxury Retail and e-retail
- International Marketing Communication & Advertising Strategies
- The Role of ICT in Advertising and Communication
- Corporate Public Relations in an International Context
- Purchasing
- International Sales Strategy and Management
- International Organisational Behaviour
- Service Operations Management
- Management of Logistics
- Franchising Strategy and Business Operations
- International Sourcing and Procurement for the Retail Sector

## PROGRAMME SECOND SEMESTER

### WINTER SESSION COMPULSORY MODULES

#### RESEARCH PROJECT II

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL STRATEGIC MANAGEMENT

Teaching hours: 30

ECTS credits: 6

### ELECTIVE MODULES (choose 3)

Teaching hours: 90

ECTS credits: 18

- External Auditing
- International Financial Reporting
- International Finance
- Financial Engineering and Trading
- Short-term and Long-term Financing
- Advanced Topics in Finance
- Human Resources in Services Operations
- International and EU Business Law
- Managing People for Competitive Advantage
- Management of Change
- International Marketing Management
- Marketing Intelligence and Analysis
- Design and New Products
- Customer Relations Management
- Marketing Communication
- International Selling and Sales Management
- International Negotiation
- Sales Forecasting and Business Trends
- ERP Enterprise Resource Planning
- Corporate Social Responsibility

## PROGRAMME THIRD SEMESTER

From June onwards, students work on their end-of-studies dissertation, which is based on research into an issue in International Business, defined in conjunction with their supervisor-tutor.

Dissertation: 30 ECTS credits

**TOTAL = 90 ECTS CREDITS**

# MSc in International Accounting

*The MSc in International Accounting (MSc IA) aims to educate graduate students in a fast-growing area of international business. It is a paradox that companies have universally practised some kind of financial reporting but that there has been no universal kind of that reporting. The situation is changing, however: the development of international financial reporting standards (IFRS) and the convergence of national rules to those standards have meant that the demand for graduates who have skills and competencies in those standards and in their consequences for cross-border businesses is increasing.*

## EXAMPLES OF EMPLOYMENT OPENINGS

- Financial analysis / Financial consultancy
- External and internal audit
- Financial services
- International management accounting
- International financial reporting

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### COMPARATIVE INTERNATIONAL ACCOUNTING

Teaching hours: 30  
ECTS credits: 6

#### CORPORATE COMMUNICATION AND CORPORATE GOVERNANCE

Teaching hours: 30  
ECTS credits: 6

#### ADVANCED MANAGEMENT ACCOUNTING & CHANGE

Teaching hours: 30  
ECTS credits: 6

#### INTERNATIONAL BUSINESS

Teaching hours: 30  
ECTS credits: 6

#### MANAGEMENT CONTROL

Teaching hours: 30  
ECTS credits: 6

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)  
Teaching hours: 30  
ECTS credits: 3

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30  
ECTS credits: 6

\* CORPORATE SOCIAL RESPONSABILITY

### COMPULSORY MODULES IN RENNES

#### INTERNATIONAL FINANCIAL REPORTING

Teaching hours: 30  
ECTS credits: 6

#### EXTERNAL AUDITING

Teaching hours: 30  
ECTS credits: 6

#### INTERNATIONAL TAXATION

Teaching hours: 30  
ECTS credits: 6

#### INTERNATIONAL & EU BUSINESS LAW

Teaching hours: 30  
ECTS credits: 6

#### MANAGEMENT OF CHANGE

Teaching hours: 30  
ECTS credits: 6

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30  
ECTS credits: 6

#### ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**

# MSc in International Finance\*

*The importance of cross-border financial flows and the process of globalisation have a significant influence on economic activity. The range of players is wide: commercial and investment banks, insurance companies, supra-national institutions, central banks and corporations. One must be able to distinguish between the different activities of these players and understand that international finance has become a basis for financial activities.*

## EXAMPLES OF EMPLOYMENT OPENINGS

- Derivative product specialists
- Financial analysts
- Financial consultants
- Fund managers
- Insurance brokers
- Investment bankers
- Stock exchange brokers
- Traders
- Treasurers

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### FINANCIAL ECONOMICS

Teaching hours: 30  
ECTS credits: 6

#### CORPORATE GOVERNANCE & CORPORATE COMMUNICATION

Teaching hours: 30  
ECTS credits: 6

#### FROM START-UP TO STOCK EXCHANGE LISTING

Teaching hours: 30  
ECTS credits: 6

#### QUANTITATIVE FINANCE

Teaching hours: 30  
ECTS credits: 6

#### INTERNATIONAL ORGANISATIONAL BEHAVIOUR

Teaching hours: 30  
ECTS credits: 6

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)  
Teaching hours: 30  
ECTS credits: 3

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30  
ECTS credits: 6

\* CORPORATE SOCIAL RESPONSIBILITY

### COMPULSORY MODULES IN RENNES

#### ADVANCE CORPORATE FINANCE

Teaching hours: 30  
ECTS credits: 6

#### FINANCIAL ENGINEERING & TRADING

Teaching hours: 30  
ECTS credits: 6

#### SHORT-TERM & LONG-TERM, FINANCING

Teaching hours: 30  
ECTS credits: 6

#### INTERNATIONAL & EU BUSINESS LAW

Teaching hours: 30  
ECTS credits: 6

#### ADVANCED FINANCIAL TOPICS

Teaching hours: 30  
ECTS credits: 6

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30  
ECTS credits: 6

#### ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**

# MSc in International Marketing

*The aim of the programme is to qualify candidates for leading marketing positions in international companies; thus the programme provides them with the knowledge and skills to market products and services in the global knowledge-based economy, and within specific social, political and cultural contexts. Upon graduation from the MSc in International Marketing programme (MSc IM), students will be able to: perform market assessment through quantitative marketing research methods, gather market intelligence, market identification, analysis and selection, create detailed marketing strategies and plans for specific markets, manage the launch of new products and services, set and measure objectives for each marketing element, implement and monitor the execution of marketing plans.*

## EXAMPLES OF EMPLOYMENT OPENINGS

Careers for graduates, in an internationally focused organisation, include:

- Senior marketing and sales management
- Marketing research
- Marketing consultant
- Brand and product management
- Service management
- Marketing communication

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### MARKETING RESEARCH METHODS I

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL CONSUMER BEHAVIOUR

Teaching hours: 30

ECTS credits: 6

#### B TO B MARKETING & PURCHASING FOR INSTITUTIONS & COMPANIES

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL DISTRIBUTION

Teaching hours: 30

ECTS credits: 6

#### CRISIS COMMUNICATION MANAGEMENT

Teaching hours: 30

ECTS credits: 6

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30

ECTS credits: 6

\* CORPORATE SOCIAL RESPONSIBILITY

### COMPULSORY MODULES IN RENNES

#### MARKETING RESEARCH METHODS II

Teaching hours: 30

ECTS credits: 6

#### MARKETING INTELLIGENCE & ANALYSIS

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL MARKETING MANAGEMENT

Teaching hours: 30

ECTS credits: 6

#### MARKETING COMMUNICATION

Teaching hours: 30

ECTS credits: 6

#### PRICING STRATEGY & ANALYSIS

Teaching hours: 30

ECTS credits: 6

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)

Teaching hours: 30

ECTS credits: 3

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30

ECTS credits: 6

#### ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**





*"I am currently working in Brazil in charge of market study for South America. I am helping a French company develop its business in the region by estimating the market potential, prospecting partners and giving advice on which is the best strategy to adopt. The MSc of ESC Rennes School of Business is an ideal proposal for those who are looking for an international career, since students are in touch with people from all around the world."*

**Erika, Brazilian, Market analyst, Legris SA**



# MSc in Global Business Management

*The MSc in Global Business Management is geared towards students with a bachelor level with or without professional experience in management.*

*The Master of Global Business Management offers an understanding of economic and human management in today's global and fast moving environment. The purpose of this Master is to provide a high level and innovative education to help students acquire skills and discipline for positions as entrepreneurs or corporate executives in management throughout a firm.*

*A wide spectrum of classes are taught in a multicultural setting.*

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### INTERNATIONAL MARKETING

Teaching hours: 30  
ECTS credits: 6

#### FINANCIAL TOOL BOX

Teaching hours: 30  
ECTS credits: 6

#### ECONOMICS AND INTERNATIONAL BUSINESS LAW

Teaching hours: 30  
ECTS credits: 6

#### GLOBAL HUMAN RESOURCE MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

#### GLOBAL ORGANISATIONAL BEHAVIOUR

Teaching hours: 30  
ECTS credits: 6

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)  
Teaching hours: 30  
ECTS credits: 6

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30  
ECTS credits: 6

\* CORPORATE SOCIAL RESPONSABILITY

### COMPULSORY MODULES IN RENNES

#### STATISTICS AND INFORMATION SYSTEMS

Teaching hours: 30  
ECTS credits: 6

#### GLOBAL RISK MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

#### CRISIS MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

#### GLOBAL TRADE/SUPPLY CHAIN MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

#### CORPORATE SOCIAL RESPONSIBILITY

Teaching hours: 30  
ECTS credits: 6

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30  
ECTS credits: 6

#### ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**

# MSc in International Business Negotiation

*At the end of the MSc in International Business Negotiation (MSc IBN) programme, students will be able to:*

- *negotiate successfully with both experienced and inexperienced negotiators in an international context,*
- *understand the international business environment and its influence in the process of negotiation,*
- *know how best to exploit their own personality and interpersonal skills in negotiation,*
- *develop existing skills and acquire new ones,*
- *formulate and execute a personal business plan.*

## EXAMPLES OF EMPLOYMENT OPENINGS

- Import/export manager
- Purchasing manager
- Sales manager
- Marketing manager
- Market analyst
- Supply chain manager
- Public relations

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### FINANCIAL TOOL BOX

Teaching hours: 30

ECTS credits: 6

#### INTERPERSONAL COMMUNICATION SKILLS

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL MARKETING

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL NEGOTIATION & PLANNING TECHNIQUES

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL SOURCING & PROCUREMENT

Teaching hours: 30

ECTS credits: 6

#### SIMULATIONS 1

Teaching hours: 30

#### BUSINESS ENGLISH

Teaching hours: 20

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30

ECTS credits: 6

\* CORPORATE SOCIAL RESPONSABILITY

### COMPULSORY MODULES IN RENNES

#### INTERNATIONAL BUSINESS LAW

Teaching hours: 30

ECTS credits: 6

#### CRISIS MANAGEMENT

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL NEGOTIATION & MANAGEMENT OF NEGOTIATION

Teaching hours: 30

ECTS credits: 6

#### SALES TECHNIQUES

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL MANAGEMENT & STRATEGY

Teaching hours: 30

ECTS credits: 6

#### SIMULATIONS 2

Teaching hours: 30

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)

Teaching hours: 30

ECTS credits: 3

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30

ECTS credits: 6

#### ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**



# MSc in International Human Resource Management

*At the end of the MSc International Human Resource Management (MSc IHRM) programme, students will be able to:*

- *make an immediate and effective contribution to the Human Resource function within the organisation by attracting, retaining and developing people needed for organisational success,*
- *assess how the wider business environment impacts upon the international organisation and influences change within their organisation,*
- *plan and review personal development,*
- *demonstrate competence in a wide range of generic and specific professional skills,*
- *formulate and execute a personal business plan.*

## EXAMPLES OF EMPLOYMENT OPENINGS

- HR manager
- HR compensation/benefits manager
- HR recruitment manager
- HR training & development manager
- HR consultant
- Assistant HR manager
- Employee relations consultant
- Business manager training consultant
- HR global learning and development manager
- HR staffing manager
- Global human resources manager
- Human capital consultant
- Training manager
- Leadership and organisational development specialist
- Global recruitment manager
- Global talent manager
- Leadership management development training specialist

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### FINANCIAL TOOL BOX

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL HUMAN RESOURCE MANAGEMENT I

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL & COMPARATIVE EMPLOYMENT LAW

Teaching hours: 30

ECTS credits: 6

#### INTERPERSONAL COMMUNICATION & PERSONAL COACHING

Teaching hours: 30

ECTS credits: 6

#### GLOBAL ORGANISATIONAL BEHAVIOUR

Teaching hours: 30

ECTS credits: 6

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30

ECTS credits: 6

\* CORPORATE SOCIAL RESPONSABILITY

### COMPULSORY MODULES IN RENNES

#### INTERNATIONAL HUMAN RESOURCE MANAGEMENT II

Teaching hours: 30

ECTS credits: 6

#### DEVELOPING TEAM LEADERSHIP

Teaching hours: 30

ECTS credits: 6

#### MANAGING PEOPLE FOR COMPETITIVE ADVANTAGE

Teaching hours: 30

ECTS credits: 6

#### MANAGEMENT OF CHANGE

Teaching hours: 30

ECTS credits: 6

#### INTERNATIONAL MANAGEMENT & STRATEGY

Teaching hours: 30

ECTS credits: 6

#### SIMULATIONS IHRM

Teaching hours: 30

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)

Teaching hours: 30

ECTS credits: 6

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30

ECTS credits: 6

#### ASSESSMENT OF INTERNSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**

# MSc in Sports, Leisure and Tourism Management

*The Master of Science in Sports, Leisure and Tourism Management (MSc SLT) is an international high-level specialised study programme. It provides managers, administrators or decision-makers with the tools they need to be operational in the sports, leisure and tourism areas. A sound knowledge of international business is required to deal with the globalisation of all economic sectors and the speed at which changes are occurring.*

## EXAMPLES OF EMPLOYMENT OPENINGS

- Business creation
- Events management
- Hotel facilities
- International sports organisations
- Leisure facilities
- Product manager
- Professional sports clubs
- Purchasing
- Specialised distribution
- Sports entertainment companies
- Sports equipment manufacturers
- Sports facility management
- Sports sponsorship
- Sports marketing consulting
- Tourist offices

## PROGRAMME FIRST SEMESTER

### COMPULSORY MODULES

#### CREATION OF WEBSITE & DATABASE MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

#### APPLICATION PROJECT 1 & 2

Teaching hours: 30  
ECTS credits: 6

#### LEISURE & TOURISM MARKETING & MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

#### SPORTS LEISURE & TOURISM ENVIRONMENT

Teaching hours: 30

### ELECTIVE MODULES (choose 2)

Teaching hours: 60  
ECTS credits: 12

#### FINANCIAL TOOL BOX

#### GLOBAL HUMAN RESOURCE MANAGEMENT

#### DEVELOPING TEAM LEADERSHIP

#### GLOBAL ORGANISATIONAL BEHAVIOUR

#### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

(FOREIGN LANGUAGE FOR FRENCH STUDENTS)  
Teaching hours: 30  
ECTS credits: 3

## PROGRAMME SECOND SEMESTER

### WINTER SESSION ABROAD

#### INTERNATIONAL STRATEGIC MANAGEMENT OR CSR\*

Teaching hours: 30  
ECTS credits: 6

\* CORPORATE SOCIAL RESPONSIBILITY

### COMPULSORY MODULES IN RENNES

#### LEGAL ENVIRONMENT OF SPORTS, LEISURE & TOURISM

Teaching hours: 30  
ECTS credits: 6

#### SPORTS MARKETING AND SPORTS CLUB MANAGEMENT

Teaching hours: 30  
ECTS credits: 6

### ELECTIVE MODULES (choose 2)

Teaching hours: 90  
ECTS credits: 18

#### MERCHANDISING IN SPORTS, LEISURE & TOURISM SECTORS

#### CRM IN SPORTS, LEISURE & TOURISM SECTOR

#### EVENTS MANAGEMENT IN SPORTS, LEISURE & TOURISM

#### SELLING & PURCHASING IN SPORTS & TOURISM INDUSTRY

#### MEDIA STUDIES FOR SPORTS & LEISURE INDUSTRY

#### PREPARATION FOR GRADUATING PROJECT

Teaching hours: 30  
ECTS credits: 6

#### ASSESSMENT OF INTERSHIP PERFORMANCE

ECTS credits: 20

#### GRADUATING PROJECT

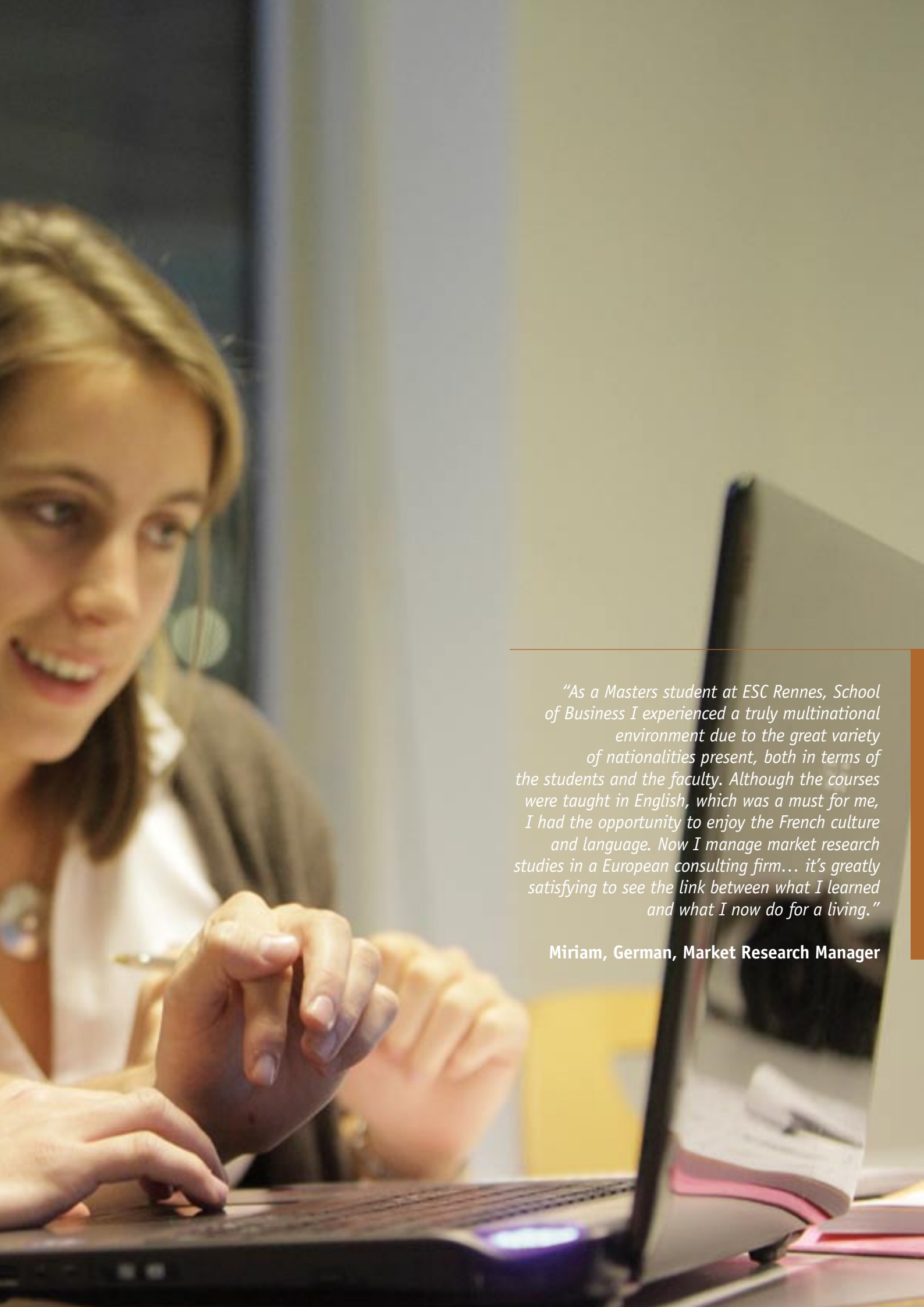
ECTS credits: 25

**TOTAL = 120 ECTS CREDITS**









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*"As a Masters student at ESC Rennes, School of Business I experienced a truly multinational environment due to the great variety of nationalities present, both in terms of the students and the faculty. Although the courses were taught in English, which was a must for me, I had the opportunity to enjoy the French culture and language. Now I manage market research studies in a European consulting firm... it's greatly satisfying to see the link between what I learned and what I now do for a living."*

**Miriam, German, Market Research Manager**

# MASTER GRANDE ECOLE PROGRAMME

*The Master Grande Ecole Programme prepares students for international management positions by providing them with the necessary skills in core subjects such as finance, accounting, human resources and marketing. This 3-year master programme in business management conveys the school's vision of how management studies should be structured.*

*Studying on our international campus, you will gradually play a key role in managing your own learning, honing its relevance in terms of your own personal development objectives. You will improve your theoretical knowledge within our 20 students micro-enterprises and our partner businesses and you will gain multicultural experiences by studying in our partner universities present throughout all five continents whilst guided and supported by our international faculty.*

## EDUCATIONAL APPROACH

Courses are based on an educational concept inspired by observations and analyses of best practices in the teaching of advanced level management studies. It focuses on four different learning themes that complement each other and interact in order to build up learning synergies, helping you to develop your career plans.

- **Understanding of business management concepts, methods and tools:** the area of general study lays the groundwork for professional aspirations,
- **Learning about cultural diversity:** you will be studying in a multi-cultural environment and will benefit from at least one educational period spent abroad, designed to broaden your understanding of different management practices,
- **Applying your knowledge:** This is your opportunity to road-test your knowledge and ambitions within the school's micro-enterprises and on business work placements, some of which will be spent abroad,
- **Developing personal potential:** Through lectures and workshops on inter-personal relationship management, you will develop your personal potential as well as your group leadership ability in order to manage and lead teams towards innovation and entrepreneurship.

## STRUCTURE OF COURSES

- **The 1<sup>st</sup> year**, equivalent to the last year of a Bachelor degree, is mainly taught in French (at least 30% of the courses are taught in English) and will give you all the key management concepts in the business field.
- **The 2<sup>nd</sup> year**, equivalent to the 1st year of a Master degree, will give you the opportunity to choose some subsidiary options either in France or abroad in one of our partner universities. Depending on your electives, at least 70% of the courses will be taught in English.

- **For the 3<sup>rd</sup> year**, equivalent to the last year of a Master degree, you will have to choose between 16 specialisation tracks, all taught in English, on our campus in Rennes or abroad according to your career plan.

## WORK PLACEMENT

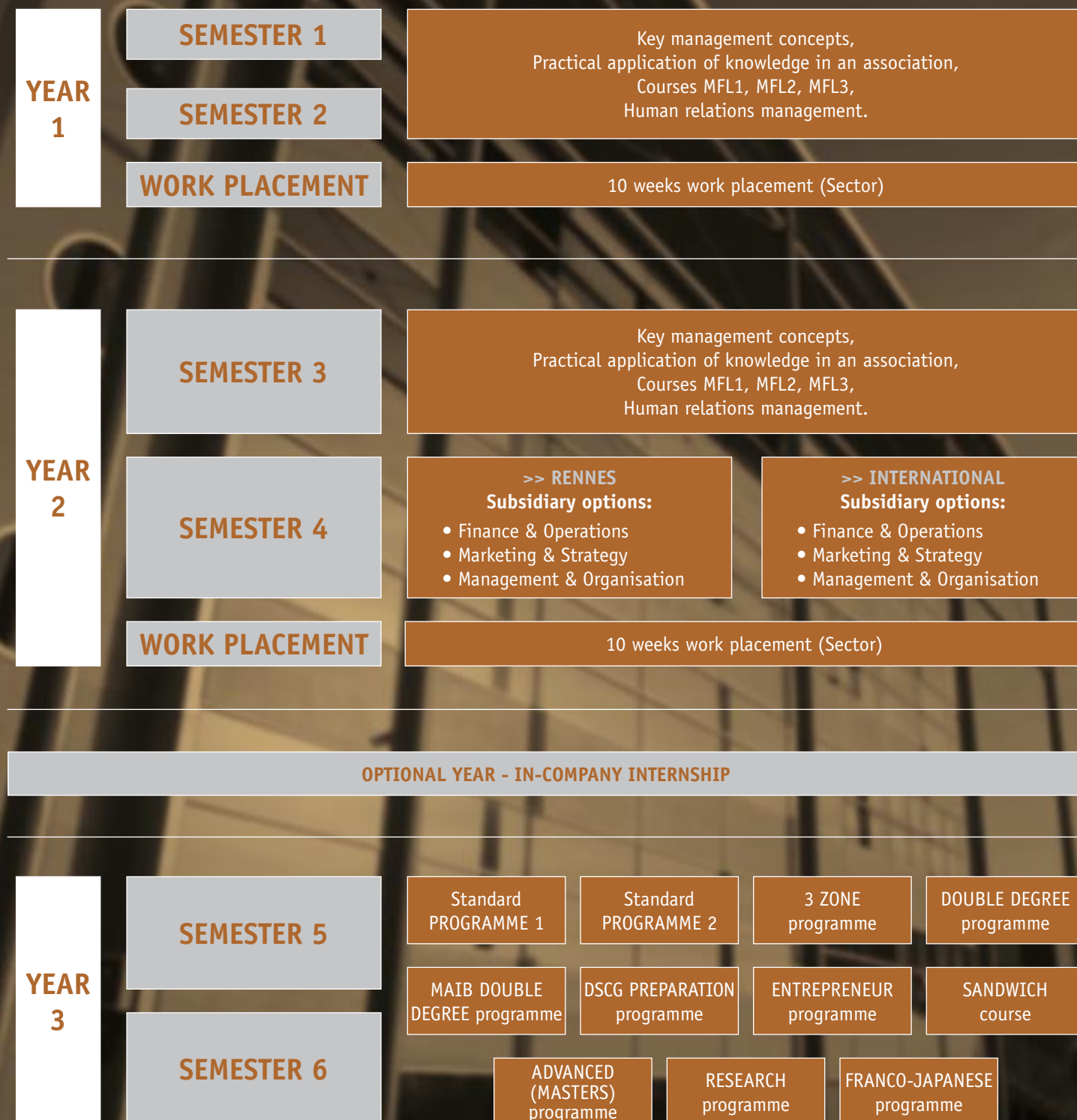
We also place great emphasis on professional experience, to make sure that our students obtain the necessary skills and knowledge to make a successful start to their careers. The Master Grande Ecole Programme includes up to 18 months of internship experience for each student throughout the programme.

- **Placement at the end of the 1<sup>st</sup> year (10 weeks):** experience of a primarily commercial, operational mission in a particular activity sector
- **Placement at the end of the 2<sup>nd</sup> year (10 weeks):** choice of a key management function in a company
- **In-company training:** This optional gap year is an opportunity to confirm or change your choice of majors.
- **Placement at the end of studies "Global Assessment project GAP" (16 weeks):** Advanced management placement used as the basis for your research dissertation related to your career aims.

## CAREERS GUIDANCE

Step by step, we will help you to build your career plan, to enable you to gain increasing control over your options. By the end of your studies, you will be able to defend your dissertation in terms of its relevance and realism, in front of CEOs and managers.

# Programme







#### JOIN US

- Fairs:  
France and international

- Social networks:

**facebook.**

[www.facebook.com/escrennes](http://www.facebook.com/escrennes)

**twitter**

[www.twitter.com/escrennes](http://www.twitter.com/escrennes)

- Website:

[www.esc-rennes.fr](http://www.esc-rennes.fr)





# INTERNATIONAL BACHELOR PROGRAMME IN MANAGEMENT (IBPM)

*The IBPM educational method is based on the concept of enaction, a cognitive approach that encourages “learning by doing”; in other words, learning from your experiences.*

## LEARNING THROUGH DISCOVERY AND ACTION IN A CHANGING WORLD

IBPM starts by teaching students to adopt an “enactive” stance, which is then formalised into learning loops. Each loop begins with the introduction of a new context (a business, the international environment, etc.), followed by theory-based contributions and discussions with lecturers to consolidate and appraise students’ observations. It is in moving from one loop to the next that students learn to learn. They learn how to become enactive. This progressive vision underpinning the IBPM approach is fully consistent with a business and management study programme designed for future graduates. In this ever-changing, globalised world, the importance of lifelong learning across all situations cannot be overestimated. The enaction education method is designed to give students a head start in rising to this challenge.

## TRAINING FIELD MANAGER

Field Managers have a solid grasp of operational management tools and the necessary managerial capabilities that can be applied at ground level to create effective and efficient sustainable value for the company within the context of a globalised and turbulent economy. A general study course, IBPM prepares students for all areas of business, with final year options to specialise in Finance, Marketing or Logistics. As an IBPM student with 17 months’ hands-on business experience, you’ll be in a position to:

- **build your managerial skill set** in line with your career plan. Being in close contact with economic players teaches you to react quickly, precisely and appropriately to situations that are often unforeseen, always urgent and generally complex.
- **become an accomplished communicator and negotiator.** You are the business’ intermediary at ground level, and will need to learn to communicate and negotiate effectively and autonomously. You must be able to manage human and cultural diversity in order to safeguard the local presence of your business in years to come.
- **understand the managerial challenges associated with responsible and sustainable development.** It is the operational manager’s responsibility to act in an ethical and responsible manner in order to create longstanding value for every one of the team’s stakeholders.

## 2 TEACHING DEPARTMENTS

### PERSONAL AND PROFESSIONAL DEVELOPMENT

The Centre for Personal and Professional Development is your constant companion during your studies, guiding you throughout your time as a student. It will help you to define your professional objectives and to choose courses consistent with your career plan. This training is consolidated by specific courses, group and individual training sessions and workshops.

### TRAINING FOR A GLOBAL WORLD

The Centre for Globality Training teaches students to manage multinational teams across several geographical zones, by developing their understanding of themselves and of other cultures:

- Knowing and understanding yourself better means understanding others better, and improving your interpersonal skills and therefore your group leadership ability.
- Knowledge of at least two, if not three, foreign languages is vital for those operating in today’s international business environment. These skills are acquired through intensive language courses, total immersion in a foreign country and a 3rd year of studies taught entirely in English. As well as the most common languages (English, Spanish and German), IBPM also gives students the opportunity to learn other languages studied as a 2<sup>nd</sup> language at secondary level: Italian, Russian or Chinese.
- An understanding of the intercultural environment and geopolitics completes the studies on cultural diversity, with a series of specialist courses.



# IBPM, instruction

	SEMESTER 1	SEMESTER 2	SEMESTER 3
YEAR 1	INTRODUCTORY COURSE	BUSINESS PLACEMENT + E-LEARNING PLACEMENT 1 (MIN. 8 WKS)	CONSOLIDATION COURSE
YEAR 2	ADVANCED COURSE SANDWICH PLACEMENT 2 (MIN. 18 WKS)	ADVANCED COURSE SANDWICH PLACEMENT 2 (MIN. 18 WKS)	ADVANCED COURSE SANDWICH PLACEMENT 2 (MIN. 18 WKS)
YEAR 3	ACADEMIC EXCHANGE SPECIALISATION COURSE IN RENNES ACADEMIC EXCHANGE DOUBLE DEGREE	ACADEMIC EXCHANGE SPECIALISATION COURSE IN RENNES ACADEMIC EXCHANGE DOUBLE DEGREE	SPECIALIST JUNIOR PLACEMENT SPECIALIST PLACEMENT 3 MIN. 8 WKS

## YEAR 1 : AN INITIAL BUSINESS PLACEMENT

60 ECTS credits

### Courses and workshops for the core curriculum

- Introduction to the business and its environment (F)
- Principles of marketing (F/E)
- Principles of management and accounting (F/E)
- Quantitative techniques of management (F)
- Information and communication technologies (office automation and NTIC) (F)
- English and 2nd foreign language
- Human relations management (F)
- Sales and negotiation techniques (F)
- Written and verbal communication (F)
- Personal development and career plan

F = courses in French, E = courses in English

## YEAR 2 : CONSOLIDATING AND DEVELOPING YOUR KNOWLEDGE

58 ECTS credits

### Courses and workshops for the core curriculum

- IS and Field Operations Management (E)
- Operations Management (E)
- Applied Economics (F)
- Sustainable Development (F)
- Organisational Behaviour (E)
- Business Law (F)
- International Business (F)
- Financial Operations (F)
- Geopolitics (F)
- Cultural Diversity (E)
- MFL1 (TOEIC/TOEFL)
- MFL2 (DCL Level 3)
- Career Plan
- Methodology for placement dissertation
- Placement supervision

F = courses in French, E = courses in English

## YEAR 3 : DEVELOPING AN INTERNATIONAL OUTLOOK AND FINALISING YOU CAREER PLAN

62 ECTS credits

### Compulsory courses

- International Human Resources (E)
- Project Management (E)
- Entrepreneurship & Small Business Management (E)
- Strategic Human Resources Management (E)
- Business Ethics (E)
- Foundations of Competitive Strategy (E)

### Specialisation courses

- 5 Finance track specialisations (E)
- 5 Sales and marketing development track specialisations (E)
- 5 Logistics specialisations (E) (in conjunction with ESLI - industrial logistics school)
- Final dissertation (E)



## 3<sup>RD</sup> YEAR BUSINESS SPECIALISATIONS

### • Sales & marketing development track

Prepares students for roles such as business advisors, account managers, market research coordinators, communication coordinators, sales managers, area managers, merchandising managers, commercial assistants, export area managers and e-commerce project managers, etc.

### • Finance Track

Prepares students for roles such as deputy managers, management controllers, insurance and banking representatives (private account managers, assistant asset management advisors, etc.).

### • Logistic & Supply Chain Management

Prepares students for roles such as sales, purchasing and supplies administration managers, back office operations managers, etc.

# PHD PROGRAMME

*Research degrees are most appropriate for people planning a career in academia, research or consultancy. The research culture at ESC Rennes School of Business provides a structured, supportive and friendly environment which allows you to complete your thesis within three years.*

We take some time and care in selection to ensure a synergy between your research goals and the resources available within the school. Once selected however, you can be assured that achieving your research goals will become our priority. The flexible delivery mode which includes structured in-class and online courses, combined with research seminars allows you to join the programme at any time.

## FIELDS OF STUDY:

Although we have candidates studying topics from the main themes within business management such as Marketing, Strategy and Management, Human Resources Management, Operations Management and Finance, the school focuses research activities within two centres – Technology and Innovation Management and Responsible Business. Priority selection is given to students wishing to study in these areas.

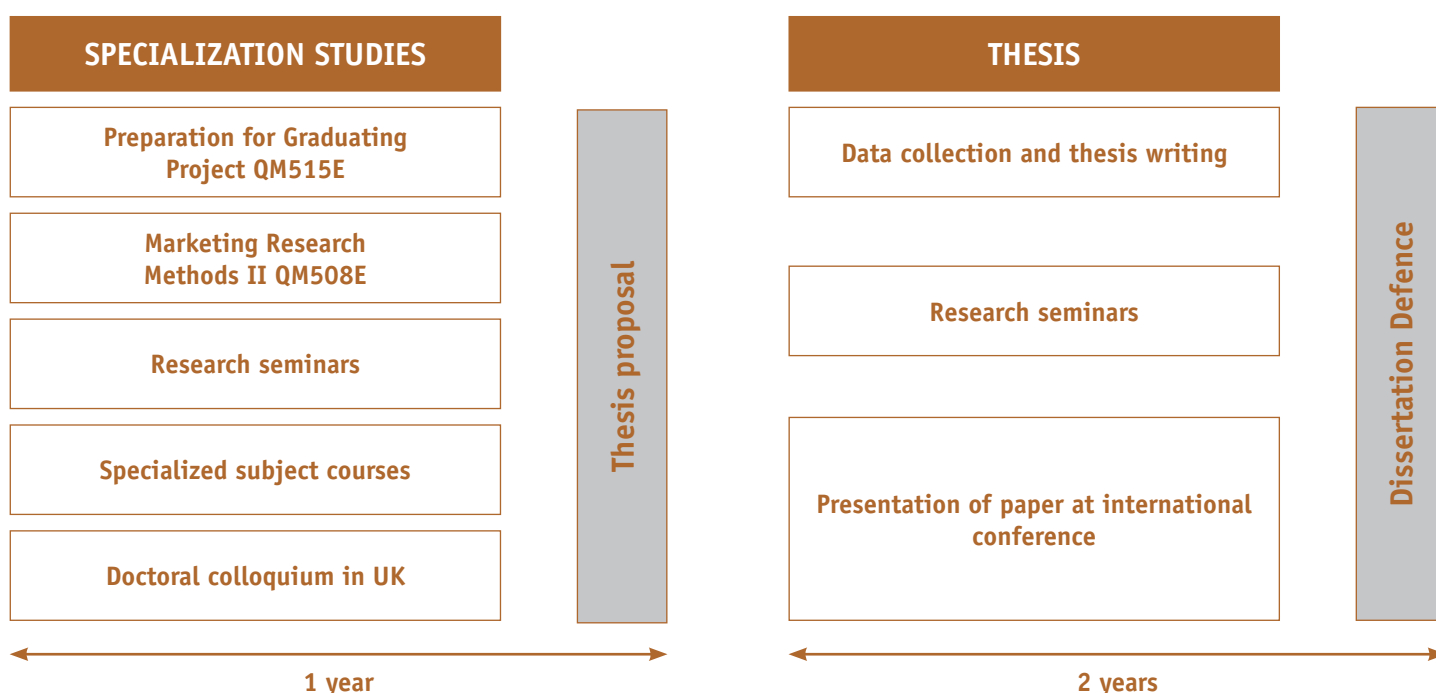
ESC Rennes offers the research degree of doctor of Philosophy (PhD) as an Affiliated Research Centre of the Open University Research School. The Open University is accredited by EQUIS and AACSB.



Degree accredited by the Open University (UK)

## PROGRAMME OVERVIEW

We expect students to complete their PhD in three years



# Faculty

## STRATEGY AND MARKETING

CAROLE A.D. BONANNI



ITALIAN  
Doctorat  
Paris XIII,  
France

FRANÇOIS LÉPINEUX



FRENCH  
Doctorat (PhD),  
Conservatoire National  
des Arts & Métiers,  
Paris, France

ADRIAN PALMER



BRITISH  
Doctorat (PhD),  
De Montfort University,  
USA

FRANÇOISE SIMON



AMERICAN & FRENCH  
Doctorat (PhD),  
Yale University,  
USA

GLYN ATWAL



BRITISH  
Doctorat,  
Hamburg University,  
Germany

IRENA DESCUBES



CZECH  
MBA  
Open University, UK  
Doctorat (in progress)

FRANÇOIS ECOTO



FRENCH  
3 Doctorats  
Lyon 2 et 3, France

JULIET ARMAND



ENGLISH  
Master, Cranfield School  
of Management, UK  
Doctorat (in progress)

LAURENCE FORT-RIOCHE



FRENCH  
Doctorat (PhD),  
Open University,  
UK

PETER HULTEN



SWEDISH  
Doctorat (PhD),  
Umea University,  
Sweden

PHILIP J. KITCHEN



BRITISH  
Doctorat (PhD),  
Keel University,  
UK

PHILIPPE RIVET



FRENCH  
Doctorate in Business  
Administration,  
GEM Grenoble, France

ROD MC COLL



AUSTRALIAN  
D.Phil  
RMIT University  
Melbourne, Australia

ROZENN PERRIGOT



FRENCH  
Doctorat,  
University Rennes 1,  
France

SERGE OREAL



FRENCH  
Doctorat (PhD),  
North-western  
University, USA

INA FREEMAN



CANADIAN  
PhD  
Birmingham University,  
UK

JEAN-MICHEL VIOLA



CANADIAN & FRENCH  
Doctorat (PhD),  
HEC Montréal,  
Canada

SHEILA MATSON



IRISH  
MBA  
Open University, UK  
Doctorat (in progress)

PETYA PUNCHEVA



BULGARIAN  
Doctorat  
Griffith Business School,  
Brisbane, Australia

ELEN RIOT



FRENCH  
Doctorat  
HEC Paris,  
France

YANN TRUONG



FRANCO & HONG KONG  
Doctorat (PhD)  
Open University, UK

ALEX HAINAUT



FRENCH  
MBA  
Open University, UK  
Doctorat (in progress)

CLAIRE GAUZENTE



FRENCH  
Doctorat  
Univeristy Poitiers,  
France

THIERRY VERSTRAETE



FRANCO & BELGIAN  
Doctorat Curapp -  
Sciences Politiques  
University Amiens,  
France

DIRK SCHNECKENBERG



GERMAN  
Doctorat (PhD),  
University of Duisburg-  
Essen, Germany

JAN MATTSON



DANISH  
Doctorate in Business  
Administration  
University of  
Gothenburg, Sweden

PAN YU



CHINESE  
Doctorate in Business  
Administration  
University of Jiao Tong,  
Shanghai

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Industrielles (HEI)  
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Sheffield,  
UK

BIRGIT LÜTZENBERGER



GERMAN  
Licence, Du Maine  
University,  
France

## FINANCE AND OPERATIONS

## MANAGEMENT AND ORGANISATION

## CENTRE FOR PERSONAL AND PROFESSIONAL DEVELOPMENT

## CENTRE FOR GLOBALITY TRAINING



# Noaman

Pakistani

**MSc in International Finance**

*What makes ESC Rennes School of Business special? Is it its faculty, teaching method and ambiance? Is it its professional teachers with enriched real world exposure? Is it their customized focus and attention to the students? It makes them more than just teachers: they are actually mentors who guide and support students to achieve their career goals. In addition to that, my ultimate aim is to do a PhD in Finance and I believe that MSc in International Finance (MSc IF) will enable me to acquire specialised and focused knowledge with professional acumen to achieve these objectives.*

# Marcos

Brazilian

**MSc in International Human Resources Management**

*I chose the MSc IHRM because you study peoples' behaviour, leadership, motivation, managing conflicts and diversities, managing changes. ESC Rennes' professors are able to open your eyes to a new perception of the world. Moreover, we can feel the French education system in our daily lives at the ESC Rennes School of Business, in which the teacher pushes the students to achieve a high level in education and performance.*

# Miriam

Chinese

**Master Grande Ecole Programme**

*Nowadays students are given more and more chances to go abroad for exchange; it's a real opportunity for our future job. During this year abroad I have enlarged my vision of culture, study research and study methods.*

## Viatcheslav

Russia

PhD

*ESC Rennes has a very advantageous location, at the very heart of what is known as ICT Silicon Valley of France. The school's business connections make it possible to relate a PhD research to real business problems. I find the ESC Rennes School of Business a great place to start an academic or consultancy career, especially in the area of IT and telecommunications.*

## Raja

Indian

MSc in Global Business Management

*As a Master student at ESC Rennes School of Business, I experienced a truly multinational environment due to the great variety of nationalities present, both in terms of the students and the faculty. Although the courses were taught in English, which was a must for me, I had the opportunity to enjoy the French culture and language. Now I manage market research studies in a European consulting firm...*

*it's greatly satisfying to see the link between MSc IF what I learned and what I now do for a living.*

## Flore

French

MSc in Sports, Leisure and Tourism Management

*I negotiate the contracts of the artists, I also look for sponsors and organise fund raising. I am in daily contact with our audience often composed of VIPs in Washington. My job requires diplomatic skills that I have improved at ESC Rennes School of Business by working with people from different cultures. The MSc gave me all the tools that I need for my job.*

# General Information - Admission Requirements

## REGISTRATION

Fill in the application form - either available by email [internationaladmissions@esc-rennes.fr](mailto:internationaladmissions@esc-rennes.fr) or on the website [www.esc-rennes.fr](http://www.esc-rennes.fr) - and submit the application before the deadline to the admissions office.

## INTERVIEW

Eligible candidates will be contacted for a face to face interview. International candidates may have a telephone interview.

## ADMISSIONS

Candidates will be informed of the admissions committee's decision within 2 weeks of their interview.

## SCHOLARSHIPS

ESC Rennes School of Business offers scholarships depending on the academic performance.

## VISA FOR NON-EUROPEAN STUDENTS

Please contact your local French Embassy or Campus France in your country to obtain a visa application to arrange your stay in France as soon as you are admitted.

## ACCOMMODATION

The international student office of the school provides students with a database of accommodation offers and help them find a suitable accommodation in or near to Rennes.

## RESIDENT PERMIT

The international office of ESC Rennes School of Business help students obtain a resident permit.

## CONTACT

*For more detailed information about applications, enrolment procedures, accommodation, scholarships and admissions:*

Tel.: + 33 (0)2 99 54 48 40

email: [internationaladmissions@esc-rennes.fr](mailto:internationaladmissions@esc-rennes.fr)

	PhD	MASTER OF SCIENCE	MASTER OF ARTS
ADMISSION REQUIREMENTS	<ul style="list-style-type: none"> <li>• Master degree or equivalent in Business studies or related topics</li> <li>• English proficiency TOEFL &gt; Paper-Based: 650 or TOEIC &gt; 850 or IELTS &gt; 7.0</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor or equivalent</li> <li>• English proficiency: TOEFL &gt; Paper-based: 550 or Computer-based: 213 or Internet-based: 80 or TOEIC &gt; 750 or IELTS &gt; 6,5 or native language: English</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor or equivalent</li> <li>• English proficiency: TOEFL &gt; Paper-based: 550 or Computer-based: 213 or Internet-based: 80 or TOEIC &gt; 750 or IELTS &gt; 6,5 or native language: English</li> </ul>
ACADEMIC CALENDAR	<ul style="list-style-type: none"> <li>• Specialization studies: September 2011 to August 2012</li> <li>• Thesis: September 2012 to August 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Modules: September 2011 to May 2012</li> <li>• Internship: June 2012 to November 2012</li> <li>• Graduating project: up to December 2012</li> <li>• Oral defence: up to February 2013</li> </ul>	<ul style="list-style-type: none"> <li>• Modules: September 2011 to May 2012</li> <li>• Research Dissertation: up to November 2012</li> </ul>
LANGUAGE OF INSTRUCTION	English	English	English
TUITION FEES	3000 € /year	11900 € /18 months	11900 € /15 months



MASTER GRANDE ECOLE PROGRAMME		IBPM	
1 <sup>st</sup> year	2 <sup>nd</sup> year	1 <sup>st</sup> year	3 <sup>rd</sup> year
<ul style="list-style-type: none"> <li>• <b>Dip. H.E. or equivalent</b></li> <li>• <b>English proficiency:</b> TOEFL &gt; 75 IBT or TOEIC &gt; 700 or IELTS &gt; 6,0 or native language: English</li> <li>• <b>French proficiency:</b> DELF &gt; B2 or DALF &gt; C1 or TCF TEF or native language: French</li> <li>• GMAT &gt; 450 or TAGE/MAGE &gt; 250</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Bachelor or equivalent</b></li> <li>• <b>English proficiency:</b> TOEFL &gt; 80 IBT or TOEIC &gt; 750 or IELTS &gt; 6,5 or native language: English</li> <li>• <b>French proficiency:</b> DELF &gt; B1 or TCF TEF or native language: French</li> <li>• GMAT &gt; 550 or TAGE/MAGE &gt; 300</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Baccalaureate, A1 orequivalent</b></li> <li>• <b>English proficiency:</b> TOEFL &gt; 49/50 IBT or TOEIC &gt; 405 or IELTS &gt; 3,5 or native language: English</li> <li>• <b>French proficiency:</b> DELF &gt; B2 or DALF &gt; C1 or TCF TEF or native language: French</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Dip. H.E. in Management or equivalent</b> (120 ECTS credits)</li> <li>• <b>English proficiency:</b> TOEFL &gt; 80 IBT or TOEIC &gt; 750 or IELTS &gt; 6,5 or native language: English</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Modules:</b> September 2011 to May 2014</li> <li>• <b>Internship:</b> 2 10 week periods in 2012 and 2013</li> <li>• <b>Global Assessment Project:</b> Up to December 2014</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Modules:</b> September 2011 to May 2013</li> <li>• <b>Internship:</b> 10 week period in 2012</li> <li>• <b>Global Assessment Project:</b> Up to December 2013</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Modules:</b> September 2011 to May 2014</li> <li>• <b>Internship:</b> 10 months of internship during the 3 year programme</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Modules:</b> September 2011 to May 2012</li> <li>• <b>Internship:</b> 8 weeks from June 2012 to August 2012</li> </ul>
French and English (1 <sup>st</sup> and 2 <sup>nd</sup> year), English (3 <sup>rd</sup> year)		French and English (1 <sup>st</sup> and 2 <sup>nd</sup> year), English (3 <sup>rd</sup> year)	
8100 € / year		5850 € / year	

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ACCREDITED BY:



MEMBER OF:



Chambre de Commerce et d'Industrie de Rennes

