



MASTERS IN MANAGEMENT



ESC RENNES SCHOOL OF BUSINESS





Foreword



Internationalisation and globalisation are key characteristics of today's environment. The world has become a "global village" where economies are closely interrelated and political, social and cultural dimensions tightly interwoven or openly confrontational.

In its capacity as a global management school and to meet the needs of companies, the ESC Rennes School of Business must face these new challenges by educating students and managers to become "Global Responsible Pioneers" for tomorrow's world.

A programme portfolio taught in English by an international full-time faculty, students coming to study from all across the world, international research collaboration, programme development with international partners, and international faculty exchange are just five examples of the many features that make the ESC Rennes a truly global school of management.

Dr Olivier Aptel
Dean



- Among the **top 10** Business Schools **in France**
- **23rd** among the top 70 Masters in Management programmes **in the world** (Financial Times 2014)
- **85% international full-time faculty members**
- **40% international students**
- All **classes** taught in **English**



Master in Management Programmes

JANUARY INTAKE

The ESC Rennes School of Business offers three Master programmes starting in January of each year:

- MSc in International Management
- MSc in Global Business Management
- MSc in International Luxury and Brand Management

The 15-month programmes include a compulsory internship of 4 months.

WINTER SESSION

Every masters student has the opportunity to follow a 2-week winter session in one of the following European partner universities:

University of Hull | UK - HEC-Liège | Belgium - Hochschule Bochum | Bochum | Germany - University of Economics and Business | Athens | Greece - Dublin Institute of Technology | Dublin | Ireland - University of Florence | Florence | Italy - Vytautas Magnus University | Kaunas | Lithuania - Kozminski University | Warsaw | Poland - University of Economics | Bratislava | Slovakia - Universidad de Almeria | Almeria | Spain.

Courses are taught by a professor from the ESC Rennes School of Business and a professor from the host institution. The sessions include cultural activities and company visits.



MSc in International Management

This MSc in International Management programme aims to provide students with fundamentals in business and management (Marketing, Finance, Organisational Behaviour, Information Technology, Strategy) in order to enable them to access an advanced level of learning experiences in specialized fields: Marketing, Digital Marketing, Finance, Human Resources, Innovation Management or Supply Chain. The programme provides a firm foundation of critical thinking and strategic vision at a global level, developing your talent to achieve lasting success over a lifelong career in a rapidly changing international business environment.

PROGRAMME

COMPULSORY MODULES

Information Technology Management

Teaching hours: 27 | ECTS: 6

Financial Tool Box

Teaching hours: 27 | ECTS: 6

International Marketing

Teaching hours: 27 | ECTS: 6

Global Organisational Behaviour

Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project

Teaching hours: 27 | ECTS: 6

Introduction to Supply Chain Management

Teaching hours: 27 | ECST: 6

International Management & Strategy

Teaching hours: 27 | ECTS: 6

Corporate Social Responsibility

Teaching hours: 27 | ECTS: 6

Project Management

Teaching hours: 27 | ECTS: 6

International Business

Teaching hours: 27 | ECTS: 6

SPECIALISATIONS (CHOOSE 1)

Teaching hours: 81 | ECTS: 18

Marketing: International Consumer Behaviour | Brand Management | Marketing of New Products

Digital marketing: Principles of e-Commerce | Database for Direct Marketing and e-CRM | Online Consumer Behaviour

Finance: Advanced Corporate Finance | From Start up to Listing | Exchange Markets

Human Resource: International Human Resource Mgt 1 | International & Comparative Employment Law | Interpersonal Communication & Personal Coaching

Innovation management: Marketing of Innovation | Strategic Management of Innovation | Knowledge Management

Supply chain: Quality Management | Procurement & Inventory Mgt | Coordination in the Supply Chain Management

Language courses

French for international students and Foreign language for French students

Teaching hours: 30 | ECTS: 2

Assessment of internship performance

ECTS: 10

Graduating project

ECTS: 30

TOTAL = 120 ECTS

MSc in International Luxury and Brand Management

The programme has been designed to prepare students for effective luxury and brand management by providing a thorough understanding of the international luxury market and its current and future trends. Students will be able to develop and implement effective strategies, introduce innovative products and services in different luxury segments and efficiently achieve their business objectives in a responsible way and in a global environment.

PROGRAMME

COMPULSORY MODULES

International Consumer Behaviour

Teaching hours: 27 | ECTS: 6

Luxury Retail and E-commerce

Teaching hours: 27 | ECTS: 6

Brand Management

Teaching hours: 27 | ECTS: 6

Advanced Brand Management

Teaching hours: 27 | ECTS: 6

Corporate Design in the Luxury Industry

Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project

Teaching hours: 27 | ECTS: 6

Career Coaching

Teaching hours: 6

Corporate Social Responsibility

Teaching hours: 27 | ECTS: 6

Marketing of New Products

Teaching hours: 27 | ECTS: 6

Luxury Marketing Strategy

Teaching hours: 27 | ECTS: 6

Marketing Research

Teaching hours: 27 | ECTS: 6

Dynamics of Luxury Industry & Business Models

Teaching hours: 27 | ECTS: 6

International Business

Teaching hours: 27 | ECTS: 6

International Strategic Management «Winter session» abroad

Teaching hours: 27

Language courses

French for international students and Foreign language for French students

Teaching hours: 30 | ECTS: 2

Assessment of internship performance

ECTS: 10

Graduating project

ECTS: 30

TOTAL = 120 ECTS

MSc in Global Business Management

This programme aims to provide a top-level, innovative education designed to help students acquire the skills and discipline required by entrepreneurs or corporate executives in management in all areas of the firm through a wide spectrum of classes in a multicultural setting.

PROGRAMME

COMPULSORY MODULES

Information Technology Management

Teaching hours: 27 | ECTS: 6

Financial Tool Box

Teaching hours: 27 | ECTS: 6

Global Risk Management

Teaching hours: 27 | ECTS: 6

Decision Tools Management

Teaching hours: 27 | ECTS: 6

Global Trade/Supply Chain Management

Teaching hours: 27 | ECTS: 6

Preparation for Graduating Project

Teaching hours: 27 | ECTS: 6

Career coaching

Teaching hours: 6

Global Human Resource Management

Teaching hours: 27 | ECTS: 6

Economics and International Business Law

Teaching hours: 27 | ECTS: 6

International Marketing

Teaching hours: 27 | ECTS: 6

Global Organisational Behaviour

Teaching hours: 27 | ECTS: 6

Project Management

Teaching hours: 27 | ECTS: 6

Strategic Management Fundamentals

Teaching hours: 27 | ECTS: 6

International Business

Teaching hours: 27 | ECTS: 6

International Strategic Management “Winter Session” abroad

Teaching hours: 27

Language courses

French for international students and Foreign language for French students

Teaching hours: 30 | ECTS: 2

Assessment of internship performance

ECTS: 10

Graduating project

ECTS: 30

TOTAL = 120 ECTS

Admission Procedure

CALENDAR

January to April: *Spring semester (courses and exams)*

May to August: *Internship period**

September to December: *Fall semester (courses and exams)*

January to March-year 2: *Winter session abroad (in Europe) and Graduating Project*

ACCOMMODATION & WELCOME OFFICE

The ESC Rennes School of Business helps international students to find a suitable accommodation and to integrate into the business school and life in Rennes.

SCHOLARSHIPS

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

<http://www.esc-rennes.fr/index.php/fr/programmes/financement>

CONTACT

internationaladmissions@esc-rennes.fr

ADMISSION PROCEDURE

1. Application form (download on the website or contact the admissions' department)
2. Phone or skype face-to-face interview
3. Admission's committee

ADMISSION REQUIREMENTS

INTERNATIONAL MASTER PROGRAMMES :

Bachelor's degree or equivalent; good knowledge of English: TOEFL (80 IBT / 210 CBT / 550 PBT), a TOEIC (750) or an IELTS (6.5)



ESC Rennes also offers French language courses :

- 2 hours per week of compulsory French Language courses (free) for all master students at ESC Rennes,
- Further option (subjected to charges) evening French classes: September to April at CIREFE (State University in Rennes).

* *INTERNSHIP PERIOD AS AN INTEGRAL PART OF OUR PROGRAMMES: The ESC Rennes School of Business hosts a "Corporate Relations Department", which assists students in finding an internship in France or abroad.*

ESC Rennes School of Business

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