

POSTGRADUATE EXCHANGE STUDENT



C PROGRAMME EACH MODULE: 27 TEACHING HOURS / 6 ECTS

SEMESTER 1 - FALL

SEMESTER 2 - SPRING

Choose one single specialisation track and up to 2 additional courses from the optional subjects list

SPECIALISATION TRACKS: 1 track = 3 classes in the Fall Semester and 2 classes in the Spring Semester - IN THE SAME AREA

MAJOR FINANCE

1 INTERNATIONAL FINANCE

- Advanced Corporate Finance
- Quantitative Finance
- Exchange Market

1A INTERNATIONAL FINANCE MARKET FINANCE

- Financial Engineering and Trading
- Short-Term and Long-Term Financing

1B INTERNATIONAL FINANCE MARKET FINANCE

- Advanced Financial Analysis
- Private Equity and Mergers & Acquisitions

2 INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL & AUDITING

- External Auditing
- Management and Cost Accounting
- Advanced Accounting and Consolidation

2A INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL & AUDITING

- Management Control
- International Financial Reporting

MAJOR MARKETING

3 INTERNATIONAL MARKETING

- International Consumer Behaviour
- International Marketing Management
- Marketing of Innovation

3A INTERNATIONAL MARKETING B2C

- Advanced Marketing Communication
- Customer Experience Management

3B INTERNATIONAL MARKETING B2B

- B2B Marketing
- Marketing Intelligence and Pricing Strategy

4 DIGITAL MARKETING

- Database for Direct Marketing and e-CRM
- Principles of e-commerce
- Omni-Channel Consumer Behaviour

4A DIGITAL MARKETING

- Designing User Experience & Web Analytics
- Integrating Online and Offline Marketing Communications

MAJOR HUMAN RESOURCE MANAGEMENT

5 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

- International HRM 1 Compulsory Course

Choose 2 modules:

- International Talent Management
- Stratégie Ressources Humaines
- Project Management

5A INTERNATIONAL HUMAN RESOURCE MANAGEMENT

- International HRM 2
- Team Development and Management

POSTGRADUATE EXCHANGE STUDENT



MAJOR INNOVATION MANAGEMENT

6 INNOVATION MANAGEMENT

- Marketing of Innovation
- Strategic Management of Innovation
- Knowledge Management

6A INNOVATION MANAGEMENT

- Financing New Venture
- Customer Experience Management

MAJOR SUPPLY CHAIN MANAGEMENT

7 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

- Introduction to the Supply Chain
- Procurement & Inventory Management
- Purchasing & Supply Chain

7A INTERNATIONAL HUMAN RESOURCE MANAGEMENT

- Sourcing & e-Purchasing
- Purchasing Management

8 INTERNATIONAL LOGISTICS

- Introduction to the Supply Chain Management
- Procurement & Inventory Management
- Coordination in the Supply Chain Management

8A INTERNATIONAL LOGISTICS

- Global Supply Chain & International Trade
- Management of Distribution & Transportation

OPTIONAL SUBJECTS (choose 1-3 subjects)

Corporate Social Responsibility
International Business
French Culture
French Language

Corporate Social Responsibility
Team Development & Management
Management of Change
Project Management
Next Organization
Doing Business in France
Competitive Strategy
French Culture - French Language

ADMISSION

GENERAL REQUIREMENTS

- Fully completed **application form** signed by the candidate and the Home University
- **Official transcripts** for the entire education of the student at the Home University (translated into English if the transcripts are not in English, French, German, Spanish or Italian)
- **CV** (in English) and **statement of purpose** (in English)

LANGUAGE REQUIREMENTS

Exchange students:

B2 level in English (certificate to be provided)

Double degree seeking students:

One of the following official language tests is required:

Toefl test IBT 79 / IELTS 6.5 / TOEIC 750

ACADEMIC CALENDAR

- **Fall semester/Semester 1**
September to December
(including examination period)
- **Spring semester/Semester 2**
January to April/May
(including examination period)

APPLICATION

NOMINATION DEADLINE

Fall semester: Mid May

Spring semester: Mid October

APPLICATION DEADLINE

Fall semester: End of May

Spring semester: End of October

APPLY exchange@rennes-sb.com