

Bachelor in Management Year 3 - 3.3 Direct Entry 3rd Year - International Students and DD Exchange Students with Internship and BD at Rennes SB - 2023/2024

Programme Director : DESPREZ Noémie

MAJ 27/06/2023

Programme Mission: Acquire all assets and tools to commit oneself into practical managerial actions and create a positive impact on the economy, human beings and our planet

Fall Semester - August 2023 to December 2023							
Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
Core modules							
HR301E_B	International HR Management	24				24	4
NG302E_B	International Negotiation Skills	24				24	4
ST302E_B	Strategy	24				24	4
ST307E_B	International Business Environment	24				24	4
Specialization tracks (choose 1 specialization)							
Finance Specialization							
FI300E_B	Financial Mathematics	24				24	4
FI301E_B	Concepts of Corporate Finance	24				24	4
FI303E_B	Financial Analysis	24				24	4
Marketing Specialization							
MK303E_B	Omni Channel Management & Distribution	24				24	4
MK306E_B	Digital Marketing Strategy	24				24	4
MK313E_B	Consumer Behaviour	24				24	4
Supply Chain Specialization							
SC301E_B	Supply Chain Management	24				24	4
SC302E_B	Purchasing Management	24				24	4
SC303E_B	Inventory Management & Warehousing	24				24	4
Research							
RM302E_B	Research Methods for Bachelor Dissertation	12				12	2
Languages (choose 1 option for the year)							
0LV2F1	French	30				30	2
FG001E	French Culture	30				30	2
Compulsory Events							
EV300N_B	Induction Seminar	6				6	-
EV002N	International Fair	6				6	-
Career development (Programme Requirement)							
TC310E1_B	Career Passport						(P/F)
CS301E1_B	Professional Development	6				6	-
PN301E1_B	Professional Network	4.5				4.5	-
EV004N1	Corporate Days	6				6	-
TOTAL PERIOD		238.5	0.0	0.0	0.0	238.5	32

Spring Semester - January 2024 to July 2024							
Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
Core modules							
CR302E_B	Mindful Decision-Making			24		24	4
PM301E_B	Project Management			24		24	4
ST308E_B	Entrepreneurial Thinking and Innovation			24		24	4
Specialization tracks (same as Fall Semester)							
Finance Specialization							
FI302E_B	Financial Markets and Risk Management			24		24	4
FI304E_B	Banking Systems and Services			24		24	4
FI305E_B	Fundamentals of Auditing			24		24	4
Marketing Specialization							
MK307E_B	Business to Business Marketing			24		24	4
MK309E_B	Digital Marketing Communications			24		24	4
MK314E_B	Brand Management and Sustainability			24		24	4
Supply Chain Specialization							
QM311E_B	Operations & Production Management			24		24	4
SC305E_B	Transportation and Distribution Management			24		24	4

SC306E_B	Introduction to Supply Chain Analytics			24		24	4	
Languages (chosen in Fall semester)								
OLV2F2	French			30		30	2	
FG002E	French Culture			30		30	2	
Research								
BD301N_B	Bachelor Dissertation						6	
Career development (Programme Requirement)								
TC310E2_B	Career Passport						(P/F)	
CS301E2_B	Professional Development				3.0	3	-	
PN301E2_B	Professional Network			3		3	-	
EV004N2	Corporate Days			12		12	-	
Professional Experience (Programme Requirement)								
EP301N_B	Final Internship Junior Specialist : minimum 8 weeks						(P/F)	
Programme Requirements								
TILV1_B	LV1 - Official Test						(P/F)	
		TOTAL PERIOD	0.0	0.0	189.0	3.0	192.0	32
		TOTAL YEAR	238.5	0.0	189.0	3.0	430.5	64