

MASTER IN

INNOVATIVE PROJECT MANAGEMENT*



Format: Apprenticeship

Teaching language: French

Intake: September

Campus: Rennes

Duration: 1 year

Degree awarded: Master in Management

RNCP Title No. 41234

MASTER YEAR 2 (M2)

Courses subject to change

SPECIALISATION

- Advanced Corporate Finance
- Digital Tools for Sales Management, Forecasting and Prospection
- Managing Risks and International Business Law
- Omni-Channel Distribution & Retail Management
- Start Up Project Management
- Global Supply Chain & International Trade
- Agentic AI Bootcamp
- Learning Expedition
- Research Methods in Management
- Digital Marketing and Branding
- Simulation in International Negotiation and Business Development
- International Sourcing and Procurement
- Competitive Strategy
- Business Plan

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Career Passport : expert
- Apprenticeship Follow-Up



The aim of this programme is to enable students to develop the skills needed to identify and implement 'product', 'service' and/or 'organisational' innovations on behalf of companies. It trains 'Business Developers' to support companies/organisations in their development and improve their performance in France and abroad.



CAREER OPPORTUNITIES

- Events Project Manager
- Innovation Marketing Manager
- International Development Manager
- Export Manager
- R&D/Sustainable Development Researcher
- Innovation Project Manager
- HR Manager
- Management Controller...

***ONLY FOR PGE STUDENTS**



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