

INTAKE

#2024



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

PROGRAMME UPDATE MEETING#1

M2 APPRENTICESHIP PROGRAMMES – RENNES CAMPUS

PUM#1 THURSDAY 14TH NOVEMBER 2024



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Director of Master
Programmes



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Coordinator



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Education Officer



Valérie Unvois-Serrand
Learner Success
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PUNMA



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING

Chapter 1

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Your programme &
course list

Master In Digital Marketing Management (Master DMM) - Master 2 DMK - Work-Study - Rennes - 2024/2025

MAJ 24/04/2024

Semester 8 - September 2024 to February 2025								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization modules								
OB519E_ALT	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4	POSTG_CG2_LO1
CR515E_ALT	Corporate Social Responsibility in Marketing	24				24	4	POSTG_CG3_LO1
IS515E_ALT	CRM Systems with AI Integration	24				24	4	POSTG_CG3_LO2
MK531E_ALT	AI & Marketing	24				24	4	POSTG_CG1_LO1
MK538E_ALT	Marketing of Innovation	24				24	4	POSTG_CG2_LO2
MK542E_ALT	Contemporary Brand Management	24				24	4	POSTG_CG1_LO3
MK552E_ALT	Digital Advertising and Communication	24				24	4	POSTG_CG1_LO1
RM512E_ALT	Applied Marketing Research (linked to the Graduating Project)	15				15	2	POSTG_CG1_LO2
TS504N_DMK_ALT	Learning Expedition	18				18	-	POSTG_CG1_LO3
Career development								
CP501E_ALT	Career Passport	10.5				10.5	-	POSTG_CG3_LO3
SALTECOLE	Work Study Follow-Up - School Periods	4				4	-	POSTG_CG3_LO3
SALTENTR	Work Study Follow-Up - Company Periods	3				3	-	POSTG_CG3_LO3
TOTAL PERIOD		212.5		0.0	0.0	212.5	30	
Semester 10 - March 2025 to September 2025								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization modules								
IS513E_ALT	Database for Direct Marketing and E-CRM			24		24	4	POSTG_CG3_LO2
MK514E_ALT	Omni-Channel Distribution and Retail Management			24		24	4	POSTG_CG3_LO1
MK551E_ALT	Social Media Advertising			15		15	2	POSTG_CG1_LO1
MK554E_ALT	Advanced Digital PR & Corporate Communications			15		15	2	POSTG_CG1_LO3
TS504N_DMK_ALT	Learning Expedition			32		32	2	POSTG_CG1_LO3
Research								
GP5_ALT	Graduating Project			18		18	12	
Career development								
CP501E_ALT	Career Passport			24		24	4	POSTG_CG3_LO3
EP501N_ALT	Professional Experience						(PF)	POSTG_CG3_LO3
SALTECOLE	Work Study Follow-Up - School Periods			4		4	-	POSTG_CG3_LO3
SALTENTR	Work Study Follow-Up - Company Periods			3		3	-	POSTG_CG3_LO3
TOTAL PERIOD		0	0.0	159.0		159.0	30	
TOTAL YEAR		212.5	0.0	159.0	0.0	371.5	60	

Chapter 2

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Your Student Handbook
(Your guide to success 😊)

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MASTER 2 APPRENTICESHIP PROGRAMMES RENNES & PARIS CAMPUS 2024-2025

STUDENT HANDBOOK



Chapter 3

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Learning Expedition

[LEX]



WHAT IS THE OBJECTIVE OF THE LEX?

An independent student project

A real or industry challenge/case

To develop your curiosity

To learn by doing

To reinforce teamwork

To develop critical and analytical skills

To have fun!

M2 2024 CURRICULUM

2 SEMESTERS
50H / 2 ECTS

Master in International Finance (Master IF) - Master 2 IFIN - Full Time Rennes - 2024/2025

MAJ 12/09/2024

Semester 9 - September 2024 to December 2024								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization								
OB519E	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4	POSTG_CG1_LO3
FI502E	Advanced Corporate Finance	24				24	4	POSTG_CG2_LO1 POSTG_CG2_LO2
FI505E	Coding and Data science for Finance	24				24	4	POSTG_CG1_LO1
FI506E	Quantitative Finance	24				24	4	POSTG_CG3_LO2
FI519E	Mergers and Acquisitions: an International Perspective	24				24	4	POSTG_CG1_LO2
FI525E	Exchange Markets	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
TS504N_IFIN	Learning Expedition	18				18	-	POSTG_CG2_LO2
RM510E	Applied Research in Finance (Linked to the Graduating Project)	15				15	2	POSTG_CG2_LO1
Elective modules (choose 1 module)								
FI513E	Islamic Finance	24				24	4	POSTG_CG3_LO1
FI515E	Sustainable Finance	24				24	4	POSTG_CG3_LO1
Career development								
CP501E	Career Passport	21				21	-	POSTG_CG2_LO3
TOTAL PERIOD		216	0.0	0.0	0.0	216.0	30	



Semester 10 - January 2025 to July 2025								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization								
FI507E	Financial Engineering and Commodity Trading			24		24	4	POSTG_CG2_LO2
FI526E	Empirical Methods in Finance			24		24	4	POSTG_CG2_LO1
FI531E_2	AI and Fin Tech			24		24	4	POSTG_CG1_LO1
TS504N_IFIN	Learning Expedition			32		32	2	POSTG_CG2_LO2
Research								
GP5	Graduating Project			18		18	12	
Career development								
CP501E	Career Passport			24		24	4	POSTG_CG2_LO3
EP502N	End of Studies Internship						(P/F)	POSTG_CG2_LO3
TOTAL PERIOD		0	0.0	146.0		146.0	30	
TOTAL YEAR		216.0	0.0	146.0	0.0	362	60	





**2023-2024
The LEX
experience!**

MENTORING DELIVERABLES



GROUP: Semester 9 [5%]

Milestone 1: Project structure, allocation of roles & responsibilities, project plan & timeline



INDIVIDUAL: Semester 10 [60%]

Milestone 2: LEX Project submission

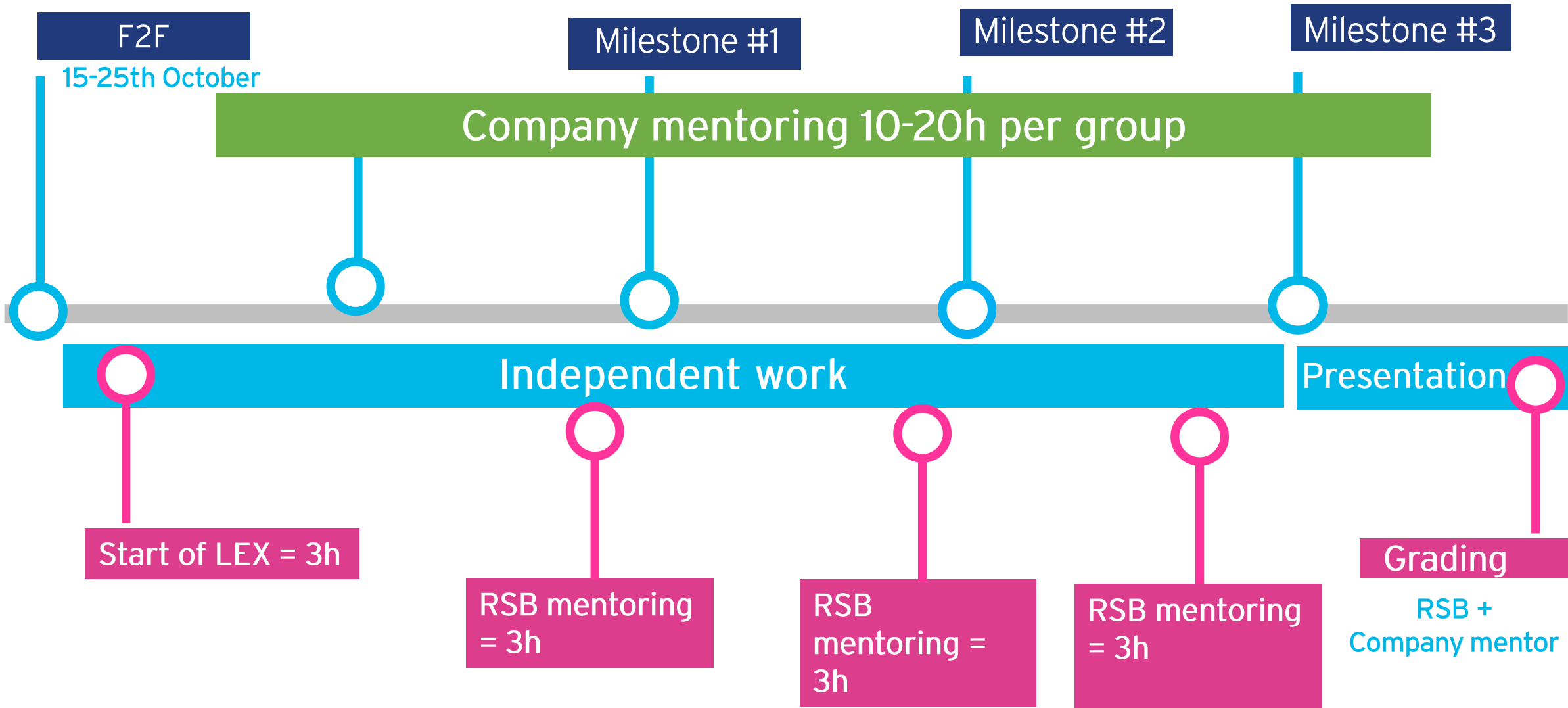


GROUP: Semester 10 [35%]

Milestone 3: LEX team public presentation & feedback

LEX TIMELINE

2024-25



Chapter 4

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Graduating Project

GRADUATING PROJECT – 12 ECTS

Supervisor choice

RISE

10th – 24th October 2025

GP Proposal & Action Plan

MOODLE

30th January 2025

Final submission

MOODLE

19th June 2025

Master in International Finance (Master IF) - Master 2 IFIN - Work Study Paris - 2024/2025

MAJ 24/04/2024

Semester 9 - September 2024 to February 2025								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization								
OB519E_ALT_PAR	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4	POSTG_CG1_LO2 POSTG_CG2_LO1
FI502E_ALT_PAR	Advanced Corporate Finance	24				24	4	POSTG_CG1_LO3
FI505E_ALT_PAR	Coding and Data science for Finance	24				24	4	POSTG_CG1_LO1
FI506E_ALT_PAR	Quantitative Finance	24				24	4	POSTG_CG3_LO2
FI510E_ALT_PAR	Mergers and Acquisitions: an International Perspective	24				24	4	POSTG_CG2_LO2
FI525E_ALT_PAR	Exchange Markets	24				24	4	POSTG_CG2_LO2
TS504N_IFIN_ALT_PAR	Learning Expedition	18				18	-	POSTG_CG1_LO3
RM510E_ALT_PAR	Applied Research in Finance (Linked to the Graduating Project)	15				15	2	POSTG_CG1_LO2
Elective modules (choose 1 module)								
FI513E_ALT_PAR	Islamic Finance	24				24	4	POSTG_CG3_LO1
FI515E_ALT_PAR	Sustainable Finance	24				24	4	POSTG_CG3_LO1
Career development								
CP501E_ALT_PAR	Career Passport	6				6	-	POSTG_CG3_LO2
5ALTECOLE_PAR	Work Study Follow-Up - School Periods	4				4	-	POSTG_CG3_LO3
5ALTENTR	Work Study Follow-Up - Company Periods	3				3	-	POSTG_CG3_LO3
TOTAL PERIOD		208	0.0	0.0	0.0	208.0	30	



RM510E_ALT_PAR
[Applied Research in Finance]

Semester 10 - March 2025 to September 2025								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization								
FI507E_ALT_PAR	Financial Engineering and Commodity Trading			24		24	4	POSTG_CG1_LO3
FI528E_ALT_PAR	Empirical Methods in Finance			24		24	4	POSTG_CG1_LO2
FI531E_2_ALT_PAR	AI and Fin Tech			24		24	4	POSTG_CG1_LO1
TS504N_IFIN_ALT_PAR	Learning Expedition			32		32	2	POSTG_CG1_LO3
Research								
GP5_ALT_PAR	Graduating Project			18		18	12	
Career development								
CP501E_ALT_PAR	Career Passport			28.5		28.5	4	POSTG_CG3_LO2
EP501N_ALT_PAR	Professional Experience						(P/F)	POSTG_CG3_LO3
5ALTECOLE_PAR	Work Study Follow-Up - School Periods			4		4	-	POSTG_CG3_LO3
5ALTENTR	Work Study Follow-Up - Company Periods			3		3	-	POSTG_CG3_LO3
TOTAL PERIOD		0	0.0	157.5		157.5	30	
TOTAL YEAR		208.0	0.0	157.5	0.0	365.5	60	



[Master 2 Full-time] Important: AI Certification Requirement for Your Master Programme

Who?

All Rennes SB students

What?

"Career Essentials with IA"

How long?

5 hours

When?

In your own time – up to 23rd December

Our Dean, Dr Adilson Bourges, has launched a school-wide initiative for Rennes SB students to make the most of this exclusive option to gain the ***Career Essentials with AI*** certification, **accredited by Microsoft and LinkedIn Learning.**

This certification will equip you with concrete, industry-relevant AI skills that are highly valued by recruiters.

Chapter 5

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Alumni Community

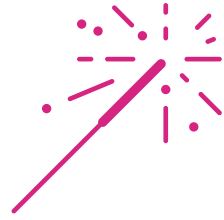
www.rennes-sb.com

Student login



DATA

- Online directory
- Statistics & reports



EXPERIENCES

- +150 events
- +17,000 social community
- +300 volunteers
- Portraits & souvenirs

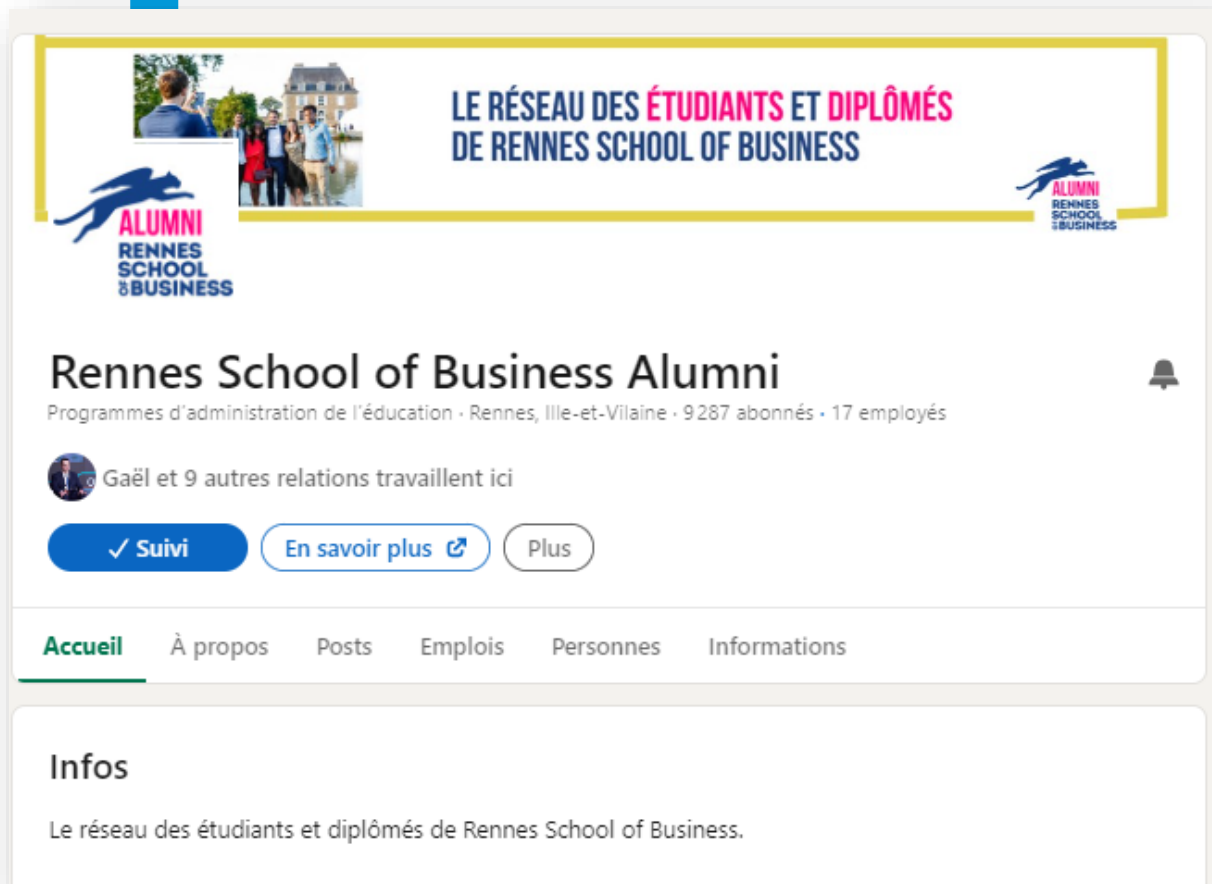
MISSIONS & SERVICES



CAREER

- Maximise your employability
- Career Starter / Booster

IN PRACTICE: STEP 1



> JOIN OUR LINKEDIN PAGE



Stay up to date with our latest news

#BienPlusQu1Reseau

IN PRACTICE: STEP 2

READ OUR MINI-COURSE ON MAKING THE MOST OF YOUR ALUMNI NETWORK



Discover the secrets of networking to launch your career

Networking is one of the most powerful tools you can use to build and develop your career. It's not just about meeting people, it's about building lasting professional relationships that can open doors at key points in your career.

💡 Why is it important? A good network gives you access to hidden opportunities, valuable referrals and advice from experienced professionals.

❓ How do you network well?

- **Be authentic:** The strongest professional relationships are those based on authenticity. Don't try to impress, but really connect with people.
- **Be active:** Take part in the events, conferences and forums organised by the Rennes School of Business Alumni Network. These are ideal opportunities to meet influential people and expand your network.

Check your Rennes SB mailbox, discover our advice and make the most of the network

IN PRACTICE: STEP 3

PARTICIPATE IN ALUMNI EVENTS

Access the online calendar of events on our website.

The screenshot shows a web interface for an agenda. At the top, it says 'AGENDA' and 'NOVEMBER 2024'. There is a calendar grid on the left with dates 1-30. The main area lists events with details like date, time, location, and a 'LEARN MORE' button. The events listed are: Friday 15 November at 19:30 (China Social Club - Dinner in Shanghai), Monday 18 November at 19:00 (Exit negotiation), Friday 22 November at 20:00 (Club Rugby - Autumn Nations Series), and Thursday 28 November at 19:00 (RSB for Change - Biodiversity Fresco). There are filters for 'SHANGHAI', 'Other Clubs', 'SAINT-DENIS', and 'Paris'.

EVENTS IN PARIS November 2024

TUESDAY 05TH NOVEMBER
6.30PM - 8.30PM : THE ART OF RESILIENCE WITH MARIA GARRIDO



In Paris, meet **Maria Garrido, Marketing Director at Deezer**. During this event co-organised by our Women & International Clubs, she will share her personal and professional experiences and the resilience tools she has developed throughout her career.

In English - Off campus

REGISTER HERE



MONDAY 18TH NOVEMBER
7PM - 8.30PM : EXIT NEGOTIATION



In this webinar, you will learn how to optimise your exit terms while preserving your professional relationships, so that you can regain control of your career with peace of mind.

In French - Online



FRIDAY 22ND NOVEMBER
8PM - 11PM : AUTUMN NATIONS SERIES



The French rugby team is back on home soil with a series of three friendlies. Club Rugby invites you to attend one of these exceptional matches at the Stade de France as part of the Autumn Nations Series, against Argentina.

Off campus



THURSDAY 28TH NOVEMBER
7PM - 9PM : BIODIVERSITY FRESKO



Join **Olivia Gubault (P15)** and **Ludovic Alvarez, CEO of Machin Bidule**, for this RSB for Change event. Learn how to communicate CSR initiatives clearly, avoid greenwashing and create motivating and engaging messages.

In French - On campus



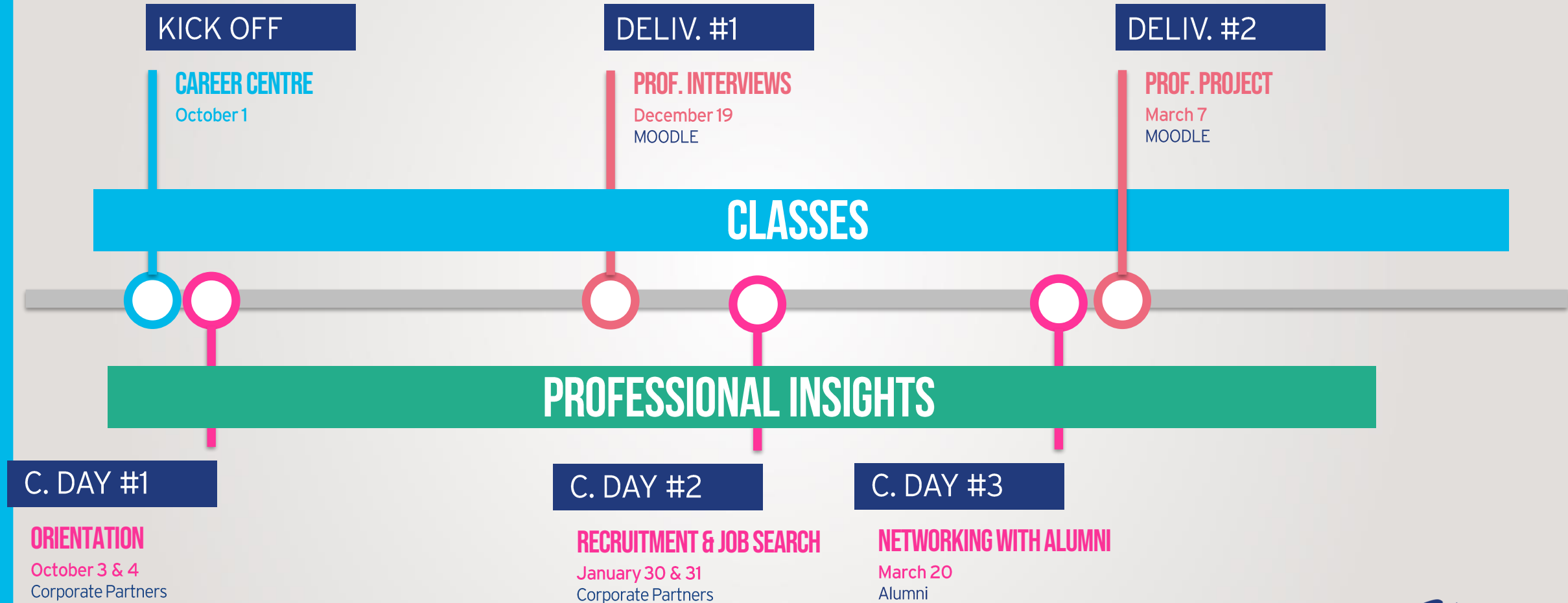
Check out the flyers posted each month on campus with all the upcoming events in Paris.

Chapter 6

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Career Centre


TIMELINE 2024-2025



Chapter 7

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Your Student
Representatives



**BECOME A
STUDENT
REPRESENTATIVE**



STUDENT
REPRESENTATIVES

BY BENNES SB

STUDENT REPRESENTATIVES – M2 APPRENTICESHIP

RENNES

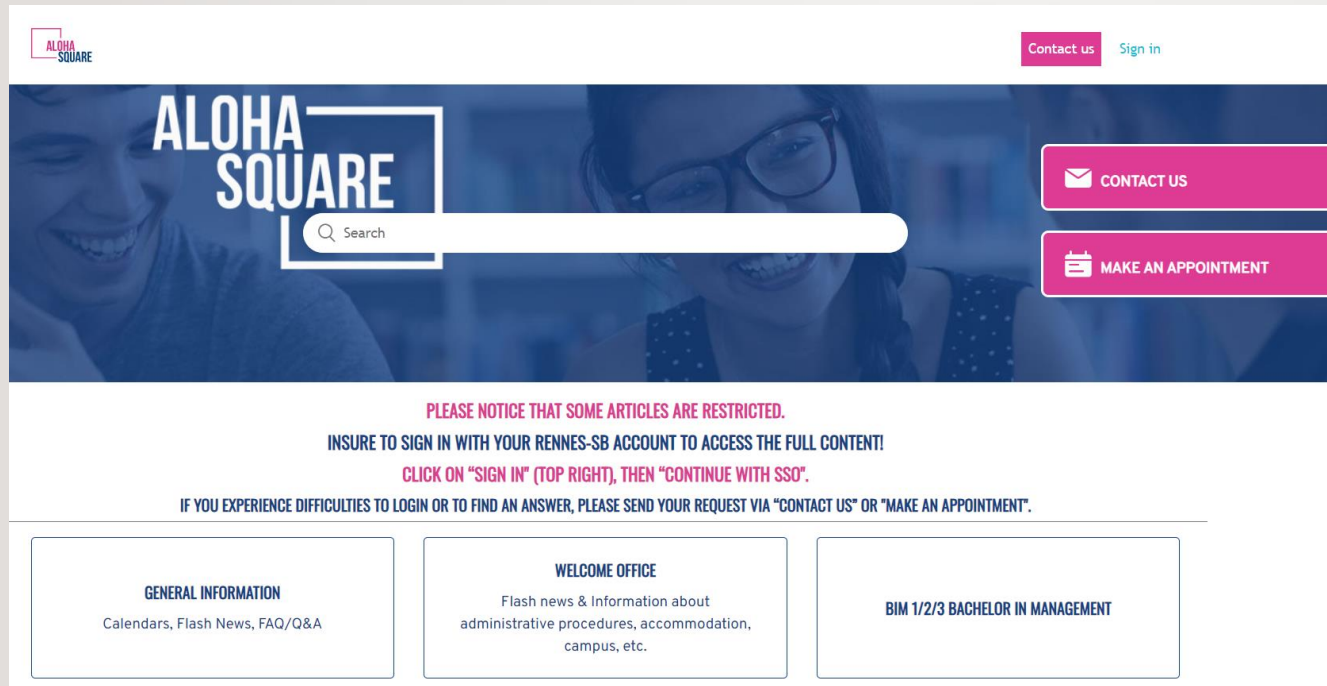
NAME	PROGRAMME
Audrey BIZEUL	DMM
Matisse ROY	DMM
KHADIJA boussaid	IBNG
Jad ISSA	IF
Anxhela DURO	LSCM

Chapter 7

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You need help?

ONLINE RESOURCES



The screenshot shows the Aloha Square website interface. At the top left is the 'ALOHA SQUARE' logo. To the right are 'Contact us' and 'Sign in' links. The main header features a large 'ALOHA SQUARE' logo, a search bar, and two prominent pink buttons: 'CONTACT US' and 'MAKE AN APPOINTMENT'. Below the header, a notice states: 'PLEASE NOTICE THAT SOME ARTICLES ARE RESTRICTED. INSURE TO SIGN IN WITH YOUR RENNES-SB ACCOUNT TO ACCESS THE FULL CONTENT! CLICK ON "SIGN IN" (TOP RIGHT), THEN "CONTINUE WITH SSO". IF YOU EXPERIENCE DIFFICULTIES TO LOGIN OR TO FIND AN ANSWER, PLEASE SEND YOUR REQUEST VIA "CONTACT US" OR "MAKE AN APPOINTMENT".' At the bottom, there are three navigation boxes: 'GENERAL INFORMATION' (Calendars, Flash News, FAQ/Q&A), 'WELCOME OFFICE' (Flash news & Information about administrative procedures, accommodation, campus, etc.), and 'BIM 1/2/3 BACHELOR IN MANAGEMENT'.



ONE QUESTION, ONE PLACE – ALOHA SQUARE



aloha.rennes-sb.com

Would you like to ask a question?



**RENNES
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