

INTAKE

#2024



RENNES  
SCHOOL  
OF BUSINESS  
UNFRAMED THINKING



# **PROGRAMME UPDATE MEETING#1**

**M1 FULL-TIME PROGRAMMES – RENNES CAMPUS**

**PUM#1 WEDNESDAY 9TH OCTOBER 2024**



**Ljupka Naumovska**  
Director of Master  
Programmes



**Penny Harrison**  
Learner Success Manager



**Agnès Révéreault**  
**Valérie Unvois-Serrand**  
Coordinators



**Hélène Biomez**  
Education Officer



**M1 Onboarding seminar 2024:**

**The Inclusive Leader of  
Tomorrow**

**Lighthouse Projects**

## Project 1

### End of year sale project team

- Sanaya Johri
- Anandita Bharadwaj
- Valentine Le Pajolec
- Estefania Checa
- Yin Fan Tian
- Lekisha Pawar
- Josephine Penard
- Isabella Sastre
- Aziz Cherif

# End Of The Year Sale

For the Students and the Staff, from the Old to New, all are invited.



**Date: 25th of April**

Registration starts 2 months prior



Scan to know more.

## Project 2

### ◆ What we do?

#### **Aim:**

**foster inclusion;  
exploring together;  
motivate intercultural-communicate awareness;  
bring more fun to students&staff in Rennes School of Business.**

#### **Form:**

**Cross-cultural exchange activities are held offline, and will be uploaded to social accounts in the form of videos online.  
(YouTube, TIKTOK)**





# Project 2

## RSB podcast team

- Kady Binate
- Claudia Lopez
- Aleena Koloth
- Santhwana Nair
- Danqi Li
- Huiyi Chen
- Genevieve Nnanemere
- Abshiro Dirie
- Rohan Shetty
- Youssef Ghamraoui
- Gretus Dsilva
- Dharmateja Ponnam
- Anass El Khamsichahd
- Pauline Gantzer
- Cyrine Hamdi

### Basic information

- **Guests: 3 (Maximum)**
- **Host number: 1**
- **Location: Learning centre**
- **Budget: time**  
**advertisement of products & service**
- **Time: every week**

### Ways to join us

**Google form**   **ONLINE**   **E-mail**   **OFFLINE**   **Face to face**

**Preview Time: Monday**

### Activities

- 01 Talk**  
Talk show---share stories in humorous style
- 02 Dance**  
Kpop, Hip-pop,etc.
- 03 Sing**  
Blues, country,rock,etc.
- 04 Food**  
Share the tutorials of food production from different cultures.

### Advantages

- **Low cost**  
(small scale/facilities/equipment eg.camera&microphone can be borrowed)
- **Combination of online and offline**
- **Professionalism and fun**
- **Low threshold**

PUNMA



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# Chapter 1

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Your programme &  
course list

Semester 7 - 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			
<b>Core modules</b>								
TS402E	Onboarding Seminar	18				18	4	POSTG_CG2_LO1 POSTG_CG2_LO2
IS407E	Introduction to Programming Language	24				24	4	POSTG_CG1_LO1
MK412E	Marketing Strategy	24				24	4	POSTG_CG2_LO2
OB404E	Managing Diversity : an International Perspective	24				24	4	POSTG_CG2_LO1
OB405E	Change Management in a Digital & Sustainable World	24				24	4	POSTG_CG3_LO1
RM402E	Statistics & Data Analysis	24				24	4	POSTG_CG1_LO1
ST414E	Open Strategy for an Uncertain World	24				24	4	POSTG_CG2_LO2
<b>Languages</b>								
<b>Fluent French speakers</b>								
Fluent French Speaking students will choose a new language								
4LCA1	Initiation to Arabic Language & Culture	24				24	2	POSTG_CG2_LO1
4LCC1	Initiation to Chinese Language & Culture	24				24	2	POSTG_CG2_LO1
4LC11	Initiation to Italian Language & Culture	24				24	2	POSTG_CG2_LO1
4LCS1	Initiation to Spanish Language & Culture	24				24	2	POSTG_CG2_LO1
<b>Non-fluent French speakers</b>								
International Freemarket students are automatically registered for the French module								
4LCF1	French Language & Culture	24				24	2	POSTG_CG2_LO1
<b>Career development</b>								
CP401E	Career Passport	24				24	-	POSTG_CG3_LO3
<b>TOTAL PERIOD</b>		<b>210</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>210.0</b>	<b>30</b>	

Semester 8 - 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			
<b>Specialization modules</b>								
IS414E	Applied Design Thinking (UX web design)			24		24	4	POSTG_CG1_LO3
MK422E	Marketing Intelligence and Pricing Strategies			24		24	4	POSTG_CG1_LO1
MK444E	B2B marketing			24		24	4	PGE_CG2_LO1 PGE_CG3_LO1 POSTG_CG3_LO1
MK447E	Omni-channel Consumer Behaviour			24		24	4	POSTG_CG3_LO1
MK449E	Integrated Online and Offline Communication			24		24	4	POSTG_CG1_LO3
RM401E	Research Methods			24		24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
<b>Languages (Identical to Semester 7)</b>								
<b>Fluent French speakers</b>								
4LCA2	Initiation to Arabic Language & Culture			24		24	2	POSTG_CG2_LO1
4LCC2	Initiation to Chinese Language & Culture			24		24	2	POSTG_CG2_LO1
4LCI2	Initiation to Italian Language & Culture			24		24	2	POSTG_CG2_LO1
4LCS2	Initiation to Spanish Language & Culture			24		24	2	POSTG_CG2_LO1
<b>Non-fluent French speakers</b>								
4LCF2	French Language & Culture			24		24	2	POSTG_CG2_LO1
<b>Career development</b>								
CP401E	Career Passport			31.5		31.5	4	POSTG_CG3_LO3
EP402N	Internship M1 (in France or Abroad) - Validated in Master 2						(P/F)	POSTG_CG3_LO3
<b>TOTAL PERIOD</b>		<b>0</b>	<b>0.0</b>	<b>199.5</b>	<b>0.0</b>	<b>199.5</b>	<b>30</b>	
<b>TOTAL YEAR</b>		<b>210.0</b>	<b>0.0</b>	<b>199.5</b>	<b>0.0</b>	<b>409.5</b>	<b>60</b>	

**IF** International Finance

**DMM** Digital Marketing Management

**LSCM** Logistics & Supply Chain Management

**MCCLI** Management of Cultural, Creative and Luxury Industries

**DAIS** Data Analytics, Intelligence & Security

**IBNG** International Business Negotiation and Geopolitics

# Chapter 2

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Your Student Handbook

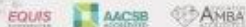


# FULL-TIME MASTER 1 RENNES & PARIS CAMPUS 2024-2025

## STUDENT HANDBOOK



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# Chapter 3

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Your Student  
Representatives



**BECOME A  
STUDENT  
REPRESENTATIVE**



**STUDENT**  
**REPRESENTATIVES**

BY BENNES SB



# STUDENT REPRESENTATIVES – M1 FT RENNES

NAME	PROGRAMME
Aleena Brigith KOLOTH ROY	DAIS
Genevieve Kelechi NNANEMERE	IBNG
Eya ROUISSI	IF
Claudia Fernanda LOPEZ HINOJOSA	LSCM
Pauline GANTZER	MCCLI

NAME	PROGRAMME	
Maxime CARTRON , Anandita-Yadvendra BHARADWAJ	DMM	We would need only 1 candidate

# Chapter 4

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Life on the Rennes Campus

# 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 columns of content: '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](https://aloha.rennes-sb.com)



**WOULD YOU LIKE TO ASK A QUESTION?**



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