

INTAKE

#2024



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

PROGRAMME UPDATE MEETING#1

M1 APPRENTICESHIP PROGRAMMES – RENNES CAMPUS

PUM#1 MONDAY 18TH NOVEMBER 2024



Ljupka Naumovska
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Programmes



Penny Harrison
Learner Success
Manager



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Community Life
Coordinator



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Serrand**
Coordinator



Manon Gaigeot
Education Officer

PUNMA



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING

Chapter 1

–

Your programme &
course list

Master in Digital Marketing Management (Master DMM) - Master 1 - Work-Study- Rennes - 2024/2025

Semester 7 - September 2024 to January 2025

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Core modules							
TS402E_ALT	Onboarding Seminar	18				18	4
IS407E_ALT	Introduction to Programming Language	24				24	4
MK412E_ALT	Marketing Strategy	24				24	4
OB404E_ALT	Managing Diversity : an International Perspective	24				24	4
OB405E_ALT	Change Management in a Digital & Sustainable World	24				24	4
RM402E_ALT	Statistics & Data Analysis	24				24	4
ST414E_ALT	Open Strategy for an Uncertain World	24				24	4
Languages							
Fluent French speakers							
Fluent French Speaking students will choose a new language							
4LCA1_ALT	Initiation to Arabic Language & Culture	24				24	2
4LCC1_ALT	Initiation to Chinese Language & Culture	24				24	2
4LC11_ALT	Initiation to Italian Language & Culture	24				24	2
4LCS1_ALT	Initiation to Spanish Language & Culture	24				24	2
Non-fluent French speakers							
International Freemarket students are automatically registered for the French module							
4LCF1_ALT	French Language & Culture	24				24	2
Career development							
CP401E_ALT	Career Passport	15				15	-
4ALTECOLE	Work Study Follow-Up - School Periods	4				4	-
4ALTENTR	Work Study Follow-Up - Company Periods	3				3	-
TOTAL PERIOD		208	0.0	0.0	0.0	208.0	30

IF International Finance

DMM Digital Marketing Management

LSCM Logistics & Supply Chain Management

IF International Finance

Semester 8 - February 2025 to July 2025

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Specialization modules							
IS414E_ALT	Applied Design Thinking (UX web design)			24		24	4
MK422E_ALT	Marketing Intelligence and Pricing Strategies			24		24	4
MK444E_ALT	B2B marketing			24		24	4
MK447E_ALT	Omni-channel Consumer Behaviour			24		24	4
MK449E_ALT	Integrated Online and Offline Communication			24		24	4
RM401E_ALT	Research Methods			24		24	4
Languages (Identical to Semester 7)							
Fluent French speakers							
4LCA2_ALT	Initiation to Arabic Language & Culture			24		24	2

Semester 8 - February 2025 to July 2025

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Specialization							
CR407E_ALT	Ethics and CSR in Finance			24		24	4
EC412E_ALT	Financial Economics			24		24	4
FI403E_ALT	Financial Analysis			24		24	4
FI410E_2_ALT	Corporate Finance			24		24	4
FI414E_ALT	International Financial Regulation			24		24	4
RM401E_ALT	Research Methods			24		24	4
Languages (Identical to Semester 7)							
Fluent French speakers							
4LCA2_ALT	Initiation to Arabic Language & Culture			24		24	2
4LCC2_ALT	Initiation to Chinese Language & Culture			24		24	2
4LCI2_ALT	Initiation to Italian Language & Culture			24		24	2
4LCS2_ALT	Initiation to Spanish Language & Culture			24		24	2
Non-fluent French speakers							
4LCF2_ALT	French Language & Culture			24		24	2
Career development							
CP401E_ALT	Career Passport			12		12	4
EP401N_ALT	Professional Experience (validated in Master 2)						(P/F)
4ALTECOLE	Work Study Follow-Up - School Periods			4		4	-
4ALTENTR	Work Study Follow-Up - Company Periods			3		3	-

							187.0	30
							395.0	60

Semester 8 - February 2025 to July 2025

Module code	Module title	Hours 1st Semester		Total hours	Credits
		Face to face	Online		
Specialization modules					
FI415E_ALT	SC Financial Analysis				
IS416E_ALT	SC Information Systems				
QM401E_ALT	Operations Management				
QM402E_ALT	Analytical and Decision-Making Techniques in SCM				
RM401E_ALT	Research Methods				
SC423E_ALT	Purchasing & Sales Management				
Languages (Identical to Semester 7)					
Fluent French speakers					

4LCA2_ALT	Initiation to Arabic Language & Culture				
4LCC2_ALT	Initiation to Chinese Language & Culture				
4LCI2_ALT	Initiation to Italian Language & Culture				
4LCS2_ALT	Initiation to Spanish Language & Culture				
Non-fluent French speakers					
4LCF2_ALT	French Language & Culture				
Career development					
CP401E_ALT	Career Passport				
EP401N_ALT	Professional Experience (validated in Master 2)				
4ALTECOLE	Work Study Follow-Up - School Periods				
4ALTENTR	Work Study Follow-Up - Company Periods				
		TOTAL PERIOD			
		TOTAL YEAR			

Chapter 2

-

Your Student Handbook

(Your guide to

success) 😊

Documents added on my profile

Course programme

My modules syllabi

Work-study Useful documents

Exams Instructions

Course programme



Advanced search

Export

Bloc label Libellé Période Document

Master in Digital
Marketing
Management
Year 1 -
Apprenticeship -
Paris 2024/2025

FICHE_PROG_24
_25_MASTER1_D
MM_ALT_PAR.pdf

ANNUAL_2425

FICHE_PROG_24_25



Documents added on my profile

Course programme

My modules syllabi

Work-study Useful documents

Exams Instructions

Work-study Useful documents



Advanced search

Export

Name Program Year id Code Document

Handbook M1
work study Paris
and Rennes

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Master 1 Appren

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MASTER 1

APPRENTICESHIP

RENNES & PARIS CAMPUS

2024-2025

STUDENT HANDBOOK



RENNES
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Chapter 3

–

Apprenticeship
Programme

IMPLEMENTATION MODALITIES & TUTORING PROCESS

MONITORING PROCESS > 2024-25 CAMPAIGN : NOVEMBER > JULY



Modalités RDV :

- > Meeting format : on-line meeting (TEAMS)
- > RDV1 et RDV2 = tripartite meeting « School Tutor + Apprentice + Company Tutor » : *appointments/meetings planned by the student*
- > 1 Report / Meeting : access link for the Tutor to complete a form

BAROMETER :

- > Questionnaire sent by Rennes SB to each Apprentice
- > Answers to questionnaires sent to School Tutors
- > Intervention of the School Tutor only if requested for contact / alert or comment

COMPANY ASSESSMENT :

- > Access link sent to the Company Tutor to complete a form
- > Processing of evaluations by Rennes SB

DATE LIMITE POUR RENDRE VOTRE RAPPORT D'ETONNEMENT

DEADLINE TO SUBMIT YOUR "RAPPORT D'ETONNEMENT"

- > **VENDREDI 29 NOVEMBRE / *FRIDAY NOVEMBER 29th***
- > **5-6 PAGES**
- > **RAPPORT A ENVOYER A VOTRE TUTEUR ECOLE**
REPORT TO SEND TO YOUR "SCHOOL TUTOR" FOR VALIDATION
- > **ET A TRANSMETTRE A VOTRE MAITRE D'APPRENTISSAGE ENSUITE**
AND THEN TO BE SENT TO YOUR COMPANY TUTOR

3- Comment construire votre rapport ?

How to build your report ?

En amont / *Before*

● Tenir un **journal de bord au quotidien** ● Trier les différents éléments par thème pour mieux valoriser les points abordés

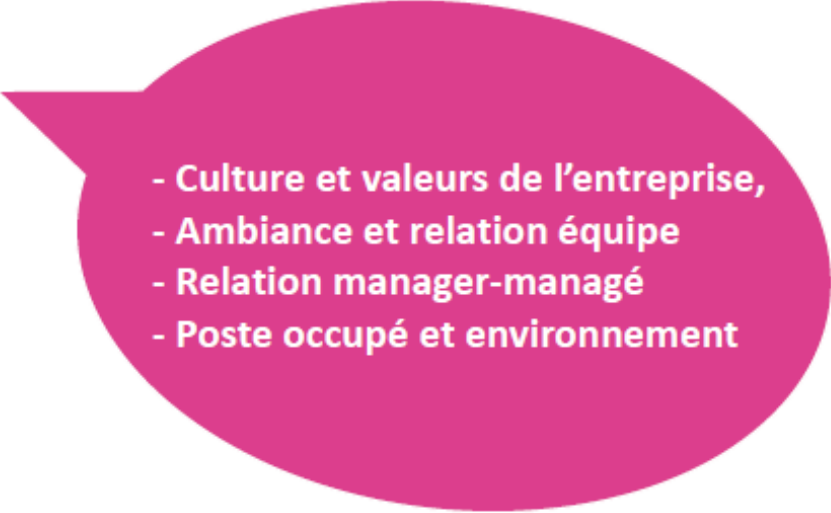
● *Write a daily logbook* ● *Sort the various elements by theme to highlight the points covered :*

1/ Éléments de surprise / *Elements of surprise*

2/ Points forts / *Strengths*

3/ Axes d'amélioration / *Points of improvement*

4/ Solutions / *Solutions*

- 
- Culture et valeurs de l'entreprise,
 - Ambiance et relation équipe
 - Relation manager-managé
 - Poste occupé et environnement

Chapter 4

–

The Career Passport

TIMELINE

KICK OFF

CAREER CENTRE

October 24

DELIV.

INTERVIEW (PROFESSIONAL PROJECT)

April 30 2025
MOODLE

CLASSES

APPRENTICESHIP

PROFESSIONAL INSIGHTS

C. DAY #1

ORIENTATION

October 3&4
Corporate Partners

C. DAY #2

RECRUITMENT & JOB SEARCH

January 30&31
Corporate Partners

C. DAY #3


NETWORKING WITH ALUMNI

March 20
Alumni

Chapter 5

–

Your Student
Representatives



**BECOME A
STUDENT
REPRESENTATIVE**



STUDENT
REPRESENTATIVES

BY BENNES SB

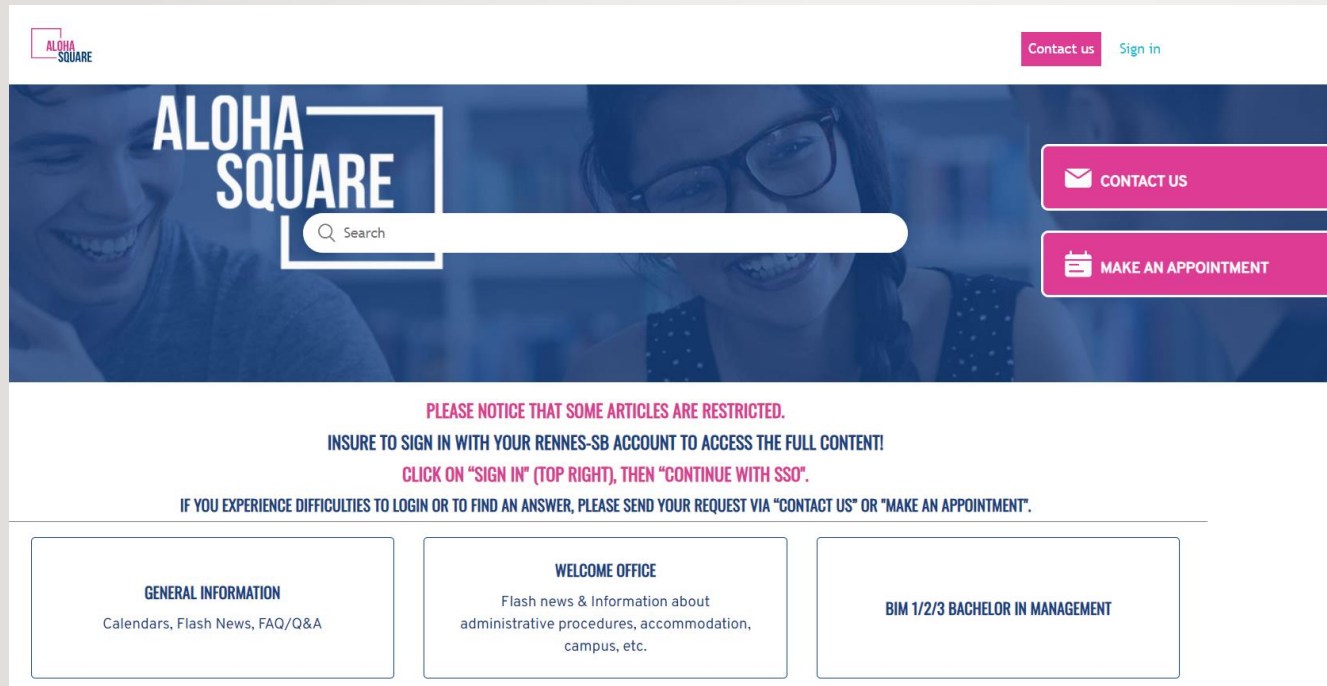
STUDENT REPRESENTATIVES – M1 APP RENNES

NAME	PROGRAMME
Ian- Nael FERNANDO	DMM
Malo MARTEL	IF
Thibault TEXIER	LSCM

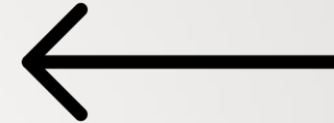
STUDENT REPRESENTATIVES – M1 APP PARIS

NAME	PROGRAMME
Rajas KHADSE	DMM
Hugo THYBOYEAU	IF
Nolan CAUSER	LSCM

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

WOULD YOU LIKE TO ASK A QUESTION?



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