

INTAKE

#2024



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

PROGRAMME UPDATE MEETING#1

M1 APPRENTICESHIP PROGRAMMES – PARIS CAMPUS

PUM#1 THURSDAY 21ST NOVEMBER 2024



Béatrice Rabet
Senior Advisor to the
Dean for Programmes



Penny Harrison
Learner Success
Manager



Agnès Révéreault
Community Life
Coordinator



Manon Gaigeot
Education Officer



Ljupka Naumovska
Director of Master
Programmes



**Valérie Unvois-
Serrand**
Coordinator

PUNMA



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING

Chapter 1

–

Your programme &
course list

Semester 7

IF
International Finance

DMM
Digital Marketing
Management

LSCM
Logistics & Supply
Chain Management

Master in Digital Marketing Management (Master DMM) - Master 1 - Work Study - Paris - 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_PAR	Onboarding Seminar	18				18	4
IS407E_ALT_PAR	Introduction to Programming Language	24				24	4
MK412E_ALT_PAR	Marketing Strategy	24				24	4
OB404E_ALT_PAR	Managing Diversity : an International Perspective	24				24	4
OB405E_ALT_PAR	Change Management in a Digital & Sustainable World	24				24	4
RM402E_ALT_PAR	Statistics & Data Analysis	24				24	4
ST414E_ALT_PAR	Open Strategy for an Uncertain World	24				24	4
Languages							
Fluent French speakers							
Fluent French Speaking students will choose a new language							
4LCA1_ALT_PAR	Initiation to Arabic Language & Culture	24				24	2
4LCC1_ALT_PAR	Initiation to Chinese Language & Culture	24				24	2
4LCI1_ALT_PAR	Initiation to Italian Language & Culture	24				24	2
4LCS1_ALT_PAR	Initiation to Spanish Language & Culture	24				24	2
Non-fluent French speakers							
International Freemarket students are automatically registered for the French module							
4LCF1_ALT_PAR	French Language & Culture	24				24	2
Career development							
CP401E_ALT_PAR	Career Passport	15				15	-
4ALTECOLE_PAR	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

Semester 8

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	-

Semester 8 - February 2025 to July 2025

Module code	Module title	Hours 1st Semester	
		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					24	2	
4LCC2_ALT	Initiation to Chinese Language & Culture					24	2	
4LCI2_ALT	Initiation to Italian Language & Culture					24	2	
4LCS2_ALT	Initiation to Spanish Language & Culture					24	2	
Non-fluent French speakers								
4LCF2_ALT	French Language & Culture					24	2	
Career development								
CP401E_ALT	Career Passport					12	4	
EP401N_ALT	Professional Experience (validated in Master 2)						(P/F)	
4ALTECOLE	Work Study Follow-Up - School Periods					4	-	
4ALTENTR	Work Study Follow-Up - Company Periods					3	-	
						TOTAL PERIOD	187.0	30
						TOTAL YEAR	395	60

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

1A

13369032

1_OUI

Master 1 Appren

Chapter 2

-

Your Student Handbook
(Your guide to
success) 😊

TABLE OF CONTENTS

CHAPTER 1 / Who can I contact for information?	5
1.1 ALOHA	5
1.2 The Welcome Office	6
1.3 "Feel Good"	6
1.4 Your Education Assistant	6
1.5 Faculty Members	6
1.6 The main communication channels	9
1.7 What are the learning tools at my disposal at <i>Rennes School of Business</i> ?	10
CHAPTER 2 / Programme Information	10
2.1 What is the mission of each Master programme?	11
2.2 What are the Postgraduate Learning Objectives?	11
2.3 Where can I find an overview of my course programme and my modules?	12
2.4 How are the semesters in <i>Rennes School of Business</i> organised?	12
2.5 What documents will I be given during and at the end of my studies?	13
2.6 Attendance in class	15
2.7 How will I be assessed?	16
2.8 What do I need to know about the Final Examinations?	16
2.9 Assurance of Learning and quality enhancement	17
CHAPTER 3 / Academic requirements for the Master programme	17
3.1 The marking system used at <i>Rennes School of Business</i> ?	17
3.2 What are the Academic Expectations to validate a semester/ a year?	18
3.3 How can I appeal and what can be appealed?	19
3.4 Academic Integrity Policy for Assessments	20
3.5 What are my rights as a student?	20
3.6 What is a Disciplinary Hearing?	21
3.7 The Final Exam Board	22
3.8 Master Degree requirements	22
CHAPTER 4 / What do I need to know about the Career centre?	22
4.1 Career Passport	22
4.2 Professional Experience - Requirements	24

STER 1

PRENTICESHIP

'S & PARIS CAMPUS

2025

STUDENT HANDBOOK



RENNES
SCHOOL
& BUSINESS

UNFRAMED THINKING



RENNES
SCHOOL
& BUSINESS

UNFRAMED THINKING

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

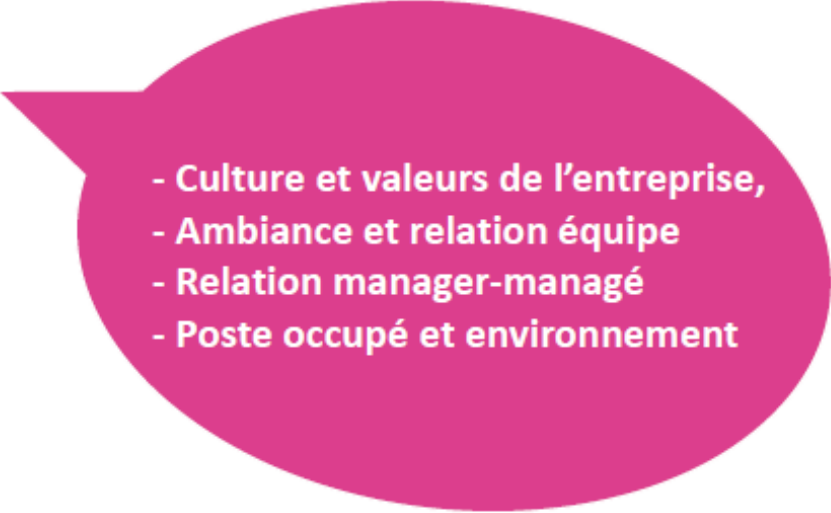
• *Write a daily logbook* • *Sort the various elements by theme to highlight the points covered :*

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 APPRENTICESHIP PROGRAMMES 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

ONLINE RESOURCES

The screenshot shows the Aloha Square website header with the logo, a search bar, and navigation links for 'Contact us' and 'Sign in'. Below the header, there are two prominent buttons: 'CONTACT US' and 'MAKE AN APPOINTMENT'. 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". FACULTIES TO LOGIN OR TO FIND AN ANSWER, PLEASE SEND YOUR REQUEST VIA "CONTACT US" OR "MAKE AN APPOINTMENT"'. A grid of service tiles is visible, including 'WELCOME OFFICE', 'IT & DIGITAL TOOLS', 'PGE - PROGRAMME GRANDE ECOLE - MASTER IN MANAGEMENT', and 'MASTER 1 & MASTER 2'. A blue arrow points to the 'MASTER 1 & MASTER 2' tile.

MASTER 1 & MASTER 2

Full-Time and Apprenticeship Programmes Rennes and Paris

COMMUNICATION

PUM #1 - M1 Apprenticeship Rennes & Paris

PUM #1 - M1 Full-Time Programmes Rennes & Paris

PUM #1- M2 Full-Time Programmes Rennes

PUM #1- M2 Apprenticeship Rennes & Paris

ADMINISTRATIVE REGISTRATION INFORMATION

Communication from you

PGE3 - Re-registration for

MASTER 1 Full-Time / Apprenticeship
2024/2025 administrative

MASTER 2 Full-Time / Apprenticeship
Exchange - Complete your
registration

WOULD YOU LIKE TO ASK A QUESTION?



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING