

# PROGRAMME UPDATE

## MEETING #3

My pathway  
My future

*Finance?*

*Marketing?*

*Supply Chain?*

*Apprenticeship?*

*Entrepreneurship?*

# BiM2

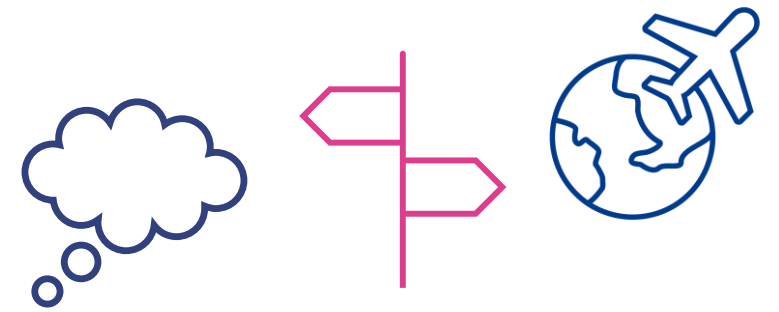
22 NOVEMBER 2024



UNFRAMED THINKING



# BIM2 PUM#3 MEETING WHAT ABOUT?



- > **SUPPLY CHAIN** presentation specialisation *by Dr Tom McNamara*
- > **MARKETING** presentation specialisation *by Dr Ljupka NAUMOVSKA*
- > **FINANCE** presentation specialisation *by Hichem REZGUI*
- > **APPRENTICESHIP** presentation of the programme « International and Innovative Business Management » *by Olivier DIGNE*
- > **ENTREPRENEURSHIP** presentation of the programme *by Valentin HENRY, Innostart*
- > **PREPARING YOUR SEMESTER ABROAD** presentation *by Thibaut PLONQUET*
- > **OFFRE DE FORMATION en LIGNE (OFL)**
- > **Q & A**

# RECIPROCITY REMINDER

## General instructions for the final oral examinations in JANUARY 2025

- **your timetable** is available in the Moodle group composition table + in a separate 'timetable' file
- **it is up to YOU** to inform your partner (by phone and email), to invite him/her, to welcome him/her and to arrange a videoconference if necessary
- **NO**, it is not possible to change your slot, even if it is scheduled for Friday afternoon

## Consignes générales pour les oraux finaux en JANVIER 2025

- **vos planning** est dispo dans le tableau de composition des groupes Moodle + dans un fichier "planning" séparé
- **c'est à VOUS** de prévenir votre partenaire (téléphone et mail), de l'inviter, de l'accueillir et de prévoir la visio le cas échéant
- **NON**, il n'est pas possible de changer votre créneau, même planifié le vendredi après midi



# BiM2

# Supply Chain Management

# Presentation

22/11/2024

Auditorium 1

Dr Tom McNamara

# What is Supply Chain Management?

- All the steps used to acquire raw materials from vendors, transform them into finished goods, and deliver both goods and services to customers
- The coordination of producing, shipping and distributing products (i.e. Production, Logistics, Procurement, Inventory Management, etc.)

**ATTENTION!**

**The better you manage your supply chain**

**The better your strategic advantage!**

# The Power of Supply Chain Management

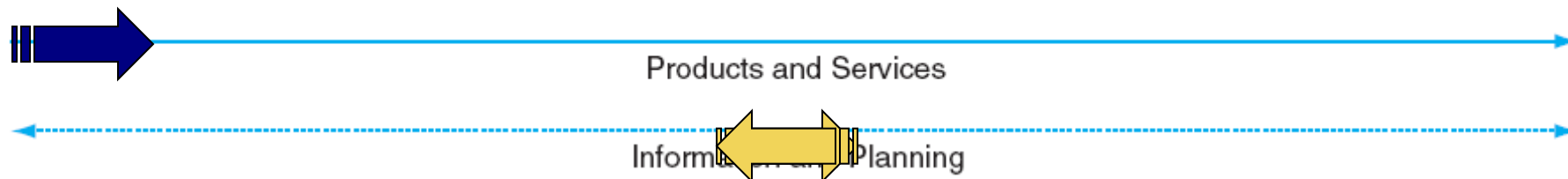
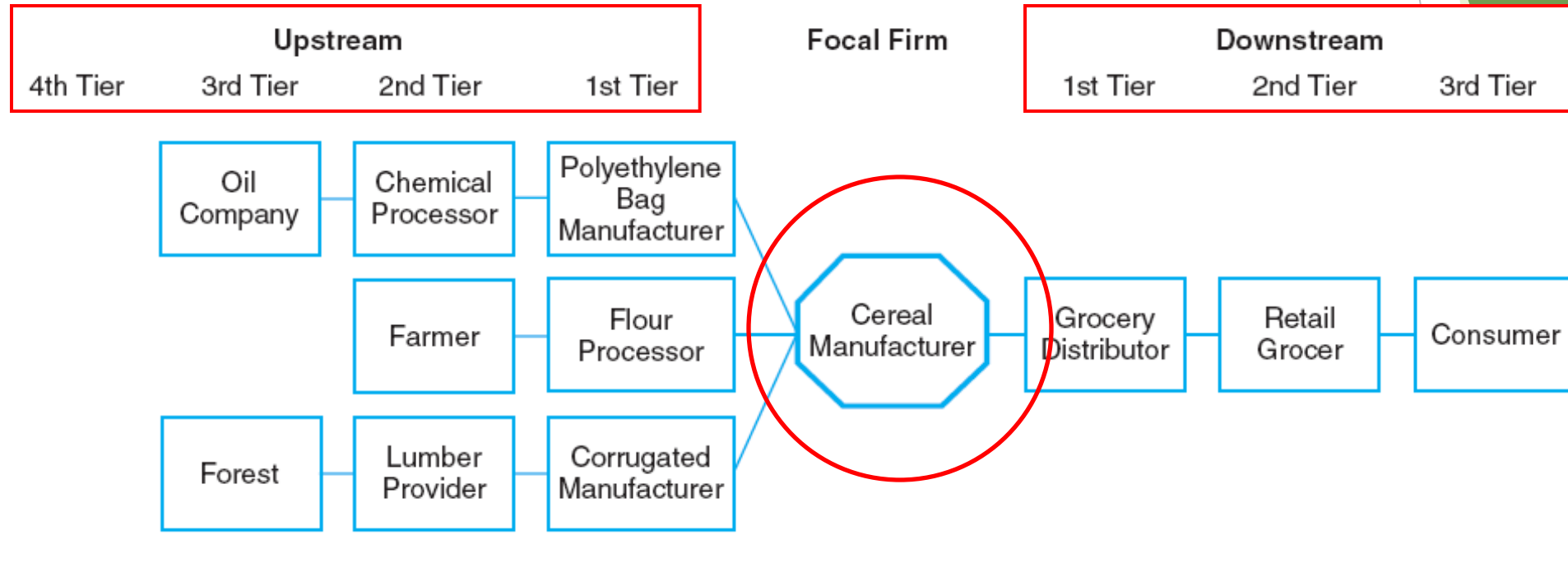
## The Good

- Wal-Mart, \$1 billion sales in 1980 to \$642.6 billion in 2024
- Toyota: “Just-in-Time” production. Highest quality - 80% of the Toyota’s that were sold 20 years ago are still active and on the roads today.
- Amazon’s supply chain ships over 10 million different products, in some cases in under two hours.
- Zara – “Fast Fashion”: It takes Zara 2 weeks to go from concept – design – manufacturing – distribution

## The Bad

- Apple (1995) - poor inventory management resulted in \$1 Billion in unfulfilled orders for their PowerMac PCs
- Nike (2001) - Poor implementation of a new supply chain management software system resulted in a \$100 million revenue shortfall / 20% drop in stock price
- WebVan (2001) - On-line grocer: Poor supply chain management caused the company to go from \$ billions in market cap to bankrupt in a matter of months

# The Supply Chain for Cereal



# Why Supply Chain Management?

- **Supply chain manager:** Starts around € 60,000 /year
- **Buyer:** Average salary € 40,000 /year
- **Logistics coordinator:** Average salary € 30,000 /year

## **Master's degree in Supply Chain Management:**

- The average annual salary \$65,000 in the US / €56,000 in France
  - With 2-5 years of experience: \$98,000 in the US / €75,000 in France.
  - With more than 10 years of experience: \$160,000 in the US / between €120,000 and €140,000 in France
- 
- **7 140 job offers (GlassDoor: Supply-Chain-France)**



Thank you for your attention

I am happy to answer your questions

**22/11/2024**

**Auditorium 1**

**Dr Tom McNamara**

# SUPPLY CHAIN-RELATED COURSES IN BIM3

## ❑ *Fall Semester*

Supply Chain Specialization courses			
1	SC301E_B Supply Chain Management	24	4
2	SC302E_B Purchasing Management	24	4
3	SC303E_B Inventory Management & Warehousing	24	4

## ❑ *Spring Semester*

Supply Chain Specialization courses			
1	QM311E_B Operations & Production Management	24	4
2	SC305E_B Transportation & Distribution Management	24	4
3	SC306E_B Introduction to Supply Chain Analytics	24	4

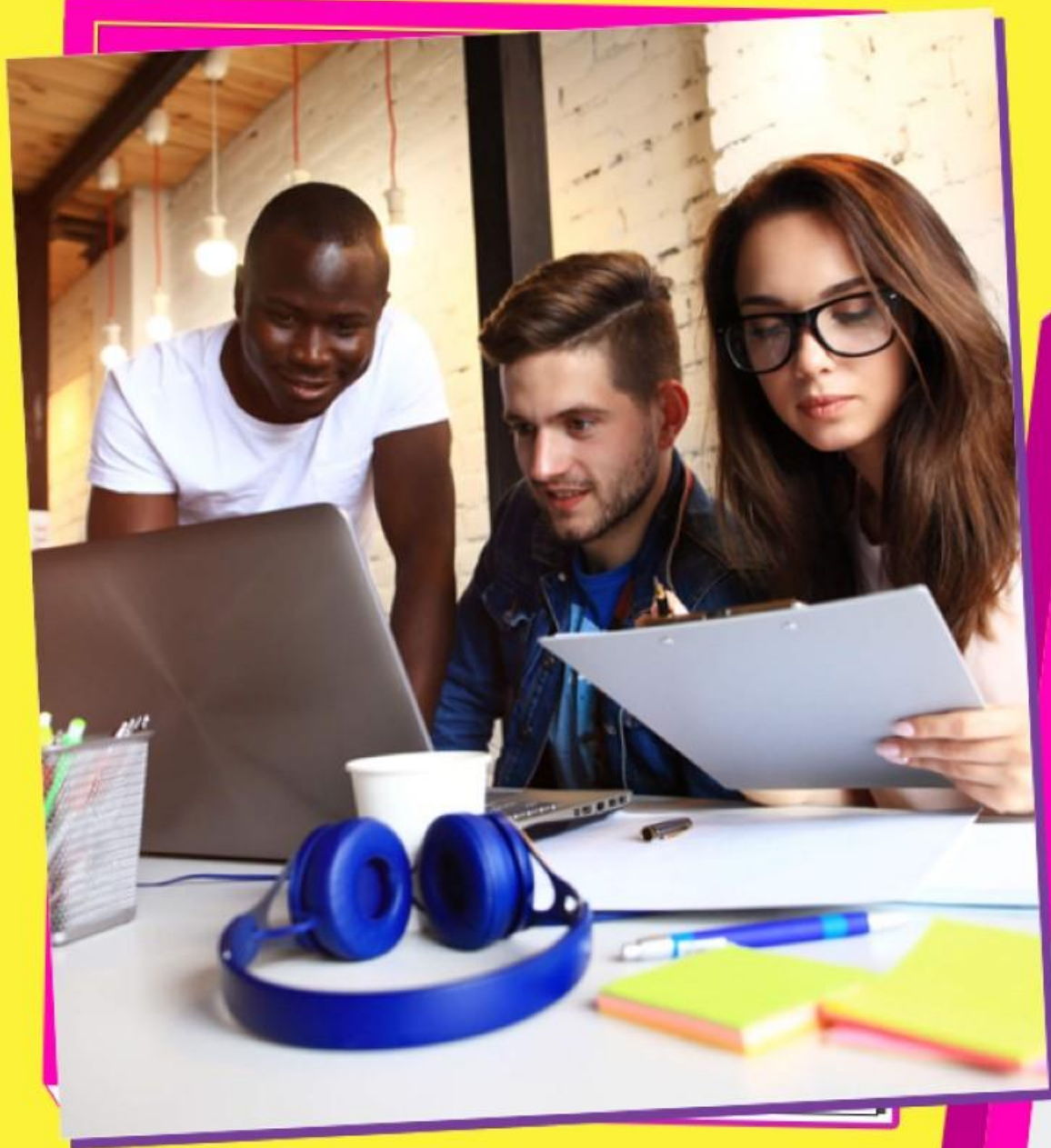
# MARKETING

presentation specialisation

*by DR. Ljupka NAUMOVSKA*

**Professor of Digital Marketing and  
Academic Director of master programs**





# MKT track - BiM3

- What does it mean to be marketing expert
- What are your possibilities after graduation



Ljupka Naumovska

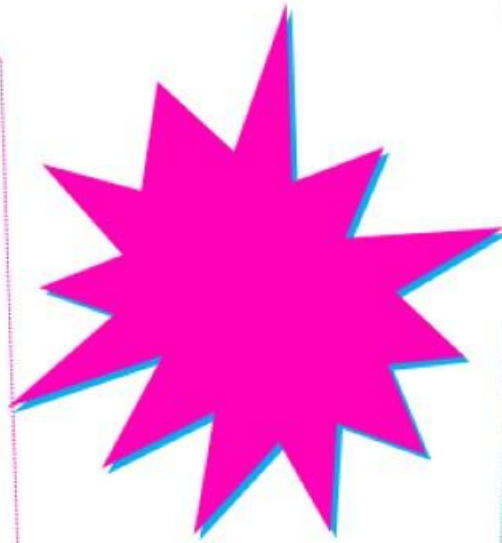
## Intro

- ▶ I mentor BD and GP: marketing; digital marketing; marketing strategy; cause related marketing; Public relations and Digital PR.
- ▶ I teach BiM3: Digital Marketing Communication
- ▶ MSc & PGE3:
  - Integrated online and offline communication
  - Digital Marketing
  - Digital branding and communications
  - Digital advertising and communications

# Modules in MKT track BiM3

## Fall semester

- ▶ Omni Channel Management & Distribution
- ▶ Brand management
- ▶ Digital Marketing Strategy



## Spring semester

- ▶ Business to Business Marketing
- ▶ => Consumer Behaviour
- ▶ Digital Marketing Communication

## - **What does it mean to be marketing expert**

- ▶ **There's More Demand For Marketers Than Ever!!!**
- ▶ the demand for marketers grew significantly during the pandemic.
- ▶ Companies recognize they need to change their approach to reaching customers, and they're seeking the assistance of marketing professionals.
- ▶ In the past six months, the number of marketing jobs posted to LinkedIn has grown 63%. A total of 341,000 marketing jobs were posted to LinkedIn in the last year.
- ▶ 50% of the top 10 marketing jobs posted on LinkedIn are in the digital or media space.



## - Change in the marketing job listing on LinkedIn (last 6m)



### Change in %

- Internship (24.5%)
- Full-time (20.5%)
- Contractor (15%)
- Temporary (-19.2%)
- Part-time (-19.4%)



# list of top industries by marketing job growth:

- Arts (85.9%)
- Retail (72.6%)
- Education (63.7%)
- Corporate Services (60.6%)
- Software & IT Services (22.7%)
- Legal (23.6%)
- Design (21.3%)
- Media & Communications (20.5%)
- Wellness & Fitness (-1.2%)
- Public Administration (-2.1%)
- Agriculture (-5.3%)
- Transportation & Logistics (-5.6%)
- Finance (-5.8%)
- Energy & Mining (-5.8%)
- Manufacturing (-6.7%)
- Consumer Goods (-6.9%)



# If you want to pursue MSc in Marketing at RSB

## Semester 1 / Fall semester

### Master in Digital Marketing Management - Part-Time Year 1 (Master DMM\_ALT) - Paris - 2023/2024

Programme Director : NAUMOVSKA Ljupka

MAJ 27/06/2023

Programme Mission: The Master in Digital Marketing Management provides future managers with the specialized knowledge, analytical, technical and managerial skills needed to work/thrive in global digital marketing and communications fields. Students are prepared to develop and implement innovative, responsible marketing strategies, harnessing digital technologies to maximize the customer experience and improve the effectiveness and efficiency of marketing programmes, in online and traditional companies of all types and making a positive societal impact.

Semester 7 - September 2023 to January 2024							
Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>Core modules</b>							
IS407E_ALT_PAR	Introduction to Programming Language	30				30	4
OB404E_ALT_PAR	Managing Diversity : an international perspective	30				30	4
OB405E_ALT_PAR	Change Management in a Digital & Sustainable World	30				30	4
RM402E_ALT_PAR	Statistics & Data Analysis	30				30	4
ST402E_ALT_PAR	Strategic Management in a Digital Age	30				30	4
<b>Specialized programme modules</b>							
MK412E_ALT_PAR	Marketing Strategy	30				30	4
<b>Languages</b>							
4LV2C1_ALT_PAR	Chinese (Non native speakers)		21.0			21	2
4LV2F1_ALT_PAR	French (Non native speakers)		21.0			21	2
4LV2G1_ALT_PAR	German (Non native speakers)		21.0			21	2
4LV2S1_ALT_PAR	Spanish (Non native speakers)		21.0			21	2
<b>Compulsory Events</b>							
TS402E_ALT_PAR	Onboarding seminar	18				18	4

# If you want to pursue MSc in Marketing at RSB

## Semester 2 / Fall semester

Semester 8 - February 2024 to July 2024							
Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>Specialized programme modules</b>							
IS414E_ALT_PAR	Applied design thinking (UX web design)			30		30	4
MK422E_ALT_PAR	Marketing Intelligence and Pricing Strategies			30		30	4
MK444E_ALT_PAR	B2B marketing			30		30	4
MK447E_ALT_PAR	Omni-channel consumer behaviour			30		30	4
MK449E_ALT_PAR	Integrated online and offline communication			30		30	4
<b>Languages (same as Semester 7)</b>							
4LV2C2_ALT_PAR	Chinese (non native speakers)				21.0	21	2
4LV2F2_ALT_PAR	French (non native speakers)				21.0	21	2
4LV2G2_ALT_PAR	German (non native speakers)				21.0	21	2
4LV2S2_ALT_PAR	Spanish (non native speakers)				21.0	21	2
<b>Research</b>							
RM401E_ALT_PAR	Research Methods I			30		30	4
<b>Career development</b>							
TC412E_ALT_PAR	Career Passport						4
CS412E_ALT_PAR	Professional Development	4.5		6		10.5	-
PD412E_ALT_PAR	Personal Development			6		6	-
EV004N_PAR	Corporate days (1 day Fall + 2 days Spring)	6		12		18	-
4ALTECOLE_PAR	Suivi de l'apprentissage - Ecole					8	-
4ALTENTR	Suivi de l'apprentissage - Entreprise					6	-
EP401N_ALT_PAR	Professional Experience (validated in Master 2)						-
<b>TOTAL PERIOD</b>		<b>10.5</b>	<b>0.0</b>	<b>204.0</b>	<b>21.0</b>	<b>249.5</b>	<b>30</b>
<b>TOTAL YEAR</b>		<b>200.5</b>	<b>21.0</b>	<b>204.0</b>	<b>21.0</b>	<b>426.5</b>	<b>60</b>

# If you want to pursue MSc in Marketing at RSB

## Semester 1 / Fall semester

### Master in Digital Marketing Management - Part-Time Year 2 (Master DMM\_ALT) - Paris - 2023/2024

Programme Director : NAUMOVSKA Ljupka

MAJ 27/06/2023

Programme Mission: The Master in Digital Marketing Management provides future managers with the specialized knowledge, analytical, technical and managerial skills needed to work/thrive in global digital marketing and communications fields. Students are prepared to develop and implement innovative, responsible marketing strategies, harnessing digital technologies to maximize the customer experience and improve the effectiveness and efficiency of marketing programmes, in online and traditional companies of all types and making a positive societal impact.

#### Semester 9 - August 2023 to March 2024

Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>Core modules</b>							
OB519E_ALT_PAR	Leadership & collaborative intelligence seminar	18				18	4
<b>Specialized programme modules</b>							
CR510E_ALT_PAR	Corporate Social Responsibility in Marketing	30				30	4
IS515E_ALT_PAR	CRM Systems	30				30	4
MK531E_ALT_PAR	AI and Marketing	30				30	4
MK536E_ALT_PAR	Marketing of Innovation	30				30	4
MK542E_ALT_PAR	Contemporary Brand Management	30				30	4
MK552E_ALT_PAR	Digital Advertising and Communication	30				30	4
RM512E_ALT_PAR	Applied Marketing Research	15				15	2
<b>TOTAL PERIOD</b>		<b>213.0</b>			-	<b>213.0</b>	<b>30</b>

# If you want to pursue MSc in Marketing at RSB

## Semester 2 / Spring semester 2024

Semester 10 - March 2024 to October 2024									
Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits		
		Face to face	Online	Face to face	Online				
<b>Specialized programme modules</b>									
IS513E_ALT_PAR	Database for Direct Marketing and E-CRM			30		30	4		
MK514E_ALT_PAR	Omni-Channel Distribution and Retail Management			30		30	4		
MK551E_ALT_PAR	Social Media Advertising			15		15	2		
MK554E_ALT_PAR	Advanced Digital PR & Corporate communications			15		15	2		
<b>Compulsory Events</b>									
TS505N_ALT_DMM_PAR	Learning Expedition	18		32		50	2		
<b>Research</b>									
GP5_ALT_PAR	Graduating Project			18		18	12		
<b>Career development</b>									
TC512E_ALT_PAR	Career Passport						4		
CS512E_ALT_PAR	Professional Development	3		1.5	3.0	7.5	-		
PD512E_ALT_PAR	Personal Development			6		6	-		
PN512E_ALT_PAR	Professional Network	3		6		9	-		
EV004N_PAR	Corporate days (1 day Fall + 2 days Spring)	6		12		18	-		
5ALTECOLE_PAR	Suivi de l'apprentissage - Ecole					8	-		
5ALTENTR	Suivi de l'apprentissage - Entreprise					6	-		
EP501N_ALT_PAR	Professional Experience						-		
		<b>TOTAL PERIOD</b>		<b>30.0</b>		<b>165.5</b>	<b>3.0</b>	<b>212.5</b>	<b>30</b>
		<b>TOTAL YEAR</b>		<b>243.0</b>		<b>165.5</b>	<b>3.0</b>	<b>425.5</b>	<b>60</b>

# Master 2 option: Immersive Design

## MASTER IN DIGITAL MARKETING MANAGEMENT

### IMMERSIVE DESIGN TRACK

**VOTRE ÉCOLE**



**NOUVEAU PARTENARIAT**

À LIRE  **PROGRAMME FINANCEMENT CONTACT**

**QR CODE**

### INFORMATIONS PRATIQUES

#### INFOS ?

**CALENDRIER ACADÉMIQUE**

- > **September 2023 intake**
- > **Modules**  
September 2023 to April 2024
- > **Internship**  
(4 to 6-month duration)  
May 2024 to February 2025
- > **Graduating project**  
October 2024

**DURÉE**

> 12 mois

**LANGUE D'ENSEIGNEMENT**

> Français

#### ADMISSION

> **L'accès au programme s'effectue :**  
en 2<sup>e</sup> année pour les titulaires de 240 ECTS et dont les ECTS de la dernière année ont été obtenus sur un cursus de master gradé.

> **Pour les étudiants internationaux :**  
en 2<sup>e</sup> année pour les titulaires de 240 ECTS ou équivalent avec un niveau de français requis (B2). Les étudiants internationaux en possession d'un visa étudiant peuvent postuler à ce grade de Master.

> **Pour les profils professionnels :**

- au moins 36 mois d'expérience professionnelle depuis l'obtention du dernier diplôme ;
- et être titulaire de 240 ECTS ou faire valoir une Validation des Acquis Professionnels (VAP) le cas échéant.

> **Procédure d'admission :** étude du dossier académique et entretien.



### VOTRE PROGRAMME

En rejoignant le Master 2 in Digital Marketing Management - Immersive Design Track, vous étudierez des matières telles que :

- **Module Ubisoft**
- **Module Culture de projet**
- **Module XR**
- **Module Éco-design**



Le second semestre orienté sur un projet Entreprise, vous collaborerez pour prototyper des projets de réalité augmentée.

CAMPUS PARIS





# Thank You

[ljupka.naumovska@rennes-sb.com](mailto:ljupka.naumovska@rennes-sb.com)



# FINANCE

presentation specialisation

*by Hichem REZGUI*

*Assistant Professor*

*Department of Finance and Accounting*





# FINANCE IN BIM 3

## SEMESTER - FALL

- Financial Mathematics
- Concepts of Corporate Finance
- Financial Analysis

EACH MODULE: 24 TEACHING HOURS

## SEMESTER - SPRING

- Financial Markets and Risk Management
- Banking Systems and Services
- Fundamentals of Auditing

EACH MODULE: 24 TEACHING HOURS

# FINANCE IN BIM 3

## Career Paths





**Deloitte.**



## Finance BIM 3 Career Paths

- Large Businesses
- Accounting firm and audit firm (KPMG, Mazars, )
- management consulting firm (McKinsey, etc)
- Banks
- Mutual funds
- Investment consultancies
- Insurance companies
- Broking firms
- Investment banks
- Pension funds
- Other financial institutions



**mazars**

# FOCUS FINANCE STUDIES

A student who wishes to PURSUE his/her studies (after the Bachelor) towards the

**Master in International Finance at Rennes SB**

will have to choose the **BIM3 Finance specialisation**, as a compulsory prerequisite



# APPRENTICESHIP

Presentation of the programme

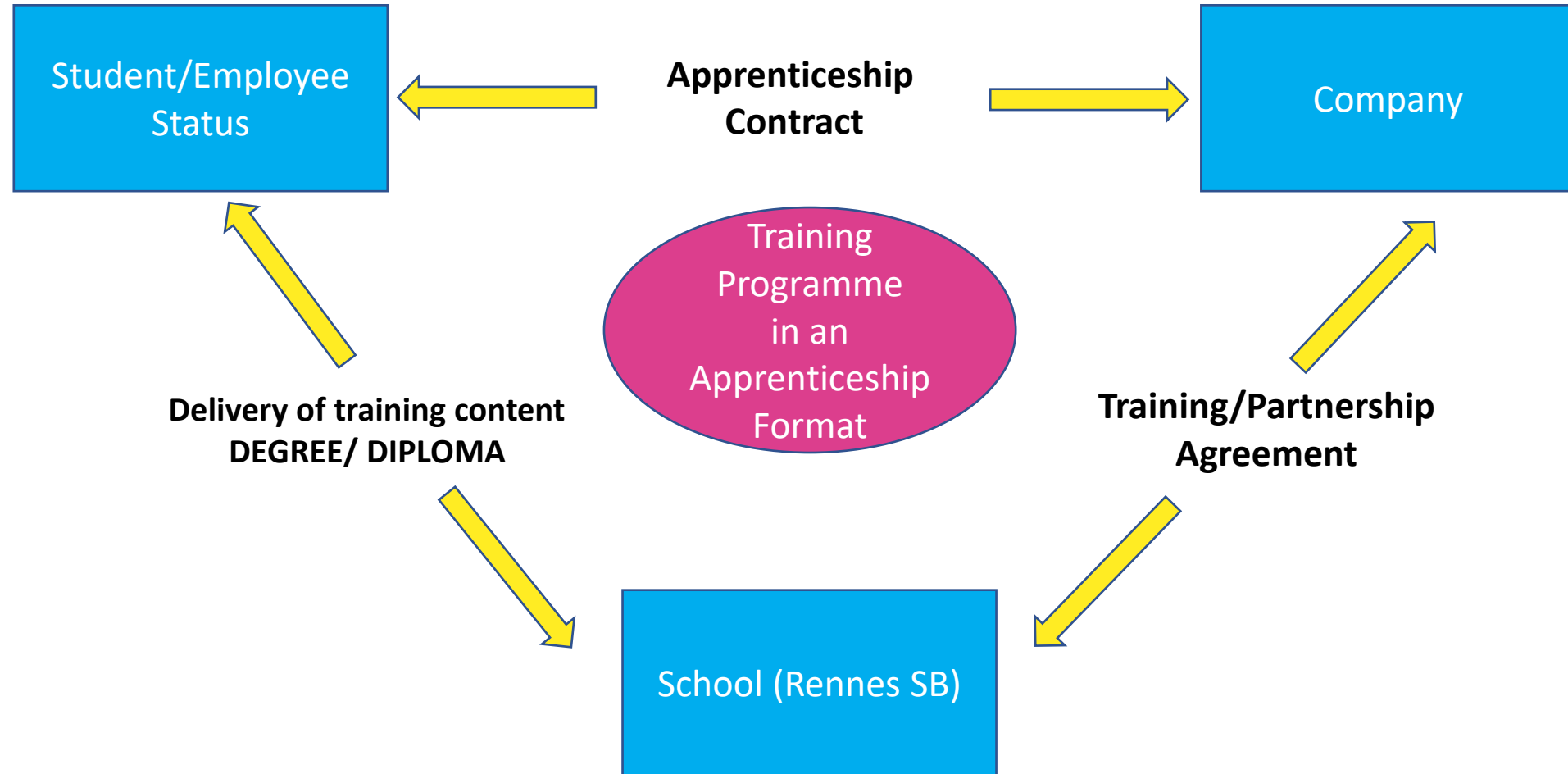
« International and Innovative Business Management »

***Olivier DIGNE***

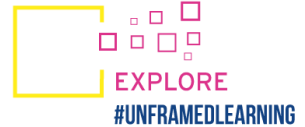
***Responsable du Suivi Professionnel des Programmes en Alternance***

***Head of Apprenticeship Programmes Professional Monitoring***

# APPRENTICESHIP ?



# THE BENEFITS OF A PROGRAMME IN AN APPRENTICESHIP FORMAT



1. Blending of “in school” and “in a company” training => practical applying theoretical underpinnings
2. Opportunity to discover/improve your knowledge of a business area / Job position, in an hands-on environment / in a real situation, with an employee status (if signed contract)
3. School fees are paid by company + salary (if apprenticeship contract signed)
4. Many studies show that the scheme favors employability of students
5. Contract needs to be signed with a Company based in France

# BIM 3 IN AN APPRENTICESHIP FORMAT

## POSITIONING OF THE PROGRAM IN THE CURRICULUM AND OBJECTIVES :

- > Programme composed of general and transversal courses  
+ specialization courses per semester (3 specialization tracks represented)

*Allows apprenticeship students to target and acquire a 1st level of specialization according to their "business" field orientation*



**Bachelor in Management Year 3 - 3.6 Apprenticeship : Innovative Business Management (IBM) - 2024/2025**

MAJ 12/09/2024

Semester 5 - August 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>Management Modules</b>								
FI303E_B_ALT_IBM	Financial Analysis	24				24	4	BIM_CG1_LO2 BIM_CG3_LO2
HR301E_B_ALT_IBM	International HR Management	24				24	4	BIM_CG1_LO3 BIM_CG3_LO1
MK306E_B_ALT_IBM	Digital Marketing Strategy	24				24	4	BIM_CG1_LO2 BIM_CG3_LO2
NG302E_B_ALT_IBM	International Negotiation Skills	24				24	4	BIM_CG1_LO1 BIM_CG1_LO3
SC301E_B_ALT_IBM	Supply Chain Management	24				24	4	BIM_CG1_LO2 BIM_CG3_LO2
ST302E_B_ALT_IBM	Strategy	24				24	4	BIM_CG1_LO2
ST307E_B_ALT_IBM	International Business Environment	24				24	4	BIM_CG1_LO2
<b>Research</b>								
RM302E_B_ALT_IBM	Research Methods for Bachelor Dissertation	15				15	2	BIM_CG2_LO1
<b>Compulsory Events</b>								
EV300N_B_ALT_IBM	Induction Seminar	7				7	-	
<b>Career development</b>								
CP310N_B_ALT_IBM	Career Passport	21				21	-	BIM_CG2_LO3
<b>Professional Experience (Programme Requirement)</b>								
3ALTECOLE	Apprenticeship Follow-Up - School Periods	4				4	-	BIM_CG2_LO3
3ALTENTR	Apprenticeship Follow-Up - Company Periods	3				3	-	BIM_CG2_LO3
EP301N_B_ALT_IBM	Apprenticeship professional experience						-	BIM_CG2_LO3
<b>TOTAL PERIOD</b>		<b>218</b>		<b>0.0</b>	<b>0.0</b>	<b>218.0</b>	<b>30</b>	

Semester 6 - 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>Management Modules</b>								
CR302E_B_ALT_IBM	Mindful Decision-Making			24		24	4	BIM_CG2_LO1 BIM_CG2_LO3 BIM_CG3_LO1
FI301E_B_ALT_IBM	Concepts of Corporate Finance			24		24	4	BIM_CG1_LO2 BIM_CG3_LO2
MK307E_B_ALT_IBM	Business to Business Marketing			24		24	4	BIM_CG1_LO2 BIM_CG3_LO2
SC305E_B_ALT_IBM	Transportation and Distribution Management			24		24	4	BIM_CG1_LO2 BIM_CG3_LO2
ST308E_B_ALT_IBM	Entrepreneurial Thinking and Innovation			24		24	4	BIM_CG2_LO2
ST309E_B_ALT_IBM	Design for Innovation Strategy			24		24	4	BIM_CG2_LO2
<b>Research</b>								
BD301N_B_ALT_IBM	Bachelor Dissertation			5		5	6	BIM_CG1_LO3 BIM_CG2_LO1 BIM_CG2_LO2
<b>Career development</b>								
CP310N_B_ALT_IBM	Career Passport			27		27	(P/F)	BIM_CG2_LO3
<b>Professional Experience (Programme Requirement)</b>								
3ALTECOLE	Apprenticeship Follow-Up - School Periods			4		4	-	BIM_CG2_LO3
3ALTENTR	Apprenticeship Follow-Up - Company Periods			3		3	-	BIM_CG2_LO3
EP301N_B_ALT_IBM	Apprenticeship professional experience						(P/F)	BIM_CG2_LO3
<b>Programme Requirements</b>								
TILV1_B	LV1 - Official Test						(P/F)	
<b>TOTAL PERIOD</b>		<b>0</b>	<b>0.0</b>	<b>183.0</b>		<b>183.0</b>	<b>30</b>	
<b>TOTAL YEAR</b>		<b>218.0</b>	<b>0.0</b>	<b>183.0</b>	<b>0.0</b>	<b>401</b>	<b>60</b>	

## The targeted job positions according to the chosen professional orientation

### Les métiers visés selon l'orientation professionnelle choisie (choix de cours électifs) :

**FINANCE** : Conseiller commercial en assurances, chargé de clientèle banque junior (particuliers), conseiller bancaire, Adjoint de Direction, Assistant Comptabilité / Contrôle de Gestion, Gestionnaire de contrats (assurances).

**SALES & MARKETING** : Chef de Produits Junior, Chargé d'études Marketing, Chargé de la Promotion des ventes, Chargé de la Relation Client, Chargé de Communication, Chargé de projet en événementiel, Responsable Adjoint de magasin, Commercial sédentaire (bi-trilingue) ou Attaché Commercial, Assistant Export (bi-trilingue)

**PURCHASING & SUPPLY CHAIN** : Chargé d'administration des ventes / ventes export, Responsable Achats & Approvisionnements, Responsable Commercial Transports, Responsable Supply Chain, Assistant Acheteur international

# APPRENTICESHIP PROGRAMMES SELECTION

LIMITED NUMBER OF PLACES FOR EACH PROGRAMME

SELECTION CRITERIA :

ACADEMIC EXCELLENCE (GPA) AND STUDENT BEHAVIOR DURING STUDIES

CV : UPDATED RESUME TO DOWNLOAD, WITH YOUR PROFESSIONAL PROJECT

AND YOUR APPRENTICESHIP TARGET CLEARLY DEVELOPED AT THE TOP OF THE CV

WHAT IS IMPORTANT AND CAN MAKE THE DIFFERENCE

A CONTRACT PROPOSITION IT IS AN AVANTAGE

PROFESSIONAL PROJECT AND PROFESSIONAL EXPERIENCE IN THE PROFESSIONAL AREA TARGETED

➤ ACCEPTANCE IS SUBJECT TO A JURY/ADMISSIONS PROCESS

# ARE YOU READY FOR APPRENTICESHIP ?

**Yes, I have the right profil for apprenticeship training :**

-> **What type of company should I look for ?**

Favor Large and/or Small and Medium-sized Companies (PME)

-> *it's an important investment of time and money for very small companies*

**No, I don't have the profile for apprenticeship yet**

- Continue your studies on an classical training course format
- Develop your career plan and experience through internships
- Target Apprenticeship experience for your Master years

# MERCI DE VOTRE ATTENTION ! THANK YOU FOR YOUR ATTENTION !

## QUESTIONS ABOUT WORK-STUDY PROGRAMMES :



### CELINE ODIC

Chargée de placement Alternants  
*Apprenticeship Placement Officer*



### FANNY BAYART

Responsable du CFA  
Centre de Formation des Apprentis  
*Apprenticeship Center Manager*



### OLIVIER DIGNE

Responsable du suivi professionnel  
des Programmes en alternance  
*Head of Apprenticeship Programmes  
Professional Monitoring*



Rennes  
School  
of Business



@RennesSB



rennessb



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of Business



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School  
of Business

# ENTREPRENEURSHIP

presentation of the programme  
by *Valentin HENRY*  
**INNOSTART**





# HOW WILL IT WORK ?

30

 Entrepreneurs

 Events

 Workshops

 Mentors



# SHOULD YOU DO THIS TRACK ?



- Not sure about it
- Test & learn



- Want to manage project
- Does not want to choose
- Globally competent



- Already entrepreneur
- Want to scale up

# SOME RSB ENTREPRENEURS



**Laurent Ritter**

*Voodoo*

BeReal.

1,8 Mds€

500M€



**Margaux Bruineaud**



1,4 M€



**Jean Baptiste de Bel Air**

*Steeple*

40 M€

# PREPARING YOUR SEMESTER ABROAD

Presentation

*by Thibaut PLONQUET*

*International Communication Officer  
International Partnerships & Mobility*



# KEY DATES



## MID-DECEMBER 2024

# Exchange Places Offer Publication

## BIM UNIVERSITY PLACEMENT OFFER FOR AN EXCHANGE ABROAD 2024/2025

Choose your universities carefully, some destinations are very expensive!  
Please check the Fact Sheet to know if there are additional costs.  
\*Based on information available to date.

COUNTRY	TOWN	UNIVERSITIES	ACCREDITATIONS	ONLY SELECT PARTNER UNIVERSITIES THAT OFFER COURSES IN YOUR CHOSEN SPECIALISATION			NUMBER OF BIM STUDENTS	USEFUL LINKS (LIST OF COURSES, EXCHANGE INFORMATION, ETC.)	FACT SHEET	LANGUAGE OF CLASSES	MINIMUM GPA	LANGUAGE REQUIREMENT (ENGLISH AND OTHER LANGUAGE) COMPULSORY/OPTIONAL
				COURSES OFFERED IN FINANCE*	COURSES OFFERED IN MARKETING*	COURSES OFFERED IN SUPPLY CHAIN*						
AUSTRIA	Klagenfurt	Alpen-Adria-Universität Klagenfurt	AACSB	YES	YES	YES	5 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English and/or German	None	B2 level in German (if classes in German)
	Dornbirn	FH Vorarlberg, Vorarlberg University of Applied Sciences		YES	YES	YES	2 students for one semester Choose between semester 5 or 6	<a href="#">Exchange information</a>		English	None	None
	Vienna	FH University of Applied Sciences BFI Vienna		YES	NO	NO	2 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English and German	None	B2 level in German
BELGIUM	Antwerp	Karel de Grote, University College Antwerp (KdG)		NO	YES	YES	6 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English	None	None
	Heverlee (Leuven)	UC Leuven Limburg (UCLL)		NO	YES	NO	7 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English	None	None
	Ghent	Hogeschool Gent (HOOGENT), Faculty of Business and Information Management		YES	YES	NO	2 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English	None	None
BULGARIA	Sofia	Sofia University, Faculty of Economics and Business Administration	AMBA	YES	NO	NO	5 students for one semester Semester 6 only	<a href="#">Exchange information</a>	PARTNER	English	None	None
	Varna, Dobrich	Varna University of Management (VUM)		YES	NO	NO	3 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English	None	None
CROATIA	Zagreb	University of Zagreb, Faculty of Economics and Business	AACSB, EQUIS, EPAS Bachelor	YES	YES	YES	4 students for one semester Semester 6 only	<a href="#">Exchange information</a>		English	None	None

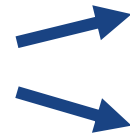
WHEN INDICATED  
\*CHOOSE BETWEEN SEMESTER 6 OR 6\*  
IT IS USELESS TO SELECT BOTH SEMESTERS IN THE SAME UNIVERSITY. JUST PICK ONE.

# KEY DATES



**31st DECEMBER 2024**

**Deadline to submit**



**Valid Passport and/or  
Official language test**

**DOCUMENTS TO BE UPLOADED  
> RISE > EXCHANGE ABROAD**

# KEY DATES

## UNIVERSITY SELECTION OFL



FROM 16<sup>th</sup> to 20<sup>th</sup> JANUARY

> WAVE 1



FROM 23<sup>rd</sup> to 27<sup>th</sup> JANUARY

> WAVE 2

# NEW LOCATION

## MOBILITY OFFICE

**Building 1, Offices 317-318**

**OFL OFFRE DE FORMATION EN LIGNE**

**CHOOSE YOUR PATHWAY BIM3**





# OFL BIM2 FOR BIM3 TIMELINE **UPDATE**

2024-25

← QUESTION & ANSWER MEETINGS (online and face-to-face) →

12 DECEMBER @5h30PM  
apprenticeship/entrepreneurship/  
programme

16 JANUARY @4h30PM  
Q&A wave 1

23 JANUARY @4h30PM  
Q&A wave 2

University Placement offer

Mid-DECEMBER

Results OFL STEP1

13 JANUARY @12AM on Rise

**OFL STEP 1**

OFL STEP 1: Apprenticeship,  
Entrepreneurship or Initial Training pathway

Friday 13 DECEMBER @2pm  
to Monday 6 JANUARY @5pm

**OFL STEP 2**

OFL STEP 2 wave 1  
specialisation/12 universities

Thursday 16 JANUARY @2pm  
to Monday 20 JANUARY @2pm

OFL STEP 2 wave 2  
specialisation/12 universities

Thursday 23 JANUARY @2pm  
to Monday 27 JANUARY @2pm

# BIM2 – CHOOSE YOUR PATHWAY BIM 3 OFL STEP 1



from FRIDAY 13/12/24 @2PM to MONDAY 06/01/25 @5PM

Choose 1 option among 3

CLASSIC PROGRAMME  
and STUDIES ABROAD

APPRENTICESHIP  
S5 & S6

1/ Complete professional project  
in RISE  
2/ Upload your CV in French  
before January 6th 2025 @5pm

ENTREPRENEURSHIP at RSB  
S5 & S6

1/ Complete professional project  
in RISE  
2/ Upload your CV in French  
before January 6th 2025 @5pm



In Rennes  
Campus and  
no exchange  
semester in a  
Partner  
University

# BIM2 – RESULTS OFL STEP1 APPRENTICESHIP



Monday 13th of January 2025 @12AM

Students who  
selected the  
APPRENTICESHIP  
TRACK\*

CONFIRMATION THAT  
You have been selected on  
APPRENTICESHIP Track (on RISE)  
OFL stops here for you

CONFIRMATION THAT  
You have NOT been selected on  
APPRENTICESHIP Track (on RISE)  
OFL continues with choice of Partner  
Universities + specialisations

\* Selection criteria see Apprenticeship presentation before

# BIM2 – RESULTS OFL STEP 1 ENTREPRENEURSHIP



Monday 13th of January 2025 @12AM

Students who  
selected the  
ENTREPRENEURSHIP  
TRACK\*



CONFIRMATION THAT  
You have been selected on  
ENTREPRENEURSHIP Track (on RISE)  
OFL stops here for you



CONFIRMATION THAT  
You have NOT been selected on  
ENTREPRENEURSHIP Track (on RISE)  
OFL continues with Choice of Partner  
Universities + specialisations



\* Selection criteria: Application form (motivation, project), your CV

# BIM2 – CHOOSE YOUR PATHWAY BIM 3 OFL STEP 2



from Thursday 16/01/25 @2PM to Monday 27/01/25 @2PM

Specialisation + Partner University wish lists\*

CLASSIC PROGRAMME  
and  
STUDIES ABROAD

Wave 1

16 January @2PM - 20 January @2PM

Choose one Specialisation among

- « Marketing »
- « Finance »
- « Supply Chain »

Wish list of Partner Universities\* (semester or academic year) in line with your choice of specialisation

Monday 13/01/25 - 12AM  
CONFIRMATION THAT  
You have NOT been selected on  
APPRENTICESHIP or  
ENTREPRENEURSHIP Track

OFL continues with  
Wish of Partner Universities +  
Specialisations

Wave 2

23 January @2PM - 27 January @2PM

Choose one Specialisation among

- « Marketing »
- « Finance »
- « Supply Chain »

Wish list of Partner Universities\* (semester or academic year) in line with your choice of specialisation

# QUESTIONS & ANSWERS – FAQ

## What happens if I don't answer the OFL?

This OFL is the most important of your course at Rennes. You are expected to be committed to your course and to respect the dates. If you have a technical problem, please contact Aloha.

## Que se passe-t-il si je ne répons pas à l'OFL ?

Cette OFL est la plus importante de votre cursus à Rennes. Il est attendu de votre part que vous soyez investi dans votre parcours et respectueux des dates. Si vous avez un problème technique, merci de contacter Aloha.

## FAQ SOON ON THE ALOAH PAGE - BIENTÔT SUR LA PAGE D'ALOAH

[BIM 1/2/3 Bachelor In Management](#)  
– [Aloha Student Support](#)

## Can i modify my answers in the OFL?

NO

## Est ce que je peux changer de parcours une fois OFL clos ...?

NON

## If I choose the Apprenticeship programme, can I go on an academic exchange abroad?

No, this is not possible because the BiM3 program in Work Study requires your presence within a company/organization throughout the year. An academic exchange of a few months is therefore not compatible.

## QUE SE PASSE T IL SI J AI CHOISI UNE ALTERNANCE ET QUE FINALEMENT JE VEUX PARTIR A L ETRANGER...

Non ce n'est pas possible car le programme BiM3 en Alternance s'organise sur une année académique et requiert votre présence en entreprise tout au long de l'année. Un échange académique de quelques mois n'est donc pas compatible (il n'est donc pas nécessaire de mettre à jour son profil sur Rise pour un échange).

# BACK-TO-SCHOOL JANUARY 2025



## COMPULSORY MEETING & BUSINESS GAME COURSE

**MONDAY 6th JANUARY 2025**

**Auditorium**

**BUSINESS KICK-OFF & PUM**

**TUESDAY 7th/WEDNESDAY 8th/THURSDAY 9th  
JANUARY 2025**

**Every Day**

**BUSINESS GAME COURSE\***



***\* This course will be evaluated and is credited by 2 ECTS ! Students who do not participate have to provide a valid certificate***

**ANY QUESTIONS?**

**THANK YOU FOR YOUR ATTENTION**

