

INTAKE

#2024



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

PROGRAMME UPDATE MEETING#1

M2 APPRENTICESHIP PROGRAMMES – PARIS CAMPUS

PUM#1 MONDAY 25TH NOVEMBER 2024



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Dean for Programmes



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Manager



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PUNMA



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING

Chapter 1

–

Your programme &
course list

Semester 7

IF
International Finance
DMM
Digital Marketing
Management
IDM
Immersive Design
Management
LSCM
Logistics & Supply
Chain Management

Master in Logistic & Supply Chain Management (Master LSCM) - Master 2 SCLM - 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
QM521E_ALT_PAR	Advanced Production Systems & Industry 4.0	24				24	4	POSTG_CG1_LO3 POSTG_CG3_LO2
SC503E_ALT_PAR	Inventory Management & Warehousing	24				24	4	POSTG_CG3_LO1
SC508E_ALT_PAR	Global SC & International Trade	24				24	4	POSTG_CG1_LO3
SC507E_ALT_PAR	Sustainable SC & Green Logistics	24				24	4	POSTG_CG2_LO2
SC510E_ALT_PAR	Distribution & Transportation Management	24				24	4	POSTG_CG1_LO3
SC525E_ALT_PAR	Strategic Sourcing & Contract Negotiation	24				24	4	POSTG_CG2_LO2
TS504N_LSCM_ALT_PAR	Learning Expedition	18				18	-	POSTG_CG2_LO1
RM511E_ALT_PAR	Applied Research in Supply Chain (Linked to the Graduating Project)	15				15	2	POSTG_CG2_LO2
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	208.0	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								
SC513E_ALT_PAR	SC Project Management			24		24	4	POSTG_CG3_LO2
SC517E_ALT_PAR	Supply Chain Analytics & Digitalization			24		24	4	POSTG_CG1_LO1
SC518E_ALT_PAR	SC Risk & Disaster Management			24		24	4	POSTG_CG3_LO2
TS504N_LSCM_ALT_PAR	Learning Expedition			32		32	2	POSTG_CG2_LO1
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	

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

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FICHE_PROG_24_25 ▾



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

-

Learning Expedition

[LEX]



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

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

2 SEMESTERS
50H / 2 ECTS

Semester 9 - September 2024 to February 2025

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Specialization							
OB519E_ALT_PAR	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4
FI502E_ALT_PAR	Advanced Corporate Finance	24				24	4
FI505E_ALT_PAR	Coding and Data science for Finance	24				24	4
FI508E_ALT_PAR	Quantitative Finance	24				24	4
FI519E_ALT_PAR	Mergers and Acquisitions: an International Perspective	24				24	4
FI525E_ALT_PAR	Exchange Markets	24				24	4
TS504N_IFIN_ALT_PAR	Learning Expedition	18				18	-
RM510E_ALT_PAR	Applied Research in Finance (Linked to the Graduating Project)	15				15	2
Elective modules (choose 1 module)							
FI513E_ALT_PAR	Islamic Finance	24				24	4
FI515E_ALT_PAR	Sustainable Finance	24				24	4
Career development							
CP501E_ALT_PAR	Career Passport	6				6	-
5ALTECOLE_PAR	Work Study Follow-Up - School Periods	4				4	-
5ALTENTR	Work Study Follow-Up - Company Periods	3				3	-
TOTAL PERIOD		208	0.0	0.0	0.0	208.0	30



Semester 10 - March 2025 to September 2025

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

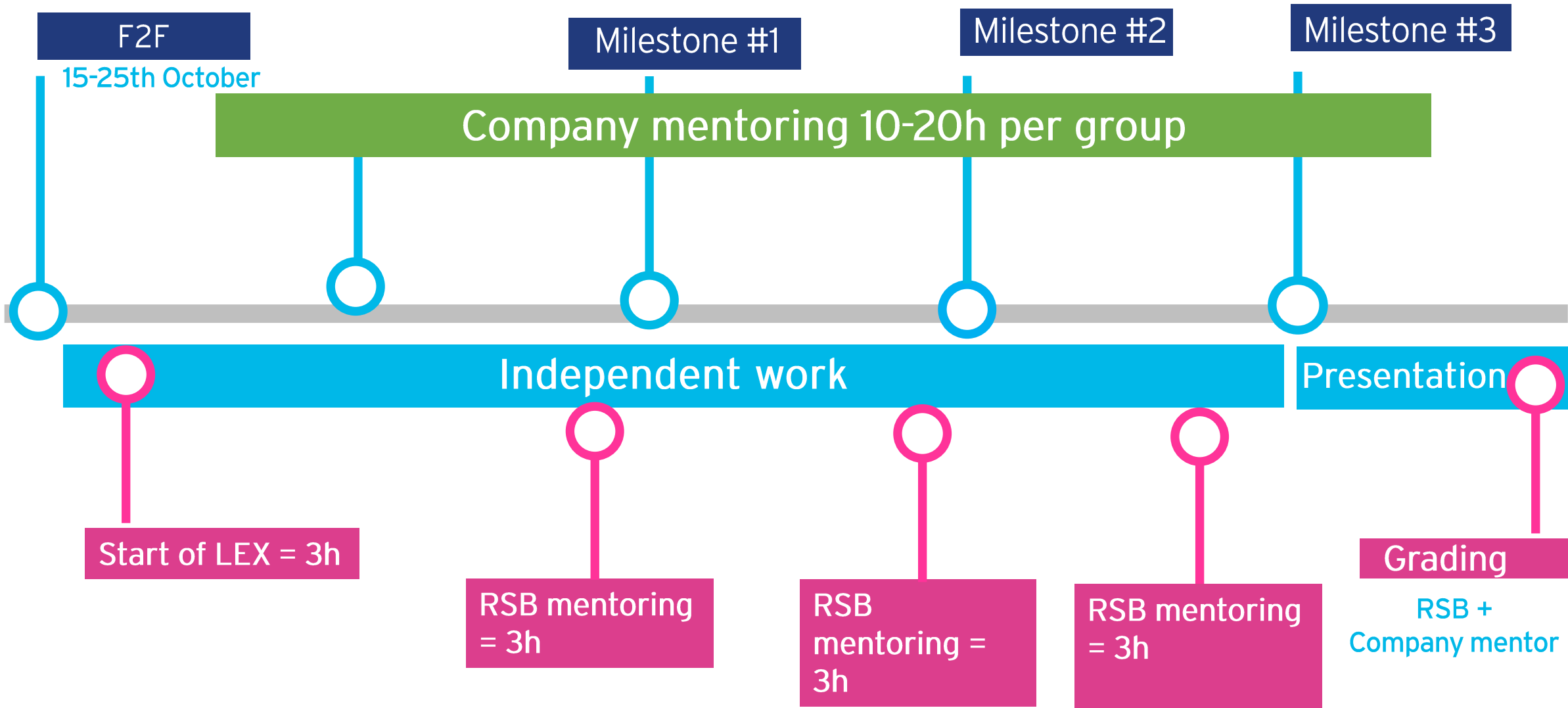


GROUP: Semester 10 [35%]

Milestone 3: LEX team public presentation & feedback

LEX TIMELINE

2024-25



Chapter 4

–

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

Semester 9 - September 2024 to February 2025							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Specialization modules							
OB519E_ALT_PAR	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4
CR515E_ALT_PAR	Corporate Social Responsibility in Marketing	24				24	4
IS515E_ALT_PAR	CRM Systems with AI integration	24				24	4
MK531E_ALT_PAR	AI & Marketing	24				24	4
MK536E_ALT_PAR	Marketing of Innovation	24				24	4
MK542E_ALT_PAR	Contemporary Brand Management	24				24	4
MK552E_ALT_PAR	Digital Advertising and Communication	24				24	4
RM512E_ALT_PAR	Applied Marketing Research (linked to the Graduating Project)	15				15	2
TS504N_DMK_ALT_PAR	Learning Expedition	18				18	-
Career development							
CP501E_ALT_PAR	Career Passport	6				6	-
5ALTECOLE_PAR	Work Study Follow-Up - School Periods	4				4	-
5ALTENTR	Work Study Follow-Up - Company Periods	3				3	-
TOTAL PERIOD		208		0.0	0.0	208.0	30



RM512E_ALT_PAR
[Applied Marketing Research]

Semester 10 - March 2025 to September 2025							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Specialization modules							
IS513E_ALT_PAR	Database for Direct Marketing and E-CRM			24		24	4
MK514E_ALT_PAR	Omni-Channel Distribution and Retail Management			24		24	4
MK551E_ALT_PAR	Social Media Advertising			15		15	2
MK554E_ALT_PAR	Advanced Digital PR & Corporate Communications			15		15	2
TS504N_DMK_ALT_PAR	Learning Expedition			32		32	2
Research							
GP5_ALT_PAR	Graduating Project			18		18	12
Career development							
CP501E_ALT_PAR	Career Passport			28.5		28.5	4
EP501N_ALT_PAR	Professional Experience						(P/F)
5ALTECOLE_PAR	Work Study Follow-Up - School Periods			4		4	-
5ALTENTR	Work Study Follow-Up - Company Periods			3		3	-
TOTAL PERIOD		0	0.0	163.5		163.5	30
TOTAL YEAR		208.0	0.0	163.5	0.0	371.5	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 Borges, 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

–

Alumni Community

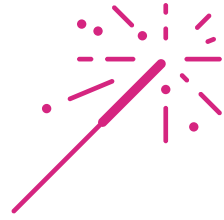
www.rennes-sb-alumni.com

Student login



DATA

- Online directory
- Statistics & reports



EXPERIENCES

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

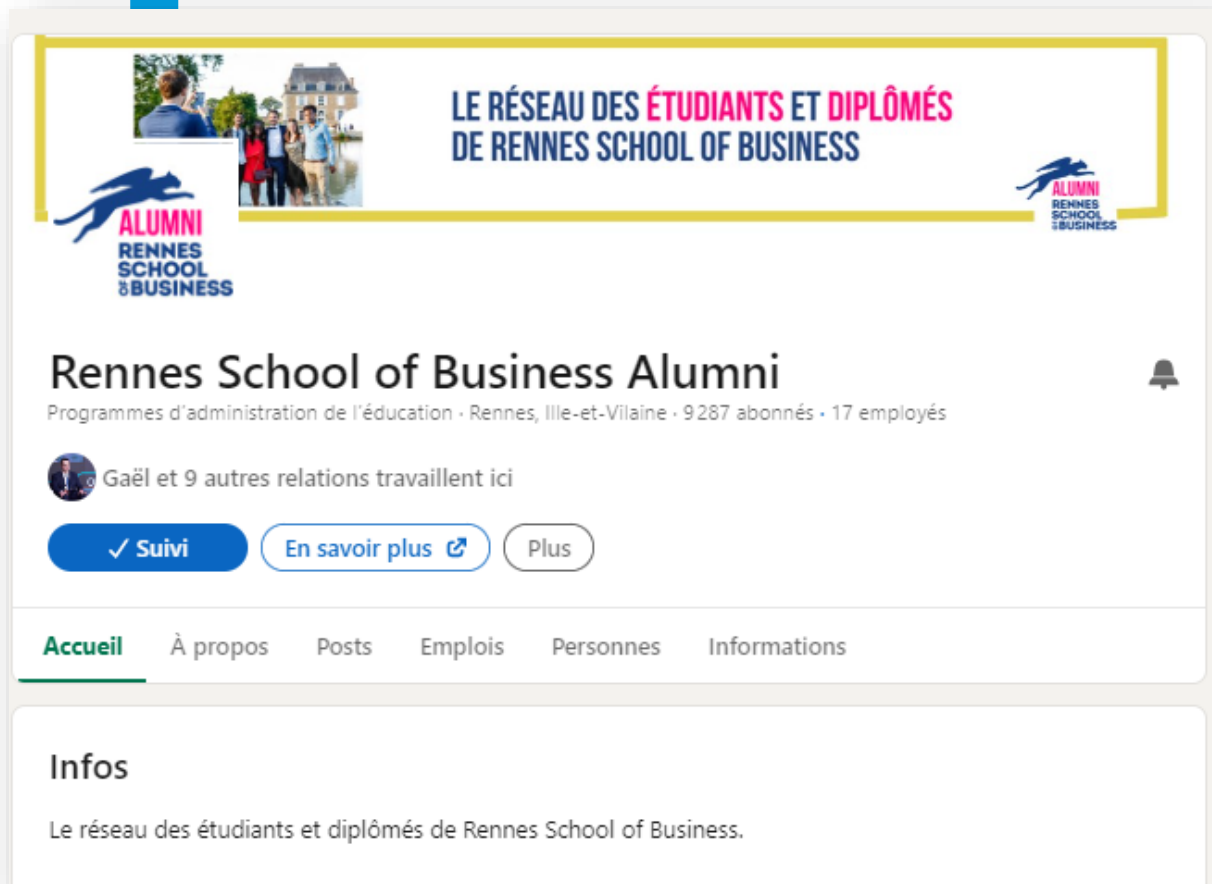
MISSIONS & SERVICES



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's a calendar grid with dates from 1 to 30. Below the calendar, there are filters for 'KEYWORDS', 'TYPE', 'LOCATION', and 'WHEN?'. The main content 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).

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

–

Apprenticeship
Programme

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

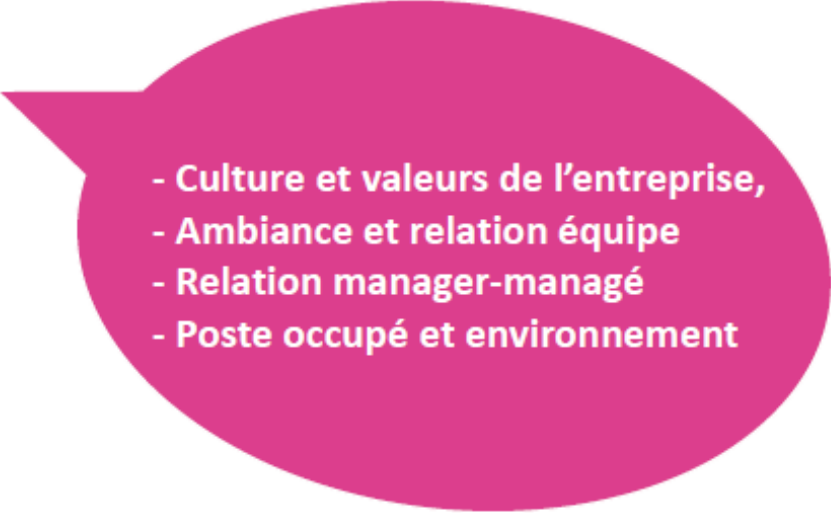
● *Write a daily logbook* ● *Sort the various elements by theme to highlight the points covered :*

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 7

-

Career Centre

TIMELINE

KICK OFF

CAREER CENTRE
September 23

DELIV.

PROFESSIONAL
ENGAGEMENT
April 7
MOODLE

CLASSES

APPRENTICESHIP

PROFESSIONAL INSIGHTS

C. DAY #2

RECRUITMENT & JOB SEARCH
January 30&31
Corporate Partners

C. DAY #3

NETWORKING WITH ALUMNI
March 20
Alumuni

DELIVERABLES

4
CREDITS

SPRING


**PROFESSIONAL
ENGAGEMENT**

DEADLINE: 07/04/2025

Chapter 8

–

Your Student
Representatives



**BECOME A
STUDENT
REPRESENTATIVE**



STUDENT REPRESENTATIVES
BY BENNES SB

STUDENT REPRESENTATIVES – M2 APPRENTICESHIP

PARIS

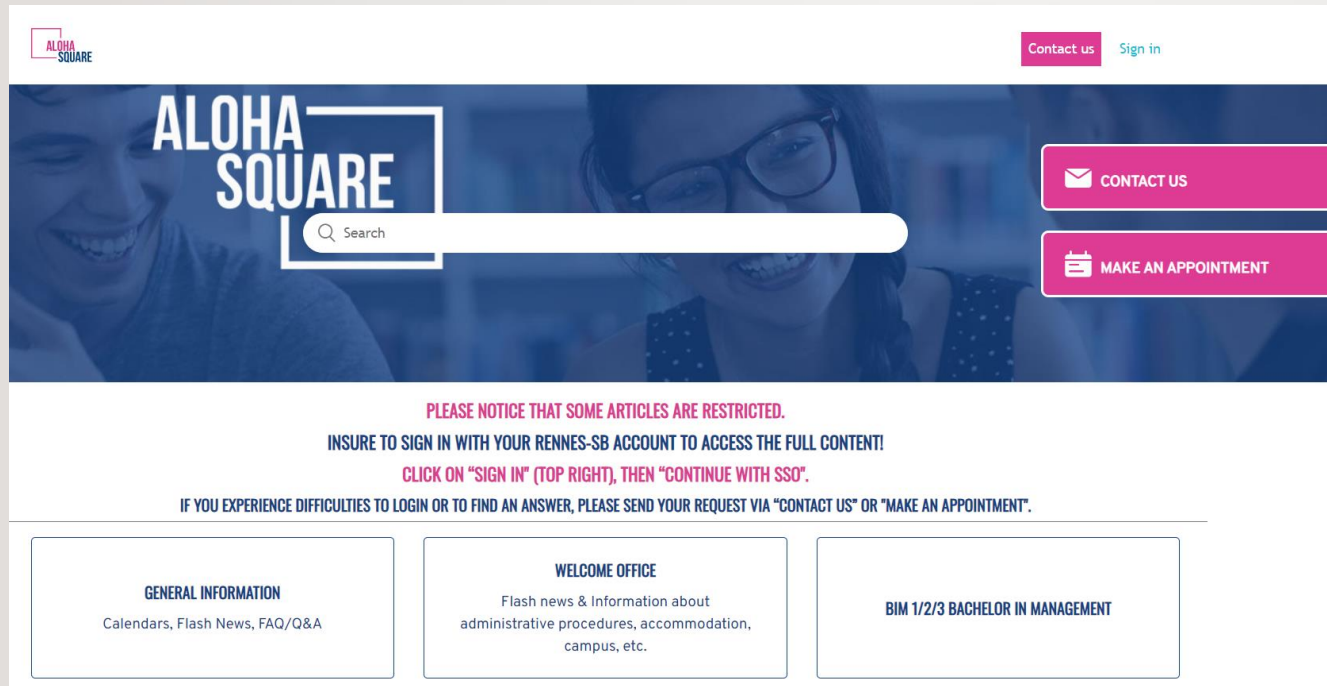
NAME	PROGRAMME
Sonja KAMPER - Erwan LIEBOT (G1/ex M1)	DMM
Louis ACHARD - Pauline VILLERMET (G2)	DMM
Nadia SAIDI	DMM - IDM
Antonin GOUJON-CLOIREC (G1/ex M1)	IF
Hiba IHSANE (G2)	IF
Solène GUARNIERI - Julien RHONE (G3)	IF
Maude GUETTIER	LSCM

Chapter 9

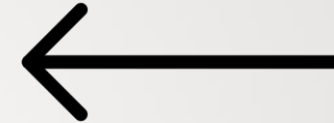
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You need help?

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 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 interface. At the top left is the 'ALOHA SQUARE' logo. At the top right are 'Contact us' and 'Sign in' links. Below the logo is a search bar with a magnifying glass icon and the word 'Search'. To the right of the search bar are two pink buttons: 'CONTACT US' with an envelope icon and 'MAKE AN APPOINTMENT' with a calendar icon. Below these elements is a blue banner with the text: '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".' Below the banner is a grid of six white boxes with blue borders. The boxes are: 1. 'WELCOME OFFICE' (Flash news & Information about administrative procedures, accommodation, campus, etc.). 2. 'IT & DIGITAL TOOLS' (Account setup and security, Softwares, School IT Environment, Microsoft Office 365 Apps, Teams, RISE, Moodle.). 3. 'PGE - PROGRAMME GRANDE ECOLE - MASTER IN MANAGEMENT'. 4. 'MASTER 1 & MASTER 2' (Full-Time and Apprenticeship Programmes in Rennes and Paris). A blue arrow points from the 'IT & DIGITAL TOOLS' box to the 'MASTER 1 & MASTER 2' box. 5. (Empty box). 6. (Empty box).

MASTER 1 & MASTER 2

Full-Time and Apprenticeship Programmes in 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