

ROADBOOK

PGE3 SPECIALISATIONS

2025-2026

2025 JAN 13 VERSION



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING

SUMMARY

MASTER OF SCIENCE PROGRAMMES AT RENNES SCHOOL OF BUSINESS

[Data and Business Analytics](#)

[Digital Marketing Management](#)

[Financial Data Intelligence](#)

[Geopolitics and Business](#)

[Immersive Design Management](#)

[Innovation and Entrepreneurship \(INSA\)](#)

[International Accounting, Management Control and Auditing](#)

[International Finance](#)

[International Negotiation and Business Development](#)

[Logistics, Supply Chain and Purchasing](#)

[Luxury Marketing and Brand Management](#)

[Master in Management - New Business Development Manager \(RPI\)](#)

MASTER PROGRAMMES IN FRENCH PARTNER UNIVERSITIES

[EM Strasbourg](#)

[IMT Atlantique](#)

*Please note the information contained
in this document could be subject to change.*



MASTERS **OF SCIENCE**

**AT RENNES SCHOOL
OF BUSINESS**



UNFRAMED THINKING

MASTER	FULL TIME	APPRENTICESHIP
<u>Data and Business Analytics</u>	Rennes	
<u>Digital Marketing Management</u>	Rennes	Rennes (65 pl) Paris (20 pl)
<u>Financial Data Intelligence</u>	Rennes	
<u>Geopolitics and Business</u>	Rennes	
<u>Immersive Design Management</u>		Paris (10 pl)
<u>Innovation and Entrepreneurship [FRENCH] (INSA)</u>	Rennes (15 pl)	
<u>International Accounting, Management Control and Auditing</u>	Rennes	
<u>International Finance</u>	Rennes	Rennes (35 pl) Paris (20 pl)
<u>International Negotiation and Business Development</u>	Rennes	Rennes (35 pl)
<u>Luxury Marketing and Brand Management</u>	Rennes	Paris
<u>Logistics, Supply Chain and Purchasing</u>	Rennes	Rennes (20 pl) Paris (15 pl)
<u>Master in Management – New Business Development Manager (RPI)</u>		Rennes (140 pl)

PREREQUISITES & SELECTIVE SPECIALISATIONS

*N/A = places are not limited.

Please note that a minimum of students is required to open a programme

ACADEMIC YEAR 2025-26 SELECTIVE SPECIALISATIONS PGE3	FORMAT / NUMBER OF PLACES AVAILABLE*	PREREQUISITES	ADDITIONAL INFORMATION
DBAN Data & Business Analytics	Full-Time Rennes : N/A	240 ECTS	
DMM Digital Marketing Management	Full-Time Rennes : N/A	240 ECTS	Selection will occur only if more than 80 candidates (academic performance will be assessed)
DMM Digital Marketing Management	Apprenticeship Paris : 20	240 ECTS Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
DMM Digital Marketing Management	Apprenticeship Rennes : 65	240 ECTS Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
FDI Financial Data Intelligence	Full-Time Rennes : N/A	240 ECTS Students must have followed Finance pack	
GEOBUS Geopolitics & Business	Full-Time Rennes : N/A	240 ECTS	
IDM Immersive Design Management	Apprenticeship Paris : 10	240 ECTS Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
IE Innovation and Entrepreneurship {Partnership with INSA}	Full-Time Rennes : 15	240 ECTS	

PREREQUISITES & SELECTIVE SPECIALISATIONS

ACADEMIC YEAR 2025-26 SELECTIVE SPECIALISATIONS PGE3	NUMBER OF PLACES AVAILABLE	PREREQUISITES	ADDITIONAL INFORMATION
IAMCA International Accounting, Management Control and Auditing	Full-Time Rennes : N/A	240 ECTS	
IF International Finance	Full-Time Rennes : N/A	240 ECTS Students must have followed the Finance pack	
IF International Finance	Apprenticeship Rennes : 35	240 ECTS Students must have followed the Finance pack Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
IF International Finance	Apprenticeship Paris : 20	240 ECTS Students must have followed the Finance pack Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
INBD International Negotiation and Business Development	Full-Time Rennes : N/A	240 ECTS	
INBD International Negotiation and Business Development	Apprenticeship Rennes : 35	240 ECTS Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
LMBM Luxury Marketing and Brand Management	Full-Time Rennes : N/A	240 ECTS	
LMBM Luxury Marketing and Brand Management	Full-Time Paris : N/A	240 ECTS	
LSCP Logistics, Supply Chain and Purchasing	Full-Time Rennes : N/A	240 ECTS	
LSCP Logistics, Supply Chain and Purchasing	Apprenticeship Rennes : 20	240 ECTS Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March

PREREQUISITES & SELECTIVE SPECIALISATIONS

ACADEMIC YEAR 2025-26 SELECTIVE SPECIALISATIONS PGE3	NUMBER OF PLACES AVAILABLE	PREREQUISITES	ADDITIONAL INFORMATION
LSCP Logistics, Supply Chain and Purchasing	Apprenticeship Paris : 15	240 ECTS Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
NBDM-RPI New Business Development Manager (RPI)	Apprenticeship Rennes : 140	Coherence of project, experience in the field and academic performance will be assessed	Apprenticeship selection process Admission results will be known around mid-March
EM Strasbourg: Conseil et Management Publics	4	Level of studies: validated Bac +4 (240 ECTS) and no resit M1 (PGE2) English level: TOEIC > 800/TOEFL > 80/IELTS > 6.5 CV + letter of motivation + academic performance	Process is specific to EM Strasbourg (April & May) Admission verdict June 25
EM Strasbourg: Comptabilité, Contrôle, Audit	2	Level of studies: validated Bac +4 (240 ECTS) and no resit M1 (PGE2) English level: TOEIC > 800/TOEFL > 80/IELTS > 6.5 CV + letter of motivation + academic performance	Process is specific to EM Strasbourg (February & March). Admission verdict April 25
EM Strasbourg: European Tourism, Wine and Agri food Management	4	Level of studies: validated Bac +4 (240 ECTS) and no resit M1 (PGE2) English level: TOEIC > 800/TOEFL > 80/IELTS > 6.5 CV + letter of motivation + academic performance	Process is specific to EM Strasbourg (February & March) Admission verdict April 25
EM Strasbourg: Gestion des Ressources Humaines	4	Level of studies: validated Bac +4 (240 ECTS) and no resit M1 (PGE2) English level: TOEIC > 800/TOEFL > 80/IELTS > 6.5 CV + letter of motivation + academic performance	Process is specific to EM Strasbourg (February & March). Admission verdict April 25
IMT Atlantique (Rennes, Brest or Nantes)	10 maximum	Level of studies: validated Bac +4 (240 ECTS) and no resit English level: TOEIC > 800/TOEFL > 80/IELTS > 6.5 CV + letter of motivation + academic performance	Process is specific to IMT Nantes. Admission verdict in May 2025

MSc IN

DATA AND BUSINESS ANALYTICS



Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données
Level 7 RNCP Title No. [39273](#)

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Case Studies in Business Analytics, Ethics and Risk
- > CRM Systems with AI integration
- > Data Project Management
- > Harnessing AI for Business
- > AI and Marketing
- > Data Science Toolbox
- > Data Driven Demand Planning
- > Decision Models for Supply Chain Planning
- > Learning Expedition
- > Social Media Intelligence
- > Retail Analytics
- > Big Data and Business Analytics

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > 4-month internship minimum (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in Data and Business Analytics, a programme crafted to offer the perfect blend of business acumen and technical expertise. Immerse yourself in a curriculum that emphasises essential data skills and advanced programming, ensuring you're equipped to tackle complex analytics challenges. Leverage our exclusive partnerships with learning platforms to gain hands-on experience with cutting-edge tools and technologies. Develop the ability to analyse and, more importantly, interpret data within a given context to inform strategic business decisions. This MSc prepares for international careers in all fields of industry and services, more specifically in Marketing Analytics, Commercial Analytics and Supply Chain Analytics.

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!



CAREER OPPORTUNITIES

- Financial Analyst
- Data Scientist
- Credit Analyst
- Data Flow Specialist
- Business Intelligence Manager
- Operations Manager
- ...



MSc IN

DIGITAL MARKETING MANAGEMENT



Format: Full-time (Rennes) and Apprenticeship (Rennes, Paris)

Teaching language: English

Intake: September

Campus: Rennes or Paris

Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en Management du Marketing Digital
Level 7 RNCP Title No. 36678

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Corporate Social Responsibility in Marketing
- > CRM Systems with AI integration
- > AI and Marketing
- > Marketing of Innovation
- > Contemporary Brand Management
- > Digital Advertising and Communication
- > Applied Marketing Research (linked to the Graduating Project)
- > Learning Expedition
- > Database for Direct Marketing and E-CRM
- > Omni-Channel Distribution and Retail Management
- > Social Media Advertising

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)



Unlock your career potential with our Master of Science in Digital Marketing Management, a programme designed to perfectly balance theoretical knowledge with hands-on experience. Dive into a diverse course catalogue that covers content creation, data management and cutting-edge technology, ensuring you acquire a comprehensive and future-ready skill set. Our programme also emphasises sustainable development and CSR principles, preparing you to become a socially responsible leader in the digital marketing industry. This MSc prepares for careers in all fields of marketing and communications at strategic, operational and product levels.



Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Brand Manager
- Trade Marketer
- International Sales Developer
- Operational Marketing Manager
- International Digital Project Manager
- Marketing and Communication Manager
- XR Project Manager
- Digital Transformation Project Manager
- Gamified Internal Solutions Project Coordinator
- ...

* Courses subject to change



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Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données
Level 7 RNCP Title No. 39273

MASTER YEAR 2 (M2)*

SPECIALISATION

- Financial Theory
- Topics in Financial Economics with "R"
- Coding and Data science for Finance
- AI and Fin Tech
- Block Chain and Crypto Assets
- Advanced Financial Modeling
- Applied Research in Finance (Linked to the Graduating Project)
- Financial Engineering and Commodity Trading
- Deep Learning and Neural Networks for Finance
- Financial Data Infrastructure and Text Mining
- Learning Expedition

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- 4-month internship minimum (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in Financial Data Intelligence, a programme that uniquely combines expertise in both finance and data intelligence. Immerse yourself in cutting-edge topics such as AI, cryptocurrencies, neural networks and fintech, gaining a deep understanding of the latest advancements transforming the financial sector. The programme emphasises practical experience, offering hands-on learning opportunities that prepare you to address real-world challenges with confidence. This MSc prepares for international careers in fields of financial/insurance industries and services.



Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Financial Analyst
- Data Scientist
- Credit Analyst
- Data Flow Specialist
- Business Intelligence Manager
- Operations Manager
- ...

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
 Diplôme Supérieur en Affaires Internationales, Négociation et Géopolitique
 Level 7 RNCP Title No. [38066](#)

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Natural Resource and Environmental Economics
- > Strategy for Net Zero
- > Eurasian Foreign Policies
- > Professional seminar: Strategic Watch and Cartography
- > Digital Tools for Influence and Lobbying
- > Geopolitics and Law
- > Learning Expedition
- > Applied Marketing Research (Linked to the Graduating Project)
- > Ethics and Responsible Business Negotiations
- > Geo-Economics
- > Art and influence
- > Commercial and Political Influence

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > 4-month internship minimum (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in Geopolitics and Business, a programme which combines international business insights with strategic geopolitical insights, enabling companies to anticipate complex business risks and opportunities in their decision-making. Develop advanced skills in strategic intelligence and influence, preparing you to navigate and excel in the complex intersection of geopolitics and business. This MSc prepares you for international careers in the field of Strategic Analysis, International Relations, Negotiations and International Project Management.



Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Export Sales Manager
- Key Account Manager
- Business Developer
- Strategic Analyst
- International Relations Manager
- International Project Manager
- ...

Format: Apprenticeship
Teaching language: English
Intake: September
Campus: Paris
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
 Diplôme Supérieur en Management du Marketing Digital
 Level 7 RNCP Title No. [36678](#)

MASTER YEAR 2 (M2)*

SPECIALISATION

- Introduction to Game and Level Design
- Marketing of Innovation
- Sales and Metaverse
- Project Management at Metaverse
- Immersive Design Project Conception: Scenario and Storyboard
- Immersive Design Project Realisation: VR/3D/UX/UI
- Applied Marketing Research (linked to the Graduating Project)
- Corporate Social Responsibility in Marketing
- Sustainability for Immersive Design
- Extended Reality
- Digital Marketing and Branding
- Learning Expedition

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Apprenticeship contract (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in Immersive Design Management, where you will master the art of blending physical and virtual sales, marketing and immersive experiences. Prepare to lead in the metaverse with advanced project management skills tailored for this new frontier. Our hands-on, project-centric approach ensures you gain real-world experience, while our industry-relevant curriculum covers all aspects of project management, technology, and immersive design. Benefit from the expert mentorship of Artefacto, a leader in the field, and transform your potential into a successful career in the dynamic and rapidly evolving world of immersive design.



Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Brand Manager
- Trade Marketer
- International Sales Developer
- Operational Marketing Manager
- International Digital Project Manager
- Marketing and Communication Manager
- XR Project Manager
- Digital Transformation Project Manager
- Gamified Internal Solutions Project Coordinator
- ...

MSc IN

INNOVATION & ENTREPRENEURSHIP



IN PARTNERSHIP WITH **INSA**

Format: Full-time (Rennes)
Teaching language: French
Intake: September
Campus: Rennes

Duration: 1 year
Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Idéation collective
- > Innovation et Transfert Technologique : Recherche, Acteurs Privés et Publics (INSA)
- > Jeune entreprise innovante à impact, stratégie et déploiement
- > De l'idée au Proof of Concept
- > Financer son BP et convaincre ses partenaires
- > Challenge théâtre / Onboarding (INSA)
- > UX Design et prototypage (INSA)
- > Intelligence collective (INSA)
- > Développer, marketer et commercialiser sa solution innovante « du concept à la feuille de route »
- > Challenges Innovation inter-écoles avec industriels (INSA)
- > Management et GRH pour startups
- > Fondamentaux du droit au service de la création d'entreprise
- > Développement personnel pour Entrepreneurs

RESEARCH

- > End of Studies Project

PROFESSIONAL EXPERIENCE

- > End of Studies Internship



Entrepreneurship & Innovation is designed for students who wish to launch their own business ventures. Jointly run with INSA engineering school, business & engineering students pool their ideas to create companies from the ideation stage, all the way to financing and implementation.



CAREER OPPORTUNITIES

- Buyer/Sourcing/Negotiation
- Lab Innovation Officer
- Innovation Consultant
- Product Development Officer
- Start-up Associate
- Start-up Studio Project Manager
- Data Scientist
- TIC Consultant
- Hedge Funds Analyst
- ...

* Courses subject to change



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MSc IN INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL AND AUDITING



Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en Finance Internationale
Level 7 RNCP Title No. 36679

MASTER YEAR 2 (M2)*

SPECIALISATION

- > External Auditing
- > Advanced Accounting and Consolidation
- > Forensic Accounting
- > Corporate Governance: an Overall Perspective
- > Excel for Accountants
- > Learning Expedition
- > Applied Research in Finance (Linked to the Graduating Project)

Elective modules

- > Management Control and Decision Making
- > International Taxation
- > Accounting in the Digital Age

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > 4-month internship minimum (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in International Accounting, Management Control, and Auditing, designed to develop comprehensive expertise in accounting, audit, taxation and management control. This programme opens doors to global career opportunities as an analyst, auditor, consultant, or tax expert. You will connect with top-tier industry giants, securing valuable internships and job placements. Plus, stay ahead in the ever-evolving Accounting, Management Control and Auditing landscape with our forward-thinking courses and Programming.

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!



CAREER OPPORTUNITIES

- Auditor
- Consultant
- Financial Analyst
- Management Controller
- Investment Analyst
- Financial Controller
- Business Analyst
- Data Science Analyst
- Sales Representative
- Investment Banker
- ...



Format: Full-time (Rennes)
and Apprenticeship
(Rennes, Paris)
Teaching language: English
Intake: September
Campus: Rennes or Paris

Duration: 1 year
Degrees awarded: Master
of Science + Grade de Master
Diplôme Supérieur
en Finance Internationale
Level 7 RNCP Title No. 36679

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Advanced Corporate Finance
- > Coding and Data Science for Finance
- > Quantitative Finance
- > Mergers and Acquisitions:
an International Perspective
- > Exchange Markets
- > Learning Expedition
- > Applied Research in Finance (Linked
to the Graduating Project)
- > Financial Engineering and
Commodity Trading
- > Empirical Methods in Finance
- > AI and Fin Tech

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > Apprenticeship contract or a 4-month
internship minimum for full-time format
(in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in International Finance. EFMD accredited and ranked by the Financial Times, this programme stands out as a top choice for aspiring finance professionals. Gain a competitive edge by earning the Bloomberg Market Concepts certification, which sharpens your practical skills and industry expertise. Our comprehensive curriculum delves into both Corporate Finance and Financial Markets, opening doors to diverse and lucrative career prospects. Diverse pedagogical methods are employed, including Python training. This MSc prepares you for careers in diverse fields such as Corporate Finance, Financial consultancy, Investments, Mergers and Acquisitions and Portfolio management.

Join a student community with over 100 nationalities in a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Auditor
- Consultant
- Financial Analyst
- Management
Controller
- Investment Analyst
- Financial Controller
- Business Analyst
- Data Science Analyst
- Sales Representative
- Investment Banker
- ...

MSc IN INTERNATIONAL NEGOTIATION AND BUSINESS DEVELOPMENT

**Format:**

Full-time or Apprenticeship

Teaching language: English

Intake: September

Campus: Rennes

Duration: 1 year

Degrees awarded: Master

of Science + Grade de Master
Diplôme Supérieur en Affaires
Internationales, Négociation
et Géopolitique

Level 7 RNCP Title No. [38066](#)

MASTER YEAR 2 (M2)*

SPECIALISATION

- › Natural Resource and Environmental Economics
- › Strategy for Net Zero
- › Digital Tools for Sales Management, Forecasting and Prospection
- › Managing Risks and International Business Law
- › International Negotiation and Business Development
- › Sales Strategy and Management
- › Applied Marketing Research (Linked to the Graduating Project)
- › Learning Expedition

RESEARCH

- › Graduating Project

PROFESSIONAL EXPERIENCE

- › Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in International Negotiation and Business Development, a programme that offers deep insights into international business and economic trends. Sharpen your negotiation skills through advanced training, equipping you to negotiate responsible and ethical agreements in complex global environments. Gain expertise in strategic development, learning how to identify and seize global business opportunities. Benefit from hands-on learning experiences designed to tackle real-world career challenges, ensuring you are well-prepared for success in the dynamic field of international business. This MSc prepares you for international careers in the field of Business Development, Export sales, Purchasing and International Negotiations.



Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Export Sales Manager
- Key Account Manager
- Business Developer
- Strategic Analyst
- International Relations Manager
- International Project Manager
- ...



MSc IN

LOGISTICS, SUPPLY CHAIN AND PURCHASING



Format: Full-time (Rennes) and Apprenticeship (Rennes, Paris)

Teaching language: English

Intake: September

Campus: Rennes or Paris

Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en logistique et gestion de la chaîne d'approvisionnement
Level 7 RNCP Title No. 36680

MASTER YEAR 2 (M2)*

SPECIALISATION

- Advanced Production Systems and Industry 4.0
- Inventory Management and Warehousing
- Global Supply Chain and International Trade
- Sustainable SC and Green Logistics
- Distribution and Transportation Management
- Strategic Sourcing and Contract Negotiation
- Applied Research in Supply Chain (Linked to the Graduating Project)
- Project Management
- Supply Chain Analytics and Digitalisation
- Risk and Disaster Management
- Learning Expedition

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in Logistics, Supply Chain and Purchasing, featuring a comprehensive curriculum that covers every facet of operations, supply chain, logistics, purchasing, production, transportation and project management. Stay ahead of industry trends with our market-relevant programme that integrates CSR, sustainability, resiliency, analytics and digitalisation. By striking a perfect balance between theory and practical application, this programme ensures you gain both the foundational knowledge and hands-on experience needed to excel in the field. It prepares for dynamic international careers in supply chain management with a forward-thinking approach that addresses today's industry challenges.

Join a community with over 100 nationalities, on a programme taught by international professors and industry expert.

CAREER OPPORTUNITIES

- Buyer/Sourcing/Negotiation
- Project Manager
- Supply Chain Specialist
- Demand Planner
- Advanced Supply Chain Planning Analyst
- Senior Buyer Supply Chain
- Supply Chain Development Manager
- Distribution Planner
- ...



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MSc IN LUXURY MARKETING AND BRAND MANAGEMENT



Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes or Paris
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en Management des Industries Culturelles, Créatives et du Luxe
Level 7 RNCP Title No. 39274

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Corporate Responsibility in the Luxury Industry
- > Consumer Behaviour in a Sustainable Environment
- > Contemporary Brand Management
- > Digital and Influencer Marketing in the Luxury Industry
- > Luxury Marketing Strategy
- > Applied Marketing Research (linked to the Graduating Project)
- > Contemporary Trends in the Luxury Industry
- > Advanced Brand Management
- > Omni-channels in the Luxury Industry
- > Sustainable Design and Brand Identity in the Luxury Industry
- > Management of Sales in the Luxury Industry
- > Learning Expedition

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > 4-month internship minimum (in France or abroad)

* Courses subject to change



Unlock your career potential with our Master of Science in Luxury Marketing and Brand Management, where you'll master sustainable luxury in the digital age. Learn from a distinguished blend of academics and industry experts from top luxury brands, gaining insider knowledge and expertise. Our versatile programme prepares you for success across various luxury and marketing sectors, ensuring you have the skills and insights needed to thrive in the competitive world of luxury marketing and brand management.



Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Events Project Manager
- Product Planning Director
- Client Operation Manager
- Customer Community Consultant
- Hotel Manager
- Brand Manager
- Trade Marketing Executive
- E-retail Manager
- ...

NEW BUSINESS MASTER IN DEVELOPMENT MANAGER (RPI) *



Format: Apprenticeship
Teaching language: French
Intake: September
Campus: Rennes

Duration: 1 year
Degree awarded: Master in Management
RNCP Title No. 36269

MASTER YEAR 2 (M2)*

SPECIALISATION

- > Omni-Channel Distribution & Retail Management
- > Advanced Corporate Finance
- > Understanding the IT sector : challenges & future perspectives
- > Marketing of Innovation
- > Project Management
- > Global Supply Chain & International Trade
- > Change Management
- > Digital Marketing and Branding
- > Strategic Management of Innovation
- > Competitive Strategy
- > Business Plan

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > Career Passport
- > Apprenticeship Follow-Up

* Courses subject to change



The aim of this programme is to enable students to develop the skills needed to identify and implement 'product', 'service' and/or 'organisational' innovations on behalf of companies. It trains 'Business Developers' to support companies/organisations in their development and improve their performance in France and abroad.



CAREER OPPORTUNITIES

- Events Project Manager
- Innovation Marketing Manager
- International Development Manager
- Export Manager
- R&D/Sustainable Development Researcher
- Innovation Project Manager
- HR Manager
- Management Controller...

***ONLY FOR PGE STUDENTS**



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MASTER PROGRAMMES

IN FRENCH PARTNER
UNIVERSITIES*

*ONLY FOR PGE STUDENTS



UNFRAMED THINKING



“ RENNES SB AND EM STRASBOURG have signed a partnership agreement for Rennes School of Business students in Year 3 of the PGE programme. Students from Rennes can choose from two complementary programmes which will lead to a double diploma with EM Strasbourg and the University of Strasbourg.



MU CCA (COMPTABILITÉ, CONTRÔLE, AUDIT)

in French over 2 years (PGE3 + 1 year) - Limited places

A diploma to prepare for the profession of statutory auditor, but also a solid preparation for the Chartered Accountancy degree.

This two-year course (M1 and M2) enables students to work in chartered accountancy and auditing firms and in companies in control functions. It also offers equivalence for a number of teaching units (2, 3, 5, 6 and 7) of the Diplôme Supérieur de Comptabilité et de Gestion (DSCG).

** Certain fees apply**

Format: Full-time
(Strasbourg)
Teaching language: French
Intake: September
Duration: 2 years
Degree awarded: Grade de
Master Diplôme Supérieur

MU CMP (CONSEIL ET MANAGEMENT PUBLICS)

in French over 1 year (PGE3) - Limited places

This specialisation, a double degree with the Master 2 in Public Administration specialising in Careers and Public Action, Public Consultancy and Management pathway, is offered in partnership with the IEP in Strasbourg.

This Master's degree prepares students to work on the borders of the public and private sectors in consultancy firms, local authorities, government departments, large companies or associations in the social, artistic or environmental sectors. The various management disciplines are taught with a focus on the public and non-profit sectors.

Format: Full-time
(Strasbourg)
Teaching language: French
Intake: September

Duration: 1 year
Degree awarded: Grade de
Master Diplôme Supérieur

FOR MORE INFORMATION, PLEASE VISIT : EM-STRASBOURG.EU



“ RENNES SB AND EM STRASBOURG have signed a partnership agreement for Rennes School of Business students in Year 3 of the PGE programme. Students from Rennes can choose from two complementary programmes which will lead to a double diploma with EM Strasbourg and the University of Strasbourg. **”**

MU ETWAFM (EUROPEAN TOURISM, WINE AND AGRI FOOD MANAGEMENT)

in English over 1 year (PGE3) – Limited places

This European master's programme offers a unique combination of expertise in management, entrepreneurship, innovation, marketing, and digitalisation specifically adapted to the tourism, wine, wine tourism, and agrifood industries in France and Italy.

Students gain a holistic understanding of the challenges, opportunities, and trends in these dynamic industries, while developing business, leadership, and decision-making skills. Practical experience is at the heart of the programme, enabling students to immerse themselves in the business world through applied research projects (On-Site Training Days and Open Innovation Laboratories).

Format: Full-time
(Strasbourg)

Teaching language: English
Intake: September

Duration: 1 year

Degrees awarded: Grade de
Master Diplôme Supérieur

MU GRH (GESTION DES RESSOURCES HUMAINES)

in French over 1 year (PGE3) – Limited places

This Master's degree trains future professionals in human resources functions and practitioners wishing to move into human resources functions or to supplement their knowledge in this field, from both a strategic and operational point of view. It aims to provide its students with all the knowledge they need to perform the increasingly complex generalist role of Human Resources Manager.

Format: Full-time
(Strasbourg)

Teaching language: French
Intake: September

Duration: 1 year

Degrees awarded: Grade de
Master Diplôme Supérieur

FOR MORE INFORMATION, PLEASE VISIT : [EM-STRASBOURG.EU](https://em-strasbourg.eu)



RENNES SB AND IMT ATLANTIQUE have signed a partnership agreement for Rennes School of Business PGE3 students.

Students from Rennes can choose to join this double degree programme in PGE3 to study on the "Parcours ingénieur" on transfer credit followed by, if successful, an extra year (PGE3 + 1 year) for a double degree PGE/Ingénieur Généraliste. The programme is taught mostly in French.



DIPLÔME INGÉNIEUR GÉNÉRALISTE

in French over 2 years (PGE3 + 1 year) - Limited places

PGE3 : PARCOURS « INGÉNIEUR » EN ÉCHANGE ACADÉMIQUE À L'IMT (TRANSFER CREDIT - 30 ECTS MINIMUM)

Students from Rennes SB will be welcomed for 1 year to follow the first year of the General Engineering Master's programme, which includes a project, physical and sports activities and language learning (English or LV2 depending on the level achieved) followed by more technical training in April-May. They will also have to complete an 8-week work placement in a company (in France or abroad) between April and August. At the end of this year, if Rennes SB students have obtained a minimum of 60 credits, they will be able to continue on the 'Second Diploma' pathway in N+1 (which will enable them to obtain a double degree).

Format: Full-time (Brest or Nantes)

Teaching language: French

Intake: September

Duration: 1 year

Degree awarded: Master in Management (PGE)

PGE3 + 1 AN : PARCOURS « SECOND DIPLÔME »

Students from Rennes SB will continue their specialisation by taking part in a year of joint study with third-year engineering students from IMT Atlantique (which also includes modern languages and physical, sporting and artistic activities).

****Certain fees apply.****



24 weeks of internship signed by IMT Atlantique



Graduating Project (Rennes SB)

Format: Full-time (Brest or Nantes)

Teaching language: French

Intake: September

Duration: 2 years

Degree awarded: Master in management (PGE) + Diplôme d'Ingénieur Généraliste de l'IMT

FOR MORE INFORMATION, PLEASE VISIT: [IMT-ATLANTIQUE.FR](https://imt-atlantique.fr)

DOUBLE DEGREES

IN INTERNATIONAL
UNIVERSITIES*

*ONLY FOR PGE STUDENTS



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING

DOUBLE DEGREES ABROAD*

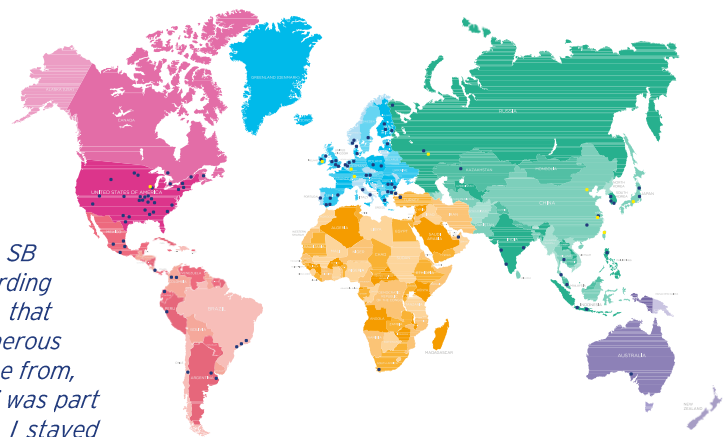
Please consult the ALOHA platform for most up-to-date

[Double degree list](#)

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Like all Management Schools, Rennes SB offers quality education, however, according to me, it is the international aspect that makes the difference. Amongst the numerous double degrees that I was able to choose from, studying in Tongji University in Shanghai was part of my course. Following my exchange, I stayed in Asia and today I live and work in Hong Kong. I am fully taking advantage of my experience.

Maxime Verbena,
Rennes SB student alumnus, cohort 26



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* Only available for ex-PGE1 S7 ABROAD or AST2DD students

**MORE
THAN EVER**

**THE WORLD
BELONGS
TO THE OPEN
MINDED**



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING