

PROGRAMME UPDATE MEETING#1

M1 APPRENTICESHIP PROGRAMMES – RENNES CAMPUS

PUM#2- MONDAY 10TH MARCH 2025



Ljupka Naumovska
Director of Master
Programmes



Penny Harrison
Learner Success
Manager



**Valérie Unvois-
Serrand**
Coordinator



Patricia Brunet
Education
Officer

Chapter 1

–

Your programme &
course list

Semester 8

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
4LCC2_ALT	Initiation to Chinese Language & Culture
4LCI2_ALT	Initiation to Italian Language & Culture
4LCS2_ALT	Initiation to Spanish Language & Culture

Non-fluent French speakers

4LCF2_ALT	French Language & Culture
-----------	---------------------------

Career

CP401E_ALT	Career Passport
EP401N_ALT	Professional Experience (validated in Master 2)
4ALTECOLE	Work Study Follow-Up - School Periods
4ALTENTR	Work Study Follow-Up - Company Periods

TOTAL PERIOD

TOTAL YEAR

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
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

Semester 8 - February 2025 to July 2025

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	24	2	
		Face to face	Online	Face to face	Online			24	2	
Specialization										
CR407E_ALT	Ethics and CSR in Finance			24		24	4	24	2	
EC412E_ALT	Financial Economics			24		24	4			
FI403E_ALT	Financial Analysis			24		24	4	12	4	
FI410E_2_ALT	Corporate Finance			24		24	4		(P/F)	
FI414E_ALT	International Financial Regulation			24		24	4	4	-	
RM401E_ALT	Research Methods			24		24	4	3	-	
Languages (Identical to Semester 7)										
Fluent French speakers								0	187.0	30
4LCA2 ALT	Initiation to Arabic Language & Culture			24		24	2	0	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 ▼



Chapter 2

–

Your Student Handbook
(Your guide to
success) 😊

MASTER 1

APPRENTICESHIP

RENNES & PARIS CAMPUS
2024-2025

STUDENT HANDBOOK



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	6
1.7 What are the learning tools at my disposal at <i>Rennes School of Business</i> ?.....	9
CHAPTER 2 / Programme Information	10
2.1 What is the mission of each Master programme?	10
2.2 What are the Postgraduate Learning Objectives?	11
2.3 Where can I find an overview of my course programme and my modules?.....	11
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?	12
2.6 Attendance in class.....	13
2.7 How will I be assessed?.....	15
2.8 What do I need to know about the Final Examinations?	16
2.9 Assurance of Learning and quality enhancement	16
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?.....	17
3.3 How can I appeal and what can be appealed?.....	18
3.4 Academic Integrity Policy for Assessments.....	19
3.5 What are my rights as a student?	20
3.6 What is a Disciplinary Hearing?	20
3.7 The Final Exam Board.....	21
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
Appendix 1: Key dates	26
Appendix 2: Academic Integrity Policy for Assessments.....	Erreur ! Signet non défini.
Appendix 3: Apprenticeship Charter	30
Appendix 4: Access Maps	32



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

Please refer to your detailed apprenticeship schedule that you can find on [JobTeaser](#)

Semester 7: September 2024 - January 2025

PERIOD	EVENTS
Monday 2nd to Thursday 5 th September	Onboarding Seminar [Paris campus]
Monday 4 th to Thursday 9 th September	Onboarding Seminar [Rennes campus]
Monday 20 th to Saturday 25 th January [*]	Final Examinations for semester 7

Semester 8: February 2025 - July 2025

PERIOD	EVENTS
Monday 2nd and Saturday 06 th June [*]	Final Examinations for Semester 8
Monday 7 th July to Saturday 11 th July	Resit Examination period Semester 7 and/or 8 modules

[*] The Exam Department team organises the Final Examinations across all programmes at *Rennes School of Business*. Please note that in the event of unforeseen circumstances [eg. power cut, adverse weather conditions, ...] exams may have to be rescheduled.

3.1 WHAT IS THE MARKING SYSTEM USED AT RENNES SCHOOL OF BUSINESS?

Marking is culturally based: practices are thus different from one country to another. The grading system shown in the table below is used for all assessments at *Rennes School of Business*. It is based upon the ECTS standards.

DEFINITION	ECTS GRADE	EQUIVALENT as %	GPA
<u>Excellent</u> - Outstanding performance with minor errors	A	70-100	5
<u>Very good</u> - Above average standard, but with some errors	B	65-69	4
<u>Good</u> - Generally sound work with a number of notable errors	C	58-64	3
<u>Satisfactory</u> - Fair but with significant shortcomings	D	50-57	2
<u>Acceptable</u> - Performance meets the minimum criteria	E	40-49	1
<u>Fail</u> - Insufficient knowledge of the subject	Fx	30-39	0
<u>Fail</u> - Inadequate and fragmentary knowledge of the relevant techniques and principles or failure to complete the required work - Considerable further work is required - the module must be retaken in its entirety	F	<30	0

The pass grade for obtaining the credits for a module is set at E or D, depending on the module.

Please note that all grades are submitted to an Assessment Committee before each Exam Board and can be subject to moderation. Furthermore, continuous assessment grades which are published on your WebRise during the semester are provisional grades and can be subject to change due to the moderation process.

PUNMA



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

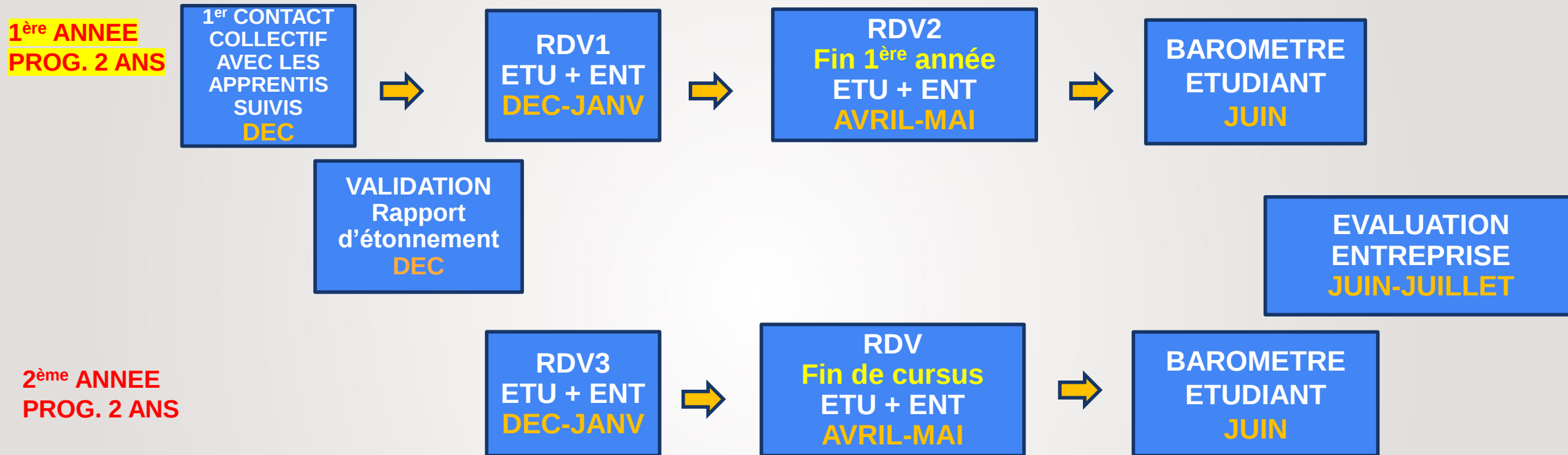
Chapter 3

–

Apprenticeship
Programme

MODALITES DE MISE EN ŒUVRE & DEROULEMENT TUTORAT

DEROULEMENT DU SUIVI > CAMPAGNE 2024-25 : NOVEMBRE 2024 → JUILLET 2025



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

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

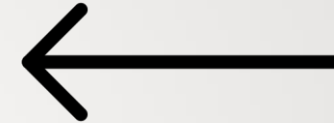
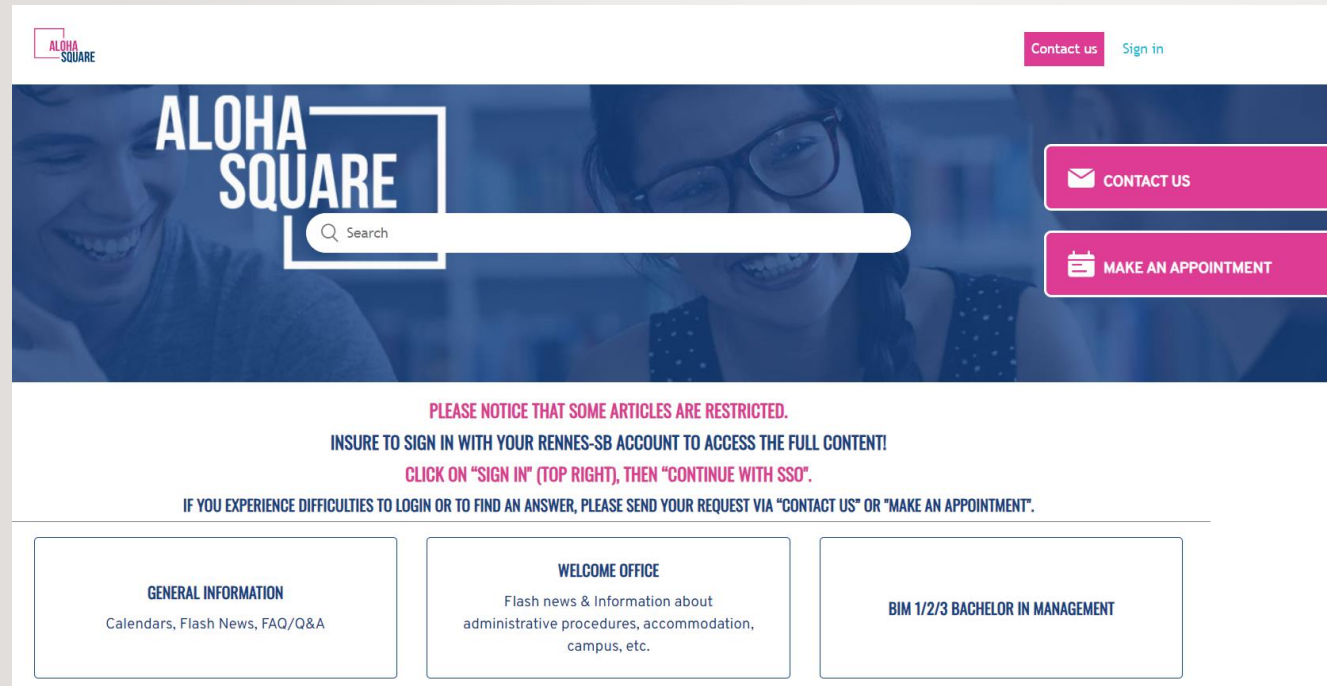
**BECOME A
STUDENT
REPRESENTATIVE**



STUDENT REPRESENTATIVES – M1 APP PARIS

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

ONLINE RESOURCES



ONE QUESTION, ONE PLACE – ALOHA SQUARE



aloha.rennes-sb.com

ONLINE RESOURCES

The screenshot shows the Aloha Square website. At the top left is the 'ALOHA SQUARE' logo. At the top right are links for 'Contact us' and 'Sign in'. 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, there is a pink notice: 'PLEASE NOTICE THAT SOME ARTICLES ARE RESTRICTED.' followed by instructions: 'INSURE TO SIGN IN WITH YOUR RENNES-SB ACCOUNT TO ACCESS THE FULL CONTENT! CLICK ON "SIGN IN" (TOP RIGHT), THEN "CONTINUE WITH SSO".' and 'IF YOU HAVE DIFFICULTIES TO LOGIN OR TO FIND AN ANSWER, PLEASE SEND YOUR REQUEST VIA "CONTACT US" OR "MAKE AN APPOINTMENT".' Below this is a grid of six white boxes with blue borders. The first box is titled 'WELCOME OFFICE' and contains text about flash news and administrative procedures. The second box is titled 'IT & DIGITAL TOOLS' and contains text about account setup and school IT environment. The third box is titled 'MASTER 1 & MASTER 2' and contains text about full-time and apprenticeship programmes. A blue arrow points from the 'MASTER 1 & MASTER 2' box to the right-hand page. The fourth box is titled 'PGE - PROGRAMME GRANDE ECOLE - MASTER IN MANAGEMENT'. The fifth and sixth boxes are partially visible and contain text about 'PUM #1' and 'PUM #2'.

ALOHA SQUARE

Contact us Sign in

Search

CONTACT US

MAKE AN APPOINTMENT

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 HAVE DIFFICULTIES TO LOGIN OR TO FIND AN ANSWER, PLEASE SEND YOUR REQUEST VIA "CONTACT US" OR "MAKE AN APPOINTMENT".

WELCOME OFFICE
Flash news & Information about administrative procedures, accommodation, campus, etc.

IT & DIGITAL TOOLS
Account setup and security, Softwares, School IT Environment, Microsoft Office 365 Apps, Teams, RISE, Moodle.

MASTER 1 & MASTER 2
Full-Time and Apprenticeship Programmes in Rennes and Paris

PGE - PROGRAMME GRANDE ECOLE - MASTER IN MANAGEMENT

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

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

Wednesday
12/03/2025

16:40-18:00
B1-201/B1-207

ARE YOU READY ?

Win 60€



SIGN UP

WOULD YOU LIKE TO ASK A QUESTION?

