

EXCHANGE STUDENT LEVEL 5

MAJ 20/05/2025

Campus : Rennes

Format : Fulltime

FALL SEMESTER - September 2025 to December 2025

Minimum: 16 ECTS credits (excluding language electives)

Maximum: 34 ECTS credits (including 4 ECTS language electives)

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
SPECIALIZATIONS (Choose 1 specialization ONLY out of the 8 proposed)								
DATA & BUSINESS ANALYTICS SPECIALIZATION (Choose up to 7 modules)								
CR520E	Case Studies in Business Analytics, Ethics and Risk	15				15	2	POSTG_CG3_LO1
IS515E	CRM Systems with AI integration (Part 1)	24				24	4	POSTG_CG3_LO2
IS532E	Harnessing AI for Business	24				24	4	POSTG_CG2_LO2
MK531E	AI and Marketing	24				24	4	POSTG_CG1_LO1
QM505E	Data Science Toolbox	24				24	4	POSTG_CG2_LO1
QM526E	Data Driven Demand Planning	15				15	2	POSTG_CG1_LO2 POSTG_CG3_LO2
QM528E	Decision Models for Supply Chain Planning	24				24	4	POSTG_CG2_LO2
FINANCIAL DATA INTELLIGENCE SPECIALIZATION (Choose up to 6 modules)								
EC505E	Financial Theory	24				24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
EC506E	Topics in Financial Economics with 'R'	24				24	4	POSTG_CG1_LO1
FI505E	Coding and Data Science for Finance	24				24	4	POSTG_CG1_LO1
FI531E_1	AI and Fin Tech	24				24	4	POSTG_CG1_LO2
FI535E	Block chain and crypto assets	24				24	4	POSTG_CG1_LO2
FI536E	Advanced Financial Modeling	24				24	4	POSTG_CG3_LO2
DIGITAL MARKETING SPECIALIZATION (Choose up to 6 modules)								
CR515E	Corporate Social Responsibility in Marketing	24				24	4	POSTG_CG3_LO1
IS515E	CRM Systems with AI integration (Part 1)	24				24	4	POSTG_CG3_LO2
MK531E	AI and Marketing	24				24	4	POSTG_CG1_LO1
MK536E	Marketing of Innovation	24				24	4	POSTG_CG2_LO2
MK542E	Contemporary Brand Management	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
MK552E	Digital Advertising and Communication	24				24	4	POSTG_CG1_LO2
GEOPOLITICS & BUSINESS SPECIALIZATION (Choose up to 6 modules)								
CR509E	Geopolitics of Natural Resource and Environmental Management	24				24	4	POSTG_CG1_LO2
CR528E	Strategy for Net zero	24				24	4	POSTG_CG1_LO2
GO502E	Eurasian Foreign Policies	24				24	4	POSTG_CG2_LO2
GO506E	Professional Seminar: Strategic Watch and Cartography	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
GO509E	Digital Tools for Influence and Lobbying	24				24	4	POSTG_CG1_LO1
GO511E	Geopolitics and Law	24				24	4	POSTG_CG3_LO2
INTERNATIONAL NEGOTIATION & BUSINESS DEVELOPMENT SPECIALIZATION (Choose up to 6 modules)								
CR509E	Geopolitics of Natural Resource and Environmental Management	24				24	4	POSTG_CG1_LO2
CR528E	Strategy for Net zero	24				24	4	POSTG_CG1_LO2
IS508E	Digital Tools for Sales Management, Forecasting and Prospection	24				24	4	POSTG_CG1_LO1
LW504E	Managing Risks and International Business Law	24				24	4	POSTG_CG3_LO2
NG506E	International Negotiation and Business Development	24				24	4	POSTG_CG2_LO2
NG509E	Sales Strategy and Management	24				24	4	POSTG_CG2_LO2
INTERNATIONAL FINANCE SPECIALIZATION (Choose up to 6 modules)								
FI502E	Advanced Corporate Finance	24				24	4	POSTG_CG2_LO1 POSTG_CG2_LO2
FI505E	Coding and Data Science for Finance	24				24	4	POSTG_CG1_LO1
FI506E	Quantitative Finance	24				24	4	POSTG_CG3_LO2

FI519E	Mergers and Acquisitions: an International Perspective	24				24	4	POSTG_CG2_LO1
FI525E	Exchange Markets	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
FI513E	Islamic Finance (Not compatible with FI515E module)	24				24	4	POSTG_CG3_LO1
FI515E	Sustainable Finance (Not compatible with FI513E module)	24				24	4	POSTG_CG3_LO1
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION (Choose up to 6 modules)								
QM521E	Advanced Production Systems	24				24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
SC503E	Inventory Management and Warehousing	24				24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
SC506E	Global SC and International Trade	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
SC507E	Sustainable SC and Green Logistics	24				24	4	POSTG_CG3_LO1
SC510E	Distribution and Transportation Management	24				24	4	POSTG_CG2_LO2
SC525E	Strategic Sourcing, Purchasing and Contract Negotiation	24				24	4	POSTG_CG1_LO2
LUXURY MARKETING & BRAND MANAGEMENT SPECIALIZATION (Choose up to 6 modules)								
CR517E	Corporate Responsibility in the Luxury Industry	24				24	4	POSTG_CG3_LO2
MK501E	Consumer Behaviour in a Sustainable Environment	24				24	4	POSTG_CG1_LO2
MK542E	Contemporary Brand Management	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
MK550E	Digital and Influencer Marketing in the Luxury Industry	24				24	4	POSTG_CG1_LO1
MK559E	Luxury Marketing Strategy	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
ST506E	Contemporary Trends in the Luxury Industry	24				24	4	POSTG_CG1_LO2 POSTG_CG3_LO1
ELECTIVES MODULES (Available for all specializations)								
GO515E_TC	Geopolitics and International Business	24				24	6	
HR514E_TC	Globalmindedness and Intercultural Intelligence	24				24	6	
LANGUAGE ELECTIVES (Optional)								
0LV2F1	French	30				30	2	BIM_CG1_LO3 POSTG_CG1_LO3
0FC1	French Culture	30				30	2	BIM_CG1_LO3 POSTG_CG1_LO3
EVENTS (Compulsory)								
EV001N	Welcome Days	12				12	-	
EV002N	International Fair	6				6	-	

SPRING SEMESTER - January 2026 to April 2026

Minimum: 16 ECTS credits (excluding language electives)
Maximum: 34 ECTS credits (including 4 ECTS language electives)

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
SPECIALIZATIONS (Choose 1 specialization ONLY out of the 8 proposed)								
DATA & BUSINESS ANALYTICS SPECIALIZATION (Choose up to 3 modules)								
IS512E	Social Media Intelligence			24		24	4	POSTG_CG1_LO1 POSTG_CG2_LO1
MK530E	Retail Analytics			24		24	4	POSTG_CG3_LO2
QM522E	Big Data and Business Analytics			24		24	4	POSTG_CG1_LO1
FINANCIAL DATA INTELLIGENCE SPECIALIZATION (Choose up to 3 modules)								
FI507E	Financial Engineering and Commodity Trading			24		24	4	POSTG_CG3_LO2
FI530E	Deep Learning and Neural Networks for Finance			24		24	4	POSTG_CG1_LO1 POSTG_CG2_LO1
FI532E	Financial Data Infrastructure and Text Mining			24		24	4	POSTG_CG1_LO1
DIGITAL MARKETING SPECIALIZATION (Choose up to 4 modules)								
IS513E	Database for Direct Marketing and E-CRM (Part 2)			24		24	4	POSTG_CG1_LO1 POSTG_CG3_LO2
MK514E	Omni-Channel Distribution and Retail Management			24		24	4	POSTG_CG1_LO2
MK551E	Social Media and Search Engine Advertising			15		15	2	POSTG_CG1_LO1
MK554E	Advanced Digital PR and Corporate Communications			15		15	2	POSTG_CG1_LO1
GEOPOLITICS & BUSINESS SPECIALIZATION (Choose up to 4 modules)								
CR518E	Ethics and Responsible Business Negotiations			15		15	2	POSTG_CG3_LO1
EC507E	Geo-Economics			24		24	4	POSTG_CG2_LO2
GO508E	Art and Influence			24		24	2	POSTG_CG1_LO3
GO513E	Commercial and Political Influence			24		24	4	POSTG_CG2_LO2 POSTG_CG3_LO1
INTERNATIONAL NEGOTIATION & BUSINESS DEVELOPMENT SPECIALIZATION (Choose up to 4 modules)								

CR518E	Ethics and Responsible Business Negotiations			15		15	2	POSTG_CG3_LO1
CR521E	Critical Marketing			24		24	4	POSTG_CG2_LO2
NG510E	Simulations in International Negotiation and Business Development			24		24	2	POSTG_CG3_LO2
SC528E	International Sourcing and Procurement			24		24	4	POSTG_CG3_LO1
INTERNATIONAL FINANCE SPECIALIZATION								
(Choose up to 3 modules)								
FI507E	Financial Engineering and Commodity Trading			24		24	4	POSTG_CG3_LO2
FI526E	Empirical Methods in Finance			24		24	4	POSTG_CG2_LO1
FI531E_2	AI and Fin Tech			24		24	4	POSTG_CG1_LO1
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION								
(Choose up to 3 modules)								
SC513E	SC Project Management			24		24	4	POSTG_CG3_LO2
SC517E	Supply Chain Analytics and Digitalization			24		24	4	POSTG_CG1_LO1
SC518E	SC Risk and Disaster Management			24		24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
LUXURY MARKETING & BRAND MANAGEMENT SPECIALIZATION								
(Choose up to 4 modules)								
MK543E	Advanced Brand Management			24		24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
MK547E	Omni-channels in the Luxury Industry			24		24	4	POSTG_CG1_LO1 POSTG_CG1_LO2
MK556E	Sustainable Design and Brand Identity in the Luxury Industry			15		15	2	POSTG_CG2_LO2
NG522E	Management of Sales in the Luxury Industry			15		15	2	POSTG_CG1_LO2
ELECTIVES MODULES								
(Available for all specializations)								
CR507E_TC	Ethics and CSR in Finance			24		24	6	POSTG_CG3_LO1
CR528E_TC	Strategy for Net zero			24		24	6	POSTG_CG1_LO2
MK533E_TC	Services Marketing			24		24	6	POSTG_CG2_LO2
SC529E_TC	Purchasing and Sales Management			24		24	6	POSTG_CG1_LO2
LANGUAGE ELECTIVES (Optional)								
0LV2F2	French			30		30	2	BIM_CG1_LO3 POSTG_CG1_LO3
0FC2	French Culture			30		30	2	BIM_CG1_LO3 POSTG_CG1_LO3
EVENTS (Compulsory)								
EV012E_TC	Orientation Days (TC Level 5)			12		12	-	