

Undergraduate Exchange Students Level 4 - 2025/2026

MAJ 07/07/2025

Campus : Rennes

Format : Fulltime

FALL SEMESTER - September 2025 to December 2025

Minimum: 16 ECTS credits (excluding language electives)

Maximum: 36 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 5 proposed)								
DATA ANALYSIS, INTELLIGENCE & SECURITY SPECIALIZATION								
IS401E	Data Management	24				24	4	POSTG_CG3_LO1
QM410E	Introduction to Business Analytics	24				24	4	POSTG_CG2_LO2
DIGITAL MARKETING MANAGEMENT SPECIALIZATION								
MK412E	Marketing Strategy	24				24	4	POSTG_CG1_LO2
MK447E	Omni-channel Consumer Behaviour	24				24	4	POSTG_CG3_LO1
INTERNATIONAL BUSINESS, NEGOTIATION & GEOPOLITICS SPECIALIZATION								
QM401E	Operations Management	24				24	4	PGE_CG2_LO2 POSTG_CG2_LO2
SC406E	Global Supply Chain and International Trade	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
INTERNATIONAL FINANCE SPECIALIZATION								
AC412E	Financial and Managerial Accounting	24				24	4	PGE_CG3_LO2 POSTG_CG3_LO2
EC412E	Financial Economics	24				24	4	POSTG_CG3_LO2
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION								
QM401E	Operations Management	24				24	4	PGE_CG2_LO2 POSTG_CG2_LO2
SC401E	Introduction to Logistics and SCM	24				24	4	POSTG_CG1_LO2
ELECTIVES MODULES (Available for all specializations)								
IS407E	Introduction to Programming Language	24				24	4	PGE_CG1_LO1 POSTG_CG1_LO1
OB404E	Managing Diversity : Awareness and Action	24				24	4	PGE_CG1_LO3 POSTG_CG1_LO3
OB405E	Change Management in a Digital and Sustainable World	24				24	4	PGE_CG3_LO1 POSTG_CG3_LO1
RM402E	Statistics and Data Analysis	24				24	4	POSTG_CG1_LO1
ST414E	Open Strategy for an Uncertain World	24				24	4	POSTG_CG1_LO2
MK401E_1_TC	Advertising (also available during the Spring semester)	24				24	4	POSTG_CG2_LO2
MK444E_TC	Business to Business Marketing	30				30	4	POSTG_CG3_LO2
PM401E_TC_1	Project Management (also available during the Spring semester)	24				24	4	POSTG_CG3_LO2
ST403E_TC	Entrepreneurship and Small Business Management	30				30	4	POSTG_CG2_LO2
LANGUAGE ELECTIVES (Optional)								
4LCF1	French Language and Culture	24				24	2	POSTG_CG1_LO3
4FC1	French Culture	30				30	2	
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 5 proposed)								
DATA ANALYSIS, INTELLIGENCE & SECURITY SPECIALIZATION								
QM403E	Decision Science			24		24	4	PGE_CG2_LO2 POSTG_CG2_LO2
QM404E	Introduction to Data Analytics Specializations			15		15	2	POSTG_CG3_LO2

QM411E	Introduction to AI and Machine Learning			24		24	4	POSTG.CG2.LO2
QM412E	Time Series Analysis			24		24	4	POSTG.CG3.LO2
QM414E	Introduction to Deep Learning			24		24	4	PGE.CG1.LO3 POSTG.CG1.LO3
DIGITAL MARKETING MANAGEMENT SPECIALIZATION								
IS414E	Applied Design Thinking (UX web design)			24		24	4	PGE.CG2.LO2 POSTG.CG2.LO2
MK414E	Trade Marketing			15		15	2	POSTG.CG1.LO2
MK433E	Services Marketing in a Digital Age			24		24	4	PGE.CG1.LO1 POSTG.CG1.LO1
MK449E	Integrated Online and Offline Communication (strategy level) Part 1			24		24	4	POSTG.CG1.LO2
MK452E	Search Engine Optimization			24		24	4	POSTG.CG1.LO1
INTERNATIONAL BUSINESS, NEGOTIATION & GEOPOLITICS SPECIALIZATION								
FI409E	Financial Tool Box			24		24	4	POSTG.CG3.LO2
GO405E	Geopolitics and International Business			24		24	4	POSTG.CG1.LO2
HR406E	Creating Intercultural Dialogue			15		15	2	PGE.CG1.LO3 POSTG.CG1.LO3
SC423E	Purchasing and Sales Management			24		24	4	PGE.CG1.LO2 POSTG.CG1.LO2
ST408E	Political Behaviour of the Firm			24		24	4	PGE.CG1.LO2 POSTG.CG1.LO2
INTERNATIONAL FINANCE SPECIALIZATION								
CR407E	Ethics and CSR in Finance			24		24	4	PGE.CG3.LO1 POSTG.CG3.LO1
FI403E	Financial Analysis			24		24	4	POSTG.CG3.LO2
FI410E	Corporate Finance			24		24	4	PGE.CG3.LO2
FI417E	Developing Investor Relations			15		15	2	POSTG.CG1.LO3
FI419E	Finance in the digital age			24		24	4	POSTG.CG1.LO1
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION								
FI415E	SC Financial Analysis			24		24	4	PGE.CG3.LO2 POSTG.CG3.LO2
GO405E	Geopolitics and International Business			24		24	4	POSTG.CG1.LO2
NG410E	Simulations in International Negotiations and Business Development			15		15	2	POSTG.CG2.LO2
QM402E	Analytical and Decision-Making Techniques in SCM			24		24	4	PGE.CG2.LO2 POSTG.CG2.LO2
SC423E	Purchasing and Sales Management			24		24	4	PGE.CG1.LO2 POSTG.CG1.LO2
ELECTIVES MODULES (Choose up to 12 ECTS credits - Available for all specializations)								
HR408E	HR in Action			24		24	4	PGE.CG1.LO2
HR410E	Global Talent Management			24		24	4	PGE.CG3.LO2
IS409E_2	Digital Tools for Project Management			15		15	2	PGE.CG1.LO1
IS410E	Information Systems and AI for Business			24		24	4	PGE.CG1.LO1
MK401E_2_TC	Advertising (do not choose this module if you already took it during the Fall semester)			24		24	4	POSTG.CG2.LO2
OB416E	Growth Mindset			15		15	2	PGE.CG2.LO3
PM401E_TC_2	Project Management (do not choose this module if you already took it during the Fall semester)			24		24	4	POSTG.CG3.LO2
ST305E_B	Doing Business in France			24		24	4	BIM.CG1.LO2 BIM.CG3.LO2
LANGUAGE ELECTIVES (Optional)								
4LV2F2	French			27		27	2	PGE.CG1.LO3
4FC2	French Culture			30		30	2	
EVENTS (Compulsory)								
EV011E_TC	Orientation Days (TC Level 4)			12		12	-	