

RENNES SCHOOL OF BUSINESS

**EXCHANGE
STUDENTS**
Exchange Level 2/3/4/5

ACADEMIC YEAR 2025/2026



UNFRAMED THINKING

RENNES SCHOOL OF BUSINESS
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EUROPEAN
BUSINESS SCHOOLS
2022 RANKING

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1 STUDIES ORGANISATION

1.1 MISSION OF THE PROGRAMME

In line with the school's **Unframed Thinking strategy**, the programme's mission is to help students become inspirational leaders capable of thriving amid international complexity.

The teaching and pedagogical methods embodied in the programme guide our students in acquiring the management and interpersonal skills they need to anticipate a volatile, uncertain, complex and ambiguous world, with a mind and personality free to think outside the box.

The accomplishment of this goal is reflected in a programme built around strong axes:

- Innovative teaching methods, combining traditional courses with new forms of teaching peer-to-peer learning.
- An original openness to the world, with courses devoted to the humanities and personal development, and the inclusion in the programme of the results of our research work to create a strong link between centers of excellence, research chairs and pedagogy.
- The acquisition of a specialization at the end of the curriculum (expertise streams).

1.2 PROGRAMME LEARNING OBJECTIVES

To carry out this mission, Rennes SB has defined **learning objectives** supported by various courses and projects deployed over the programme. The learning objectives are as follows:

PLO1	Use the tools and understand the norms of hybrid (digital and human) professional environments
PLO2	Use knowledge and data for analysis purposes
PLO3	Communicating effectively in multicultural and multi-situational contexts
PLO4	Identify the levers for professional and personal development to adapt to the company's digital, environmental and socio-cultural challenges
PLO5	Acting responsibly within your organisation
PLO6	Understanding and analysing a complex global environment
PLO7	Contributing to the smooth running of the organisation by applying the rules and processes in force
PLO8	Exploring methods and solutions outside the pre-established framework to innovate within the organisation

1.3 ECTS CREDITS

The pedagogical structure of a semester or course may evolve based on decisions made by the Programme Committee, the academic body responsible for the continuous improvement of teaching at Rennes SB. In accordance with European standards defined by the Bologna Convention,

1 ECTS credit represents 20 to 25 hours of student work, including all teaching activities within the reference teaching unit (courses, examinations, group work, personal work, etc.). A full-time workload in Europe is equivalent to 30 ECTS per semester.

Transfer credits module requirements:

Exchange students will be able to make their module selection according to the number of credits they need to transfer. At Rennes School of Business, exchange students can amend their choice of course up to two weeks after the start of the course, under several conditions. After this two-week period, no changes will be accepted.

Requests must be made by email to studies-exchange@rennes-sb.com or via the Aloha page [Aloha Student Support \(rennes-sb.com\)](https://www.rennes-sb.com/aloha)

1.4 LEARNING FORMATS

The main learning formats offered are courses (academic, professional or personal development) in lecture format, tutorials, seminars or conferences.

There are also several other educational events including: an international forum bringing together alumni, international and French students, and University Partners Abroad (International Fair).

The number of face-to-face hours decreases as the student progresses through the programme, as the personal workload increases. Time standards are in line with European Credit Transfer System (ECTS) standards.

Each course is assessed by continuous assessment and/or an end-of-semester exam. Evaluation results in the award of credits according to the same standard.

1.5 OFL: ONLINE TRAINING OFFER

Students decide on the pathway they want to follow and/or modules (e.g. languages, track, specialisation) via **Online Training Offer – OFL**. These OFLs are accessible via the students' WebRise.

Once students have made their choices of modules (simultaneously with the validation of the Learning Agreement by the Home University), they are considered definitive. In exceptional cases and upon request from the Partner University, Rennes SB will examine the demand if possible.

The Learning Agreement must be validated prior to the start of the course. Pedagogical registration after the start of the course will not be allowed.

Course choices must be consistent with the student's initial degree and in agreement with their Home University. To ensure this, Rennes School of Business offers a large variety of courses covering the different areas of management.

N.B. Module selection is subject to scheduling and capacity constraints. The Rennes SB administration reserves the right to contact students if their course selection is not feasible.

Students may:

- Withdraw from one or more courses (subject to compliance with the number of courses and credits required by Rennes SB) for a period of two weeks after the start of the semester.
- During the first week and depending on feasibility: replace a course on an exceptional basis and at the request of the Partner University.

Students may not:

- Add new courses to the selection made during the OFL after the above-mentioned period.

1.6 EXCHANGE EXTENSION

Fall semester exchange students can extend their exchange period to the Spring Semester. If they wish to do so, they must notify their Home University Coordinator and the Rennes SB Mobility Department **before October 10th, 2025. No extension will be considered passed this deadline.**

An extension confirmation must be sent to this e-mail address: exchange@rennes-sb.com before the above-mentioned date.

1.7 GENERAL CALENDAR

The general calendar for each academic year is available to students on their WebRise and on the Aloha website for each year of study or course. It indicates the different periods of courses, exams, resits and school vacations.

Classes can be scheduled from Monday morning 8.20am to Saturday afternoon 5pm.

1.8 LANGUAGE CLASSES

Language courses are coordinated by the **Language Department**.

A pedagogy designed by Rennes SB is offered to students through **Way Up!** The principle of **Way Up!** is to place the student at the heart of the learning process, and to break lessons down into multiple "capsules" or "pods".

IMPORTANT: it is not possible to register for a language module once the course has begun. For all special cases, please contact languages@rennes-sb.com as soon as possible.

All exchange students have access to French language courses (optional module). This optional selection will have to be made during the OFL (Online Training Offer) period.

Level 2	<ul style="list-style-type: none">• French (4 ECTS)
Level 3	<ul style="list-style-type: none">• French (2 ECTS)• French Culture (2 ECTS)
Level 4	<ul style="list-style-type: none">• French (2 ECTS)

	<ul style="list-style-type: none"> • French Culture (2 ECTS)
Level 5	<ul style="list-style-type: none"> • French (2 ECTS) • French Culture (2 ECTS)

1.9 SPECIFIC INFORMATION PER LEVEL

1.9.1 Level 2 exchange students on transfer credit

Level 2 exchange students will be registered in **Year 2 of the Bachelor in Management (BiM)**. Whether for one or two semesters, students will take courses with the BiM2 English track students.

Rennes School of Business Level 2 exchange students follow 30 ECTS and up to 34 ECTS with an optional language module.

1.9.2 Level 3 exchange students on transfer credit

Level 3 exchange students will be registered in **Year 3 of the Bachelor in Management (BiM)**. Whether for one or two semesters, students will take courses with the BiM3 English track students.

Rennes School of Business expects Level 3 exchange students to enroll on a minimum of 4 modules equal to 16 ECTS and up to 32 ECTS with French language and French culture options.

Students are offered 3 different tracks in addition to the elective modules.

Please note it is not possible to take courses from different tracks.

1.9.3 Level 4 exchange students on transfer credit

Level 4 exchange students will be registered in **Master 1 Programmes**. Whether for one or two semesters, students will either follow specific modules offered for transfer credit students or take courses with the Master 1 students.

Rennes School of Business expects Level 4 exchange students to take a minimum of 16 ECTS and up to 32 ECTS in business courses and 36 ECTS with French language and French culture options.

Students are offered 5 different tracks in addition to the elective modules. Please note it is not possible to take courses from different tracks.

1.9.4 Level 5 exchange students on transfer credit

Exchange Level 5 students will be registered in **Master 2 Programmes**. Whether for one or two semesters, students will either follow specific modules offered for transfer credit students or take courses with Master 2 students.

Rennes School of Business expects Level 5 exchange students to enroll on a minimum of 16 ECTS and up to 34 ECTS with French language and French culture options.

Students are offered 8 different specialisations in addition to the elective modules. Please note it is not possible to take courses from different tracks.

N.B. For all levels module selection is subject to timetable constraints and availability.

2 ASSESSMENT OF SKILLS AND KNOWLEDGE

2.1 GENERAL PROVISIONS

Assessment methods for a course are defined in the syllabus, which is made available to students in their WebRise.

In summary:

- Grading system: ECTS.
- Assessment: continuous assessment and final examination.
- Minimum grade required to pass a module: E.
- Failing a module doesn't mean failing the whole semester.
- Only final examinations are eligible for resits.

Table 1 - Rennes School of Business Grading System

DEFINITION	GRADE ECTS	% EQUIVALENT
Outstanding Performance Exceptional performance with very few errors	A	70-100
Very Good Performance Above average, but with a few mistakes	B	65-69
Good Performance Solid work overall, but with a few notable errors	C	58-64
Satisfactory Performance Honourable but with significant shortcomings	D	50-57
Passable Performance meeting minimum criteria	E	40-49
Fail Insufficient knowledge of the subject	Fx	30-39
Fail Inadequate and fragmentary knowledge of the techniques and principles covered in the course, or failure to complete the work required in the course	F	<30

Request for specific needs for classes and exam:

For serious medical reasons, students can make a request for their curriculum and final exams to be adapted. Students can submit a request at the time of their administrative registration.

All requests made during the academic year must be sent to feel.good@rennes-sb.com at least four weeks before the start of the examination session and will be submitted for approval.

2.2 ACADEMIC INTEGRITY AND SCHOOL DISCIPLINE

The School attaches great importance to academic integrity. Any breach of these rules may be subject to review by the Disciplinary Committee. The procedure is detailed in Article 14 of the School's internal regulations.

Various degrees of sanctions may be incurred: a grade of F for the assignment (with or without the possibility of resubmitting the assignment), a reduction in the grade obtained in the final examination, or disciplinary measures such as suspension or exclusion.

Offenses subject to review by the Disciplinary Committee include, but are not limited to:

- **Academic fraud:** cheating, fabrication of data, plagiarism, falsification of official documents, etc.
- **Disciplinary misconduct:** consumption of alcohol or an illegal substance, theft, violence, etc.

Use of Generative AI

The use of artificial intelligence (AI) tools is permitted only under the conditions specified in the School's internal regulations and must comply with the academic integrity rules in force.

2.3 ATTENDANCE POLICY

Student commitment is monitored, and attendance is compulsory.

The close monitoring carried out by the Education Officers makes it possible to identify students in difficulty and provide personalised support.

Any absence from a final examination will result in a zero mark.

The Exam Board, sovereign in its decisions, may, depending on the student's record and elements presented, decide on the retention, adjustment, or consolidation of grades, including the potential allocation of jury points.

2.4 RESIT POLICY

Resit exams take place during a single session. Further information is communicated during this time period and is indicated in the General Calendar available in the student's WebRise.

For a module taken on the Rennes SB campus, the resit grade will in all cases replace the final grade previously obtained, i.e. without reintegration of any continuous assessment marks.

- **TC Level 2 students (BiM2 Level):** resit grades are capped at D. A grade of F corresponds to a failed resit. Registration for resit exams is not automatic; students will receive a communication and must decide to enroll or not.
- **TC Level 3 students (BiM3 Level):** resit grades are capped at D. A grade of F corresponds to a failed resit. Registration for resit exams is not automatic; students will receive a communication and must decide to enroll or not.
- **TC Level 4 students (Master 1 Level):** resit grades are capped at D. A grade of F corresponds to a failed resit. Registration for resit exams is not automatic; students will receive a communication and must decide to enroll or not.
- **TC Level 5 students (Master 2 Level):** resit grades are capped at D. A grade of F corresponds to a failed resit. Registration for resit exams is not automatic; students will receive a communication and must decide to enroll or not.

There is only one resit session. If a student fails this session that is organised by Rennes School of Business, they must contact their Home University with any questions regarding their degree.

2.5 RESULTS VALIDATION PROCESS

2.5.1 Grades reports and exam boards:

At the end of each semester, the Exam Board decides on each student's semestrial results. Following this Exam Board a grade report is published, confirmed by the issue of a grade transcript communicated to the student by Rennes School of Business.

An Exam Board post-resit is organised after resit exams. Transcripts are issued at the end of the academic year, indicating the final grades obtained, the corresponding validated credits, and the Exam Board's decision.

2.6 JURIES AND COMMITTEES

2.6.6 Appeals Committee

Students may contest an academic decision (admissions, progression, graduation) by submitting an appeal form within 14 days of the decision.

Continuous assessment

Students may request clarification regarding a mid-term grade. However, the professor is not obliged to change the grade if they consider it justified, particularly once grades have been validated by the Module Coordinator.

Final examinations

The consultation periods for final exam papers are indicated on **the academic calendar available to students on their WebRise**. Students engaged in professional experimentation or academic exchanges who are unable to attend the consultation sessions may authorise another student from the school to consult the exam papers on their behalf.

As the faculty is sovereign in its assessment, complaints may only relate to possible errors in the transfer of grades or failure to correct part of a paper. Consequently, other requests for revision of grades or re-correction of papers will not be accepted.

In all cases, students must submit their request no later than 14 days after publication of the results.

No double correction is allowed.

The Appeal Committee is made up of at least three of the following members with voting rights:

- The Dean for Programmes or a representative;
- A Head of International Studies Administration or a representative;
- The Director of the Programme or a representative;
- The Director of Education or a representative;
- An Education Officer ;
- The Head of the Department concerned or a representative.

The following are also invited to attend without voting rights:

- The student concerned ; and
- An elected Student Representative.

2.6.7 Disciplinary Committees

Disciplinary Committees deal with academic and behavioural issues. The procedure is detailed in Article 14 of the school's internal regulations.

3 APPENDICES

Appendix 1: Acronyms, Abbreviations and Common Terms

AOL	Assurance of Learning
BIM	Programme: Bachelor in Management
BUILDING	The different Rennes School of Business buildings (1, 2, 3 & 4)
CERTIFICAT VOLTAIRE	French grammar certificate
ECTS	European Credit Transfer System
FAIL	Required module or activity not validated, or credits not obtained (on the post-exam board grade spreadsheets)
FIE	Final Examination
FLE	French as a Foreign Language
GPA	Grade Point Average
LV	<i>Langue Vivante</i> (modern language)
MSc	Master of Science
OFL	<i>Offre en ligne</i> (On-line training offer – consultation process and choice of module, track or specialisation)
PASS	Validation of the module or activity required or the acquisition of credits (on the post-exam board grade spreadsheets)
PGE	Programme Grande Ecole
PUM	Programme Update Meeting
RISE	Rennes Information System for Education (intranet)
RSB	Rennes School of Business
RST	Resit exam
UP	Partner university
WebRise	Student's personal space in Rennes Information System for Education (RISE)

Appendix 2: Level 2 Exchange Students Curriculum Sheet



Undergraduate Exchange Students Level 2 - 2025/2026

MAJ 27/07/2025

Campus : Rennes
Format : Fulltime

FALL SEMESTER - September 2025 to December 2025							
All core modules are compulsory Minimum: 30 ECTS credits (excluding language elective) Maximum: 34 ECTS credits (including 4 ECTS language elective)							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
CORE MODULES							
CY201E	Cybersecurity Fundamentals	24				24	2
FI002E	Financial Operations	24				24	4
GO201E	Geopolitics and Environment	24				24	4
MK204E	Marketing Metrics	24				24	4
OB202E	Organisational Behaviour: Navigating Human Connections						4
RM201E	Inferential Statistics	24				24	4
MK203E_TC	Services Marketing Management	24				24	4
ST307E_B	International Business Environment	24				24	4
LANGUAGE ELECTIVE (Optional)							
2LV2F1	French	48				48	4
EVENTS (Compulsory)							
EV001N	Welcome Days	12				12	-
EV002N	International Fair	6				6	-
SPRING SEMESTER - January 2026 to April 2026							
All core modules are compulsory Minimum: 28 ECTS credits (excluding language elective) Maximum: 30 ECTS credits (including 2 ECTS language elective)							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
CORE MODULES							
CR202E	Business Design for Desirable Futures			24		24	4
CR210N	Business Game			21		21	2
EC201E	Microeconomics			24		24	4
IS202E	Managing Secure Web Projects			24		24	4
LW203E	Fundamentals of International Law			24		24	4
OB203E	Multicultural Diversity and Cross Cultural Management			15		15	2
RM202E	Introduction to Research Methods			24		24	4
ST305E_B	Doing Business in France			24		24	4
LANGUAGE ELECTIVE (Optional)							
2LV2F2	French			24		24	2
EVENTS (Compulsory)							
EV009E_TC	Orientation Days (TC Level 2)			12		12	-

Appendix 3: Level 3 Exchange Students Curriculum Sheet



Undergraduate Exchange Students Level 3 - 2025/2026

MAJ 27/07/2025

Campus : Rennes
Format : Fulltime

FALL SEMESTER - September 2025 to December 2025							
Minimum: 16 ECTS = 4 modules (elective modules + specialization track)							
Maximum: 32 ECTS (16 ECTS credits elective modules + 12 ECTS credits specialization track + 4 ECTS credits language electives)							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
SPECIALIZATION TRACKS (Choose 1 specialization track ONLY out of the 3 proposed)							
FINANCE SPECIALIZATION TRACK (Choose up to 3 modules)							
FI300E_B	Financial Mathematics	24				24	4
FI301E_B	Concepts of Corporate Finance	24				24	4
FI303E_B	Financial Analysis	24				24	4
MARKETING SPECIALIZATION TRACK (Choose up to 3 modules)							
MK303E_B	Omni Channel Management and Distribution	24				24	4
MK306E_B	Digital Marketing Strategy	24				24	4
MK313E_B	Consumer Behaviour	24				24	4
SUPPLY CHAIN SPECIALIZATION TRACK (Choose up to 3 modules)							
SC301E_B	Supply Chain Management	24				24	4
SC302E_B	Purchasing Management	24				24	4
SC303E_B	Inventory Management and Warehousing	24				24	4
ELECTIVE MODULES (Choose up to 4 modules)							
HR301E_B	International HR Management	24				24	4
NG302E_B	International Negotiation Skills	24				24	4
ST302E_B	Strategy	24				24	4
ST307E_B	International Business Environment	24				24	4
LANGUAGE ELECTIVES (Optional)							
DLV2F1	French	30				30	2
DPC1	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 = 4 modules (elective modules + specialization track)							
Maximum: 32 ECTS (16 ECTS credits elective modules + 12 ECTS credits specialization track + 4 ECTS credits language electives)							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
SPECIALIZATION TRACKS (Choose 1 specialization track ONLY out of the 3 proposed)							
FINANCE SPECIALIZATION TRACK (Choose up to 3 modules)							
FI302E_B	Financial Markets and Risk Management			24		24	4
FI304E_B	Banking Systems and Services			24		24	4
FI305E_B	Fundamentals of Auditing			24		24	4
MARKETING SPECIALIZATION TRACK (Choose up to 3 modules)							
MK307E_B	Business to Business Marketing			24		24	4
MK309E_B	Digital Marketing Communications			24		24	4
MK314E_B	Brand Management and Sustainability			24		24	4
SUPPLY CHAIN SPECIALIZATION TRACK (Choose up to 3 modules)							
QM311E_B	Operations and Production Management			24		24	4
SC305E_B	Transportation and Distribution Management			24		24	4
SC306E_B	Introduction to Supply Chain Analytics			24		24	4



ELECTIVE MODULES (Choose up to 4 modules)							
CR302E_B	Mindful Decision-Making			24		24	4
ST305E_B	Doing Business In France			24		24	4
ST308E_B	Entrepreneurial Thinking and Innovation			24		24	4
PM303E_B	Lean Project Management			24		24	4
LANGUAGE ELECTIVES (Optional)							
DLV2F2	French			30		30	2
OFC2	French Culture			30		30	2
EVENTS (Compulsory)							
EV010E_TC	Orientation Days (TC Level 3)			12		12	-

Appendix 4: Level 4 Exchange Students Curriculum Sheet



Undergraduate Exchange Students Level 4 - 2025/2026

MAJ 27/07/2025

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
		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
QM410E	Introduction to Business Analytics	24				24	4
DIGITAL MARKETING MANAGEMENT SPECIALIZATION							
MK412E	Marketing Strategy	24				24	4
MK447E	Omni-channel Consumer Behaviour	24				24	4
INTERNATIONAL BUSINESS, NEGOTIATION & GEOPOLITICS SPECIALIZATION							
QM401E	Operations Management	24				24	4
SC406E	Global Supply Chain and International Trade	24				24	4
INTERNATIONAL FINANCE SPECIALIZATION							
AC412E	Financial and Managerial Accounting	24				24	4
EC412E	Financial Economics	24				24	4
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION							
QM401E	Operations Management	24				24	4
SC401E	Introduction to Logistics and SCM	24				24	4
ELECTIVES MODULES (Available for all specializations)							
IS407E	Introduction to Programming Language	24				24	4
OB404E	Managing Diversity : Awareness and Action	24				24	4
OB405E	Change Management In a Digital and Sustainable World	24				24	4
RM402E	Statistics and Data Analysis	24				24	4
ST414E	Open Strategy for an Uncertain World	24				24	4
MK401E_1_TC	Advertising (also available during the Spring semester)	24				24	4
MK444E_TC	Business to Business Marketing	30				30	4
PM401E_TC_1	Project Management (also available during the Spring semester)	24				24	4
ST403E_TC	Entrepreneurship and Small Business Management	30				30	4
LANGUAGE ELECTIVES (Optional)							
4LCF1	French Language and Culture	24				24	2
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
		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
QM404E	Introduction to Data Analytics Specializations			15		15	2
QM411E	Introduction to AI and Machine Learning			24		24	4
QM412E	Time Series Analysis			24		24	4



QM414E	Introduction to Deep Learning			24		24	4
DIGITAL MARKETING MANAGEMENT SPECIALIZATION							
IS414E	Applied Design Thinking (UX web design)			24		24	4
MK414E	Trade Marketing			15		15	2
MK433E	Services Marketing in a Digital Age			24		24	4
MK449E	Integrated Online and Offline Communication (strategy level) Part 1			24		24	4
MK452E	Search Engine Optimization			24		24	4
INTERNATIONAL BUSINESS, NEGOTIATION & GEOPOLITICS SPECIALIZATION							
FA409E	Financial Tool Box			24		24	4
GO405E	Geopolitics and International Business			24		24	4
HR406E	Creating Intercultural Dialogue			15		15	2
SC423E	Purchasing and Sales Management			24		24	4
ST408E	Political Behaviour of the Firm			24		24	4
INTERNATIONAL FINANCE SPECIALIZATION							
CR407E	Ethics and CSR in Finance			24		24	4
FA403E	Financial Analysis			24		24	4
FA410E	Corporate Finance			24		24	4
FA417E	Developing Investor Relations			15		15	2
FA19E	Finance in the digital age			24		24	4
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION							
FA15E	SC Financial Analysis			24		24	4
GO405E	Geopolitics and International Business			24		24	4
NG410E	Simulations in International Negotiations and Business Development			15		15	2
QM402E	Analytical and Decision-Making Techniques in SCM			24		24	4
SC423E	Purchasing and Sales Management			24		24	4
ELECTIVES MODULES (Choose up to 12 ECTS credits - Available for all specializations)							
HR408E	HR in Action			24		24	4
HR410E	Global Talent Management			24		24	4
IS409E_2	Digital Tools for Project Management			15		15	2
IS410E	Information Systems and AI for Business			24		24	4
MK401E_2_TC	Advertising (do not choose this module if you already took it during the Fall semester)			24		24	4
OB416E	Growth Mindset			15		15	2
PM401E_TC_2	Project Management (do not choose this module if you already took it during the Fall semester)			24		24	4
ST305E_B	Doing Business in France			24		24	4
LANGUAGE ELECTIVES (Optional)							
4LV2F2	French			27		27	2
4FC2	French Culture			30		30	2
EVENTS (Compulsory)							
EV011E_TC	Orientation Days (TC Level 4)			12		12	-

Appendix 5: Level 5 Exchange Students Curriculum Sheet



Postgraduate Exchange Students Level 5 - 2025/2026

MAJ 27/07/2025

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
		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
IS515E	CRM Systems with AI Integration (Part 1)	24				24	4
IS532E	Harnessing AI for Business	24				24	4
MK531E	AI and Marketing	24				24	4
QM505E	Data Science Toolbox	24				24	4
QM526E	Data Driven Demand Planning	15				15	2
QM528E	Decision Models for Supply Chain Planning	24				24	4
FINANCIAL DATA INTELLIGENCE SPECIALIZATION (Choose up to 6 modules)							
EC505E	Financial Theory	24				24	4
EC506E	Topics in Financial Economics with 'R'	24				24	4
FI505E	Coding and Data Science for Finance	24				24	4
FI531E_1	AI and Fin Tech	24				24	4
FI535E	Block chain and crypto assets	24				24	4
FI536E	Advanced Financial Modeling	24				24	4
DIGITAL MARKETING SPECIALIZATION (Choose up to 6 modules)							
CR515E	Corporate Social Responsibility in Marketing	24				24	4
IS515E	CRM Systems with AI Integration (Part 1)	24				24	4
MK531E	AI and Marketing	24				24	4
MK536E	Marketing of Innovation	24				24	4
MK542E	Contemporary Brand Management	24				24	4
MK552E	Digital Advertising and Communication	24				24	4
GEOPOLITICS & BUSINESS SPECIALIZATION (Choose up to 6 modules)							
CR509E	Geopolitics of Natural Resource and Environmental Management	24				24	4
CR526E	Strategy for Net zero	24				24	4
GO502E	Eurasian Foreign Policies	24				24	4
GO506E	Professional Seminar: Strategic Watch and Cartography	24				24	4
GO509E	Digital Tools for Influence and Lobbying	24				24	4
GO511E	Geopolitics and Law	24				24	4
INTERNATIONAL NEGOTIATION & BUSINESS DEVELOPMENT SPECIALIZATION (Choose up to 6 modules)							
CR509E	Geopolitics of Natural Resource and Environmental Management	24				24	4
CR526E	Strategy for Net zero	24				24	4
IS508E	Digital Tools for Sales Management, Forecasting and Prospection	24				24	4
LW504E	Managing Risk and International Business Law	24				24	4
NO506E	International Negotiation and Business Development	24				24	4
NO509E	Sales Strategy and Management	24				24	4
INTERNATIONAL FINANCE SPECIALIZATION (Choose up to 6 modules)							
FI502E	Advanced Corporate Finance	24				24	4
FI505E	Coding and Data Science for Finance	24				24	4
FI506E	Quantitative Finance	24				24	4
FI519E	Mergers and Acquisitions: an International Perspective	24				24	4

FI525E	Exchange Markets	24				24	4
FI513E	Islamic Finance (Not compatible with FI515E module)	24				24	4
FI515E	Sustainable Finance (Not compatible with FI513E module)	24				24	4
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION (Choose up to 6 modules)							
QM521E	Advanced Production Systems	24				24	4
SC503E	Inventory Management and Warehousing	24				24	4
SC506E	Global SC and International Trade	24				24	4
SC507E	Sustainable SC and Green Logistics	24				24	4
SC510E	Distribution and Transportation Management	24				24	4
SC525E	Strategic Sourcing, Purchasing and Contract Negotiation	24				24	4
LUXURY MARKETING & BRAND MANAGEMENT SPECIALIZATION (Choose up to 6 modules)							
CR517E	Corporate Responsibility in the Luxury Industry	24				24	4
MK501E	Consumer Behaviour in a Sustainable Environment	24				24	4
MK542E	Contemporary Brand Management	24				24	4
MK550E	Digital and Influencer Marketing in the Luxury Industry	24				24	4
MK559E	Luxury Marketing Strategy	24				24	4
BT506E	Contemporary Trends in the Luxury Industry	24				24	4
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
0FC1	French Culture	30				30	2
EVENTS (Compulsory)							
EV001N	Welcome Days	12				12	-
EV002N	International Fair	6				6	-

SPRING SEMESTER - January 2025 to April 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
		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
MK530E	Retail Analytics			24		24	4
QM522E	Big Data and Business Analytics			24		24	4
FINANCIAL DATA INTELLIGENCE SPECIALIZATION (Choose up to 3 modules)							
FI507E	Financial Engineering and Commodity Trading			24		24	4
FI530E	Deep Learning and Neural Networks for Finance			24		24	4
FI532E	Financial Data Infrastructure and Text Mining			24		24	4
DIGITAL MARKETING SPECIALIZATION (Choose up to 4 modules)							
IS513E	Database for Direct Marketing and E-CRM (Part 2)			24		24	4
MK514E	Omni-Channel Distribution and Retail Management			24		24	4
MK551E	Social Media and Search Engine Advertising			15		15	2
MK554E	Advanced Digital PR and Corporate Communications			15		15	2
GEOPOLITICS & BUSINESS SPECIALIZATION (Choose up to 4 modules)							
CR518E	Ethics and Responsible Business Negotiations			15		15	2
EC507E	Geo-Economics			24		24	4
GO508E	Art and Influence			24		24	2
GO513E	Commercial and Political Influence			24		24	4
INTERNATIONAL NEGOTIATION & BUSINESS DEVELOPMENT SPECIALIZATION (Choose up to 4 modules)							
CR518E	Ethics and Responsible Business Negotiations			15		15	2
CR521E	Critical Marketing			24		24	4
NG510E	Simulations in International Negotiation and Business Development			24		24	2
SC528E	International Sourcing and Procurement			24		24	4



INTERNATIONAL FINANCE SPECIALIZATION (Choose up to 3 modules)							
FIS07E	Financial Engineering and Commodity Trading			24		24	4
FIS26E	Empirical Methods in Finance			24		24	4
FIS31E_2	AI and Fin Tech			24		24	4
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION (Choose up to 3 modules)							
SC513E	SC Project Management			24		24	4
SC517E	Supply Chain Analytics and Digitalization			24		24	4
SC518E	SC Risk and Disaster Management			24		24	4
LUXURY MARKETING & BRAND MANAGEMENT SPECIALIZATION (Choose up to 4 modules)							
MK543E	Advanced Brand Management			24		24	4
MK547E	Omni-channels in the Luxury Industry			24		24	4
MK556E	Sustainable Design and Brand Identity in the Luxury Industry			15		15	2
NG522E	Management of Sales in the Luxury Industry			15		15	2
ELECTIVES MODULES (Available for all specializations)							
CR507E_TC	Ethics and CSR in Finance			24		24	6
CR528E_TC	Strategy for Net zero			24		24	6
MK533E_TC	Services Marketing			24		24	6
SC529E_TC	Purchasing and Sales Management			24		24	6
LANGUAGE ELECTIVES (Optional)							
0LV2F2	French			30		30	2
0FC2	French Culture			30		30	2
EVENTS (Compulsory)							
EV012E_TC	Orientation Days (TC Level 5)			12		12	-