

Undergraduate Exchange Students Level 4 - 2025/2026

MAJ 24/10/2025

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 <i>(also available during the Spring semester)</i>	24				24	4
MK444E_TC	Business to Business Marketing	30				30	4
PM401E_TC_1	Project Management <i>(also available during the Spring semester)</i>	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							
FI409E	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
FI403E	Financial Analysis			24		24	4
FI410E	Corporate Finance			24		24	4
FI417E	Developing Investor Relations			15		15	2
FI419E	Finance in the digital age			24		24	4
LOGISTICS, SUPPLY CHAIN & PURCHASING SPECIALIZATION							
FI415E	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 <i>(do not choose this module if you already took it during the Fall semester)</i>			24		24	4
OB416E	Growth Mindset			15		15	2
PM401E_TC_2	Project Management <i>(do not choose this module if you already took it during the Fall semester)</i>			24		24	4
ST305E_B	Doing Business in France			24		24	4
LANGUAGE ELECTIVES (Optional)							
4LCF2	French Language and Culture			24		24	2
4FC2	French Culture			30		30	2
EVENTS (Compulsory)							
EV011E_TC	Orientation Days (TC Level 4)			12		12	-