MSc IN DATA AND BUSINESS ANALYTICS

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données
Level 7 RNCP Title No. 42370

MASTER YEAR 2 (M2)*

SPECIALISATION

- AI and Marketing
- Big Data and Business Analytics
- Data Science Toolbox
- Research Methods for Data Strategies (focus on literature review and GP)
- Social Media Intelligence
- Unframed Leadership and Collaborative Intelligence
- Data Project Management
- Case Studies in Business Analytics Ethics and Risk
- Data Driven Demand Planning (D3P)
- Retail Analytics
- Decision Models for Supply Chain Planning
- Harnessing AI for Business
- Learning Expedition
- CRM Systems with AI Integration

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- 4-month internship minimum (in France or abroad)

* Courses subject to change

Unlock your career potential with our Master of Science in Data and Business Analytics, a programme crafted to offer the perfect blend of business acumen and technical expertise. Immerse yourself in a curriculum that emphasises essential data skills and advanced programming, ensuring you're equipped to tackle complex analytics challenges. Leverage our exclusive partnerships with learning platforms to gain hands-on experience with cutting-edge tools and technologies. Develop the ability to analyse and, more importantly, interpret data within a given context to inform strategic business decisions. This MSc prepares for international careers in all fields of industry and services, more specifically in Marketing Analytics, Commercial Analytics and Supply Chain Analytics.

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Financial Analyst
- Data Scientist
- Credit Analyst
- Data Flow Specialist
- Business Intelligence Manager
- Operations Manager
- ...

MSc IN DIGITAL MARKETING MANAGEMENT

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time (Rennes) and Apprenticeship (Rennes, Paris)
Teaching language: English
Intake: September
Campus: Rennes or Paris
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Management du Marketing Digital Level 7 RNCP Title No. 42363

MASTER YEAR 2 (M2)*

SPECIALISATION

- Corporate Social Responsibility in Marketing
- CRM Systems with AI Integration (Part. 1)
- AI and Marketing
- Marketing of Innovation
- Contemporary Brand Management
- Digital Advertising and Communication
- Unframed Leadership and Collaborative Intelligence
- Research Methods in Marketing
- Database for Direct Marketing and E-CRM (Part. 2)
- Omni-Channel Distribution and Retail Management
- Social Media and Search Engine Advertising
- Advanced Digital PR and Corporate Communications

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)

* Courses subject to change

"Unlock your career potential with our Master of Science in Digital Marketing Management, a programme designed to perfectly balance theoretical knowledge with hands-on experience. Dive into a diverse course catalogue that covers content creation, data management and cutting-edge technology, ensuring you acquire a comprehensive and future-ready skill set. Our programme also emphasises sustainable development and CSR principles, preparing you to become a socially responsible leader in the digital marketing industry. This MSc prepares for careers in all fields of marketing and communications at strategic, operational and product levels."

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Brand Manager
- Trade Marketer
- International Sales Developer
- Operational Marketing Manager
- International Digital Project Manager
- Marketing and Communication Manager
- XR Project Manager
- Digital Transformation Project Manager
- Gamified Internal Solutions Project Coordinator
- ...

MSc IN FINANCIAL DATA INTELLIGENCE

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données
Level 7 RNCP Title No. 42370

MASTER YEAR 2 (M2)*

SPECIALISATION

- Deep Learning and Neural Networks for Finance
- Topics in Financial Economics with "R"
- Coding and Data Science for Finance
- Research Methods in Finance
- Financial Data Infrastructure and Text Mining
- Unframed Leadership and Collaborative Intelligence
- Blockchain and Crypto Assets
- AI and Fintech
- Financial Theory
- Financial Engineering and Commodity Trading
- Learning Expedition
- Advanced Financial Modeling

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- 4-month internship minimum (in France or abroad)

* Courses subject to change

"Unlock your career potential with our Master of Science in Financial Data Intelligence, a programme that uniquely combines expertise in both finance and data intelligence. Immerse yourself in cutting-edge topics such as AI, cryptocurrencies, neural networks and fintech, gaining a deep understanding of the latest advancements transforming the financial sector. The programme emphasises practical experience, offering hands-on learning opportunities that prepare you to address real-world challenges with confidence. This MSc prepares for international careers in fields of financial/insurance industries and services."

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Financial Analyst
- Data Scientist
- Credit Analyst
- Data Flow Specialist
- Business Intelligence Manager
- Operations Manager
- ...

MSc IN GEOPOLITICS AND BUSINESS

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Affaires Internationales, Négociation et Géopolitique
Level 7 RNCP Title No. 42369

MASTER YEAR 2 (M2)*

SPECIALISATION

- Digital Tools for Influence and Lobbying
- Research Methods in Finance
- Art and Influence
- Ethics and Responsible Business Negotiations
- Unframed Leadership and Collaborative Intelligence
- Learning Expedition
- Commercial and Political Influence
- Strategy for Net Zero
- Geo-Economics
- Geopolitics of Natural Resource and Environment Management
- Professional Seminar Strategic Watch and Cartography
- Eurasian Foreign Policies
- Geopolitics and Law

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- 4-month internship minimum (in France or abroad)

* Courses subject to change

"Unlock your career potential with our Master of Science in Geopolitics and Business, a programme which combines international business insights with strategic geopolitical insights, enabling companies to anticipate complex business risks and opportunities in their decision-making. Develop advanced skills in strategic intelligence and influence, preparing you to navigate and excel in the complex intersection of geopolitics and business. This MSc prepares you for international careers in the field of Strategic Analysis, International Relations, Negotiations and International Project Management."

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Export Sales Manager
- Key Account Manager
- Business Developer
- Strategic Analyst
- International Relations Manager
- International Project Manager
- ...

MSc IN INTERNATIONAL ACCOUNTING, MANAGEMENT CONTROL AND AUDITING

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Finance Internationale Level 7 RNCP Title No. 42358

MASTER YEAR 2 (M2)*

SPECIALISATION

- Fundamentals of Financial and Managerial Accounting
- Financial Accounting Foundations
- Managerial and Cost Accounting in the Digital Era
- Research Methods in Finance
- Unframed Leadership Seminar
- Performance Management and Control
- Corporate Governance and Business Ethics
- Auditing and Assurance
- Accounting Analytics and Visualisation with AI Tools
- Learning Expedition
- Advanced Financial Reporting
- Taxation in Globalised World
- Group Accounting

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- 4-month internship minimum (in France or abroad)

* Courses subject to change

"The Master in International Accounting and Auditing prepares future leaders, combining financial expertise with digital fluency in data analytics, AI visualisation, and real-time financial systems. Graduates will operate with technical excellence, integrity, and a global perspective. You will learn about smart auditing, ESG reporting and process automation, while developing skills in governance and decision-making. Thanks to partnerships with industry leaders and preparation for international CPA/ ACCA certifications, this programme ensures high employability and opportunities for international mobility. Choose a Master's degree that prepares you for the future and opens the door to an exciting global career. Join a community with Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!"

CAREER OPPORTUNITIES

- Auditor
- Consultant
- Financial Analyst
- Management Controller
- Investment Analyst
- Financial Controller
- Business Analyst
- Data Science Analyst
- Accountant
- Investment Banker
- ...

MSc IN INTERNATIONAL FINANCE

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time (Rennes) and Apprenticeship (Rennes, Paris)
Teaching language: English
Intake: September
Campus: Rennes or Paris

Duration: 1 year
Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Finance Internationale
Level 7 RNCP Title No. 42358

MASTER YEAR 2 (M2)*

SPECIALISATION

- Coding and Data Science for Finance
- AI and Fintech
- Research Methods in Finance
- Mergers and Acquisitions: an International Perspective
- Exchange Markets
- Unframed Leadership Seminar
- Empirical Methods in Finance
- Advanced Corporate Finance
- Financial Engineering and Commodity Trading
- Learning Expedition
- Quantitative Finance
- Islamic Finance or Sustainable Finance

(elective modules)

CERTIFICATION

- This programme offers the Bloomberg Market Concepts certification, in-depth training in Corporate Finance and Financial Markets and prepares students for the Chartered Financial Analyst (CFA) certification

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)

* Courses subject to change

"Unlock your career potential with our Master of Science in International Finance. EFMD accredited and ranked by the Financial Times, this programme stands out as a top choice for aspiring finance professionals. Gain a competitive edge by earning the Bloomberg Market Concepts certification, which sharpens your practical skills and industry expertise. Our comprehensive curriculum delves into both Corporate Finance and Financial Markets, opening doors to diverse and lucrative career prospects. Diverse pedagogical methods are employed, including Python training. This MSc prepares you for careers in diverse fields such as Corporate Finance, Financial consultancy, Investments, Mergers and Acquisitions and Portfolio management.

Join a student community with over 100 nationalities in a programme taught by international professors and industry experts!"

CAREER OPPORTUNITIES

- Auditor
- Consultant
- Financial Analyst
- Management Controller
- Investment Analyst
- Financial Controller
- Business Analyst
- Data Science Analyst
- Sales Representative
- Investment Banker
- ...

MSc IN INTERNATIONAL NEGOTIATION AND BUSINESS DEVELOPMENT

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format:
Full-time or Apprenticeship
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en Affaires Internationales, Négociation et Géopolitique
Level 7 RNCP Title No. 42369

MASTER YEAR 2 (M2)*

SPECIALISATION

- Digital Tools for Sales Management, Forecasting and Prospection
- Graduating Project (MFE)
- Research Methods in Management (CF RPI)
- Ethics and Responsible Business Negotiations
- International Sourcing and Procurement
- Unframed Leadership and Collaborative Intelligence
- Strategy for Net Zero
- Geopolitics of Natural Resource and Environment Management
- Simulations in International Negotiation and Business Development
- Critical Marketing
- Sales Strategy and Management
- International Negotiation and Business Development
- Learning Expedition
- Managing Risks and International Business Law

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)

Unlock your career potential with our Master of Science in International Negotiation and Business Development, a programme that offers deep insights into international business and economic trends. Sharpen your negotiation skills through advanced training, equipping you to negotiate responsible and ethical agreements in complex global environments. Gain expertise in strategic development, learning how to identify and seize global business opportunities. Benefit from hands-on learning experiences designed to tackle real-world career challenges, ensuring you are well-prepared for success in the dynamic field of international business. This MSc prepares you for international careers in the field of Business Development, Export sales, Purchasing and International Negotiations.

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Export Sales Manager
- Key Account Manager
- Business Developer
- Strategic Analyst
- International Relations Manager
- International Project Manager
- ...

* Courses subject to change

MSc IN LOGISTICS, SUPPLY CHAIN AND PURCHASING

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time (Rennes) and Apprenticeship (Rennes, Paris)
Teaching language: English
Intake: September
Campus: Rennes or Paris

Duration: 1 year
Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en logistique et gestion de la chaîne d'approvisionnement
Level 7 RNCP Title No. 42361

MASTER YEAR 2 (M2)*

SPECIALISATION

- Supply Chain Analytics and Digitalisation
- Research Methods in Supply Chain Management
- Unframed Leadership and Collaborative Intelligence
- Sustainable SC and Green Logistics
- Global SC and International Trade
- Strategic Sourcing, Purchasing and Contract Negotiation
- Advanced Production Systems
- Distribution and Transportation Management
- Learning Expedition
- Inventory Management and Warehousing
- SC Risk and Disaster Management
- SC Project Management

CERTIFICATION

- This programme prepares students for the Six Sigma Green Belt Certification

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Apprenticeship contract or a 4-month internship minimum for full-time format (in France or abroad)

* Courses subject to change

"Unlock your career potential with our Master of Science in Logistics, Supply Chain and Purchasing, featuring a comprehensive curriculum that covers every facet of operations, supply chain, logistics, purchasing, production, transportation and project management. Stay ahead of industry trends with our market-relevant programme that integrates CSR, sustainability, resiliency, analytics and digitalisation. By striking a perfect balance between theory and practical application, this programme ensures you gain both the foundational knowledge and hands-on experience needed to excel in the field. It prepares for dynamic international careers in supply chain management with a forward- thinking approach that addresses today's industry challenges."

Join a community with over 100 nationalities, on a programme taught by international professors and industry expert.

CAREER OPPORTUNITIES

- Buyer/Sourcing/Negotiation
- Project Manager
- Supply Chain Specialist
- Demand Planner
- Advanced Supply Chain Planning Analyst
- Senior Buyer Supply Chain
- Supply Chain Development Manager
- Distribution Planner
- ...

MSc IN LUXURY MARKETING AND BRAND MANAGEMENT

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes or Paris
Duration: 1 year

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Management des Industries Culturelles, Créatives et du Luxe Level 7 RNCP Title No. 42363

MASTER YEAR 2 (M2)*

SPECIALISATION

- Corporate Responsibility in the Luxury Industry
- Consumer Behaviour in a Sustainable Environment
- Contemporary Brand Management
- Digital and Influencer Marketing in the Luxury Industry
- Luxury Marketing Strategy
- Unframed Leadership and Collaborative Intelligence
- Research Methods in Marketing
- Contemporary Trends in the Luxury Industry
- Learning Expedition
- Advanced Brand Management
- Omni-Channels in the Luxury Industry
- Sustainable Design and Brand Identity in the Luxury Industry
- Management of Sales in the Luxury Industry

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- 4-month internship minimum (in France or abroad)

* Courses subject to change

Unlock your career potential with our Master of Science in Luxury Marketing and Brand Management, where you'll master sustainable luxury in the digital age. Learn from a distinguished blend of academics and industry experts from top luxury brands, gaining insider knowledge and expertise. Our versatile programme prepares you for success across various luxury and marketing sectors, ensuring you have the skills and insights needed to thrive in the competitive world of luxury marketing and brand management.

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Events Project Manager
- Product Planning Director
- Client Operation Manager
- Customer Community Consultant
- Hotel Manager
- Brand Manager
- Trade Marketing Executive
- E-retail Manager
- ...

MSc IN CYBER SECURITY AND RISK MANAGEMENT

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Apprenticeship
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degree awarded: Master of Science + Grade de Master Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données
Level 7 RNCP Title No. 42370

MASTER YEAR 2 (M2)*

SPECIALISATION

- Cybersecurity Fundamentals
- Research Methods for Data Strategies
- Unframed Leadership Seminar
- Incident Response and Cyber Resilience
- Geopolitics and Cyber Threat Intelligence
- Cybersecurity Policy and Governance
- Cyber Risk Management
- Data-Driven Cybersecurity Solutions
- Learning Expedition
- Cybersecurity Ethics and Compliance
- Privacy and Data Protection
- IT Security Audit Process, Methods and Frameworks
- Sustainable Cybersecurity Practice
- Strategic Foresight in Cybersecurity for Future Business Models

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Career Passport
- Apprenticeship Follow-Up

"The Master in Cyber Security and Risk Management equips future leaders with the technical expertise, strategic foresight, and ethical foundation to safeguard organisations in an increasingly complex digital landscape. Through a rigorous blend of advanced cybersecurity practices, policy and governance, data-driven solutions, experiential learning and the goal of obtaining ANSSI SecNumEdu accreditation, the programme develops professionals capable of anticipating threats, managing cyber risks, and designing resilient security strategies. Our mission is to prepare graduates who not only defend critical assets but also shape sustainable, forward-looking cybersecurity practices that protect societies, businesses, and institutions worldwide.

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts!"

CAREER OPPORTUNITIES

- Cybersecurity Manager
- Chief Information Security Officer
- Risk Management Specialist
- Cybersecurity Consultant
- Cybert Risk Analyst
- Security Operations Center Manager
- Data Protection Officer

...

* Courses subject to change

MSc IN INTERNATIONAL MUSIC BUSINESS

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 year

Degree awarded: Master of Science + Grade de Master Diplôme Supérieur en Management des Industries Culturelles, Créatives et du Luxe
Level 7 RNCP Title No. 42363

MASTER YEAR 2 (M2)*

SPECIALISATION

- Digital Marketing and Advertising in the Music Industry
- Research Methods in Marketing
- Unframed Leadership and Collaborative Intelligence
- Managing Creative Talents in Cultural and Creative Industries
- Corporate Responsability in the Music Industry
- Advanced Music Production: from Creation to Recording
- Insights and Key Factors in the Global Music Industry
- Creation and Copyright: Processes, Frameworks and Practices
- Learning Expedition
- International Music Business and Finance
- **Non exhaustive or definite list**

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

4-month internship minimum
(in France or abroad)

This Master's programme provides students with the strategic and managerial skills required to succeed in the global music business. Delivered entirely in English, it combines academic theory with insights from industry professionals, covering key areas such as artist management, music marketing, digital distribution, and intellectual property. Students will build a strong professional network within the music industry.

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Audience Developer
- Label Manager
- Assets Creative Manager
- Retail Manager
- International Export Manager
- Entrepreneur in the Music Business
- Product Manager
- Marketing Manager
- Social Media Manager

* Courses subject to change

MASTER IN INNOVATIVE PROJECT MANAGEMENT

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Apprenticeship
Teaching language: English
Intake: September
Campus: Rennes

Duration: 1 year
Degree awarded: Master in Management
RNCP Title No. 42364

MASTER YEAR 2 (M2)*

SPECIALISATION

- Omni-Channel Distribution & Retail Management
- Advanced Corporate Finance
- Understanding the IT sector : challenges & future perspectives
- Marketing of Innovation
- Project Management
- Global Supply Chain & International Trade
- Change Management
- Digital Marketing and Branding
- Strategic Management of Innovation
- Competitive Strategy
- Business Plan

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Career Passport
- Apprenticeship Follow-Up

* Courses subject to change

"The aim of this programme is to enable students to develop the skills needed to identify and implement 'product', 'service' and/or 'organisational' innovations on behalf of companies. It trains 'Business Developers' to support companies/organisations in their development and improve their performance in France and abroad."

CAREER OPPORTUNITIES

- Events Project Manager
- Innovation Marketing Manager
- International Development Manager
- Export Manager
- R&D/Sustainable Development Researcher
- Innovation Project Manager
- HR Manager
- Management Controller...

***ONLY FOR PGE STUDENTS**

MASTER PROGRAMMES

IN FRENCH PARTNER UNIVERSITIES*

*ONLY FOR PGE STUDENTS

RENNES SCHOOL OF BUSINESS

UNFRAMED THINKING

IMT ATLANTIQUE

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

IMT Atlantique
Bretagne-Pays de la Loire
École Mines-Télécom

RENNES SB AND IMT ATLANTIQUE have signed a partnership agreement for Rennes School of Business PGE3 students.

Students from Rennes can choose to join this double degree programme in PGE3 to study on the "Parcours ingénieur" on transfer credit followed by, if successful, an extra year (PGE3 + 1 year) for a double degree PGE/Ingénieur Généraliste. The programme is taught mostly in French.

DIPLÔME INGÉNIEUR GÉNÉRALISTE

in French over 2 years (PGE3 + 1 year) – Limited places

PGE3 : PARCOURS « INGÉNIEUR » EN ÉCHANGE ACADÉMIQUE À L'IMT (TRANSFER CREDIT - 30 ECTS MINIMUM)

Students from Rennes SB will be welcomed for 1 year to follow the first year of the General Engineering Master's programme, which includes a project, physical and sports activities and language learning (English or LV2 depending on the level achieved) followed by more technical training in April-May. They will also have to complete an 8-week work placement in a company (in France or abroad) between April and August. At the end of this year, if Rennes SB students have obtained a minimum of 60 credits, they will be able to continue on the 'Second Diploma' pathway in N+1 (which will enable them to obtain a double degree).

Format: Full-time (Brest or Nantes)
Teaching language: French
Intake: September
Duration: 1 year
Degree awarded: Master in Management (PGE)

PGE3 + 1 AN : PARCOURS « SECOND DIPLÔME »

Students from Rennes SB will continue their specialisation by taking part in a year of joint study with third-year engineering students from IMT Atlantique (which also includes modern languages and physical, sporting and artistic activities).

****Certain fees apply.****

Format: Full-time (Brest or Nantes)
Teaching language: French
Intake: September
Duration: 2 years
Degree awarded: Master in management (PGE) + Diplôme d'Ingénieur Généraliste de l'IMT

+ **24 weeks of internship signed by IMT Atlantique**

+ **Graduating Project (Rennes SB)**

FOR MORE INFORMATION, PLEASE VISIT: IMT-ATLANTIQUE.FR

MSc IN INNOVATION & ENTREPRENEURSHIP

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

IN PARTNERSHIP WITH INSA

Format: Full-time (Rennes)
Teaching language: French
Intake: September
Campus: Rennes SB & INSA

Duration: 1 year
Degrees awarded: Programme Grande École + Master of Science (conjoint INSA / Rennes SB) + Grade de Master
RNCP 41234 Niveau 7

MASTER YEAR 2 (M2)*

1st SEMESTER

- Onboarding
- Innovation et transfert technologique
- Jeune Entreprise Innovante à Impact : stratégie et déploiement
- Idéation collective
- De l'idée à la preuve de concept
- Elevator Pitch
- Financer son BP et convaincre ses partenaires
- UX Design et prototypage
- Intelligence collective - Partie 1
- Développer, marketer et commercialiser sa solution innovante
- Challenges Innovation inter-écoles avec des industriels
- Business Plan
- Ateliers Innostart / Opérations Station Rennes Innovation

2nd SEMESTER

- Management et GRH pour startups
- Fondamentaux du droit au service de la création d'entreprises
- Développement personnel pour entrepreneurs
- Intelligence collective - Partie 2
- Start up Project Management
- Business Plan
- Final Venture Plan and Presentation
- Projet de fin d'études (rapport + soutenance)
- Ateliers Innostart / Opérations Station Rennes Innovation

* Courses subject to change

*Le double-diplôme de Rennes SB et de l'INSA s'adresse aux étudiants portés par l'esprit entrepreneurial. Ce programme intensif associe théorie et pratique à travers des projets concrets, des challenges inter-écoles et un accompagnement personnalisé par l'**incubateur Innostart** de Rennes SB.*
Vous développerez des compétences clés en création d'entreprise, innovation produit et gestion de projets stratégiques. En collaborant avec des experts académiques manageurs/ingénieurs et des entreprises, vous apprendrez à structurer une idée, élaborer un business plan solide et financer un projet innovant.
Grâce à un enseignement international et interdisciplinaire, ce MSc ouvre la voie à des carrières en entrepreneuriat, développement d'affaires et conseil en innovation.

Rennes SB est classée n°1 en France pour la proportion de diplômés créateurs d'entreprise ! *(L'Étudiant 2023)*

CAREER OPPORTUNITIES

- Buyer/Sourcing/Negotiation
- Business Developer
- Lab Innovation Officer
- Innovation Consultant
- Product Development Officer
- Start-up Associate
- Start-up Studio Project Manager
- Data Scientist
- TIC Consultant
- Scrum Master
- ...

ENTREPRENEURSHIP

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

INCUBATEUR INNOSTART

Format: Full-Time
Teaching language: French
Intake: September
Campus: Rennes

Duration: 1 year
Degree awarded: Master in Management
RNCP Title No. 36269

MASTER YEAR 2 (M2)*

SPECIALISATION

- Omni-Channel Distribution & Retail Management
- Advanced Corporate Finance
- Understanding the IT sector : challenges & future perspectives
- Marketing of Innovation
- Project Management
- Global Supply Chain & International Trade
- Change Management
- Digital Marketing and Branding
- Strategic Management of Innovation
- Competitive Strategy
- Business Plan

RESEARCH

- Graduating Project

PROFESSIONAL EXPERIENCE

- Career Passport

This programme offers students the rare opportunity to build their entrepreneurial project directly alongside their professional experience.
Rather than learning entrepreneurship only in the classroom, students experiment, test and develop their ideas in real time, supported by our incubator and its resources.
Workshops, problem-solving sessions, expert insights and regular follow-ups help them structure their project while sharpening their business skills.
This dual approach – academic fundamentals combined with practical immersion – gives students the confidence, discipline and network needed to turn an idea into a viable venture.
It is an ideal path for those who want to learn by doing, challenge themselves and move from intention to execution.

* Courses subject to change

*ONLY FOR PGE STUDENTS

EM STRASBOURG

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

EM Strasbourg BUSINESS SCHOOL UNIVERSITY OF STRASBOURG

RENNES SB AND EM STRASBOURG have signed a partnership agreement for Rennes School of Business students in Year 3 of the PGE programme. Students from Rennes can choose from two complementary programmes which will lead to a double diploma with EM Strasbourg and the University of Strasbourg.

MU CCA (COMPTABILITÉ, CONTRÔLE, AUDIT)

in French over 2 years (PGE3 + 1 year) – Limited places

A diploma to prepare for the profession of statutory auditor, but also a solid preparation for the Chartered Accountancy degree.

This two-year course (M1 and M2) enables students to work in chartered accountancy and auditing firms and in companies in control functions. It also offers equivalence for a number of teaching units (2, 3, 5, 6 and 7) of the Diplôme Supérieur de Comptabilité et de Gestion (DSCG).

** Certain fees apply**

Format: Full-time (Strasbourg)
Teaching language: French
Intake: September
Duration: 2 years
Degree awarded: Grade de Master Diplôme Supérieur

MU CMP (CONSEIL ET MANAGEMENT PUBLICS)

in French over 1 year (PGE3) – Limited places

This specialisation, a double degree with the Master 2 in Public Administration specialising in Careers and Public Action, Public Consultancy and Management pathway, is offered in partnership with the IEP in Strasbourg.

This Master's degree prepares students to work on the borders of the public and private sectors in consultancy firms, local authorities, government departments, large companies or associations in the social, artistic or environmental sectors. The various management disciplines are taught with a focus on the public and non-profit sectors.

Format: Full-time (Strasbourg)
Teaching language: French
Intake: September

Duration: 1 year
Degree awarded: Grade de Master Diplôme Supérieur

FOR MORE INFORMATION, PLEASE VISIT : EM-STRASBOURG.EU

EM STRASBOURG

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

EM Strasbourg BUSINESS SCHOOL UNIVERSITY OF STRASBOURG

RENNES SB AND EM STRASBOURG have signed a partnership agreement for Rennes School of Business students in Year 3 of the PGE programme. Students from Rennes can choose from two complementary programmes which will lead to a double diploma with EM Strasbourg and the University of Strasbourg.

MU ETWAFM (EUROPEAN TOURISM, WINE AND AGRI FOOD MANAGEMENT)

in English over 1 year (PGE3) – Limited places

This European master's programme offers a unique combination of expertise in management, entrepreneurship, innovation, marketing, and digitalisation specifically adapted to the tourism, wine, wine tourism, and agrifood industries in France and Italy.

Students gain a holistic understanding of the challenges, opportunities, and trends in these dynamic industries, while developing business, leadership, and decision-making skills. Practical experience is at the heart of the programme, enabling students to immerse themselves in the business world through applied research projects (On-Site Training Days and Open Innovation Laboratories).

Format: Full-time (Strasbourg)
Teaching language: English
Intake: September

Duration: 1 year
Degrees awarded: Grade de Master Diplôme Supérieur

MU GRH (GESTION DES RESSOURCES HUMAINES)

in French over 1 year (PGE3) – Limited places

This Master's degree trains future professionals in human resources functions and practitioners wishing to move into human resources functions or to supplement their knowledge in this field, from both a strategic and operational point of view. It aims to provide its students with all the knowledge they need to perform the increasingly complex generalist role of Human Resources Manager.

Format: Full-time (Strasbourg)
Teaching language: French
Intake: September

Duration: 1 year
Degrees awarded: Grade de Master Diplôme Supérieur

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