



# MSc IN

## INTERNATIONAL MANAGEMENT

rennes-sb.com

**Format:** Full-time

**Teaching language:** English

**Intake:** September and January

**Campus:** Rennes

**Duration:** 1 year

**2 tracks:** Internship (4 months)  
or Graduating Project

**Degree awarded:** Master  
of Science in International  
Management

### FALL SEMESTER\*

- > Financial Tool Box
- > Interpersonal Communication Skills
- > Project Management

#### SPECIALISATION

##### Data Analytics track

- > Programming for Data Analytics
- > Business Analytics
- > Data Management

##### Finance track

- > Financial Econometrics
- > Coding and Data Science  
for Accounting and Finance
- > Quantitative Finance

##### Luxury Marketing track

- > Contemporary Brand Management
- > Marketing of Innovation
- > Development and Marketing  
of New Products for Sustainability

##### Marketing track

- > Contemporary Brand Management
- > Marketing of Innovation
- > Omni-channel Consumer Behaviour

##### Negotiation track

- > Digital Tools for Influence and Lobbying
- > Global Marketing Strategy
- > International Negotiation  
and Business Development

##### Supply Chain track

- > Sustainable Supply Chain  
and Green Logistics
- > Business Analytics
- > Supply Chain Analytics  
and Digitalisation

#### Sustainable Management track

- > Sustainable SC and Green Logistics
- > Corporate Sustainability Data  
Analysis and Reporting
- > Marketing of Innovation

### SPRING SEMESTER\*

- > Corporate Social Responsibility
- > Data Science for Business
- > Strategic Management

#### SPECIALISATION

##### Data Analytics track

- > Statistical Modeling for Business
- > Time Series Analysis
- > Optimisation and Simulation

##### Finance track

- > Applied Economics
- > Exchange Markets
- > Time Series Analysis

##### Luxury Marketing track

- > Consumer Behaviour  
in a Sustainable Environment
- > Luxury Marketing Strategy
- > Contemporary Trends  
in the Luxury Industry

##### Marketing track

- > B2B Marketing
- > Integrating Online and Offline  
Marketing Communications
- > Digital Marketing and Branding



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## Negotiation track

- Managing Risks and International Business Law
- Sales Strategy and Management
- International Sourcing and Procurement

## Supply Chain track

- Coordination in Supply Chain Management
- Quality Management and Lean Supply Chain
- Procurement and Inventory Management

## Sustainable Management track

- Managing Sustainable Projects
- Principles of Sustainable Finance
- Creative Leadership for Sustainable Organisational Change

## LANGUAGES

- French Language and Culture for non-fluent French speakers
- Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers

\* Courses subject to change



*Open your career options and gain in-depth expertise in managing businesses and organisations on a global scale with our Master of Science in International Management. Acquire the tools and knowledge needed to navigate international markets, cultural differences and diverse business environments. Choose from a variety of specialisations tailored to meet your specific interests and career goals, delving deeper into areas related to international business. Enhance your global perspective with a two-week exchange abroad at one of our partner universities in Europe.*

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



# ADMISSION

## ADMISSION CRITERIA

### ACADEMIC BACKGROUND

- Bachelor's Degree
- Or equivalent

\*VAPP process required

### ENGLISH REQUIREMENT

- TOEIC score of **750**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge Proficiency Exam: **B2**, or native language or previous studies taught in english (minimum 2 years)

## ADMISSION PROCESS

### 1. Apply Online

<https://apply.rennes-sb.com>

Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

### 2. Online Interview

Eligible candidates will be invited to an online interview featuring pre-recorded questions.

## CONTACT US

[inquiries@rennes-sb.com](mailto:inquiries@rennes-sb.com)

SCAN QR CODE



FOR MORE INFORMATION  
ON THE PROGRAMME



[rennes-sb.com](https://rennes-sb.com)



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Rennes School of Business is a private higher education establishment (EESPIG) recognised by the French State.

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