

# BACHELOR IN MANAGEMENT

## YOUR STEP IN A GLOBAL BUSINESS WORLD

### DURATION

3 years (a minimum of 32 weeks of internships)

### START DATE

September

### TEACHING LANGUAGE

100% English or French/English (depending on the track)



**NOEMIE DESPREZ,**  
PROGRAMME DIRECTOR

The Bachelor in Management is a 3-year Bachelor degree which aims to provide high-school certificate holders with a solid academic and practical foundation in Business Management and Operations. This degree will enable students to develop knowledge in management subjects and acquire soft skills, team work, interpersonal and linguistic skills by working on practical group projects and business plans.

Two tracks are available:

- 100% in English from the first year
- French and English (first and second years).

## PROGRAMME 180 ECTS

### YEAR 1

- Fundamentals of Accounting
- Contemporary Economics Issues
- Marketing Analysis & Marketing Mix
- H.R. Fundamentals: Individual & Organisation
- The Firm in its Environment
- Sales Administration
- Sustainable Development
- Applied Data Analysis
- Introduction to Supply Chain
- Management and Development of the Firm
- Sales Techniques

### YEAR 2

- Business Game
- Financial Operations
- Information Systems and web-based Operations
- Applied Project Management (Reciprocity)
- Inferential Statistics
- Fundamental principles of Logistics and
- Introduction to Logistics and Purchasing
- Microeconomics
- Fundamentals of International Law
- International Business Management
- Organisational Behaviour
- Multicultural Diversity and Cross Cultural
- Management

### YEAR 3

#### COMPULSORY MODULES

- International HR Management
- International Negotiation Skills
- Entrepreneurship and Innovation
- Management: Fundamentals
- Business Ethics
- Project Management
- Strategy

#### SPECIALISATION IN

- Global Management
- Digital Business & Marketing
- Finance
- Sustainable Models

#### BACHELOR DISSERTATION

#### French Language courses:

choice between

- French Language
- French Culture for International Students

**30** YEARS  
**RENNES**  
**SCHOOL**  
**of BUSINESS**  
**UNFRAMED THINKING**



European Business School  
Ranking 2020



“ The Bachelor in Management provided me with an especially firm grounding that definitely contributed to my subsequent success at the London School of Economics. I was recently chosen to carry out my semester abroad on the Chicago Booth School of Business MBA programme, the most demanding study term available within my whole class. Upon completion of the various selection exams and interviews designed to attribute places for this semester abroad, the adjudication panel confirmed that I should be very proud of the school where I carried out my Bachelor studies, Rennes School of Business. ”

Alice GUO,  
French Alumna

## ALUMNI

### CAREER OPPORTUNITIES

Junior Product Manager, Communications Assistant, Sales / Export Sales Representative, Webmaster, Project Manager (on & off line), Community Manager, Junior Purchaser, Supply Chain Assistant, Management Accountant Assistant, Junior Accountant...

### COMPANIES

Lactalis, Renault Trucks, Hermès, Swarovski, Grupo Exito, Givenchy, PWC, Total, Natixis, Spark, Henkel, Mediaveille...

### WORK COUNTRIES

Belgium, Canada, Colombia, Ecuador, France, Germany, Holland, Ireland, Latvia, Mexico, Saudi Arabia, Spain, South Africa, Taiwan, USA...

## ADMISSION

### REQUIREMENTS

**High School diploma or equivalent**

**English proficiency for English Track:**

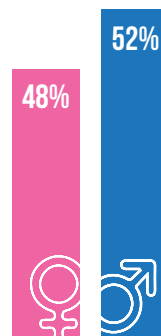
- TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.0
- or Cambridge Proficiency Exam (CPE) > B2
- or Native Language: English or previous studies taught in English (minimum 2 years)

**French and English proficiency for French/English Track:**

- TOEFL > 50 IBT or TOEIC > 500 or IELTS > 4.5
- or native language: English
- French level B2



## STUDENT PROFILE



**ACADEMIC CALENDAR**  
 Modules: September 2022 to May 2025  
 32 weeks of internships throughout the 3-year programme

**TUITION FEES**  
 €8,270/year European students  
 €9,000/year Non-European students

**Apply:** <http://apply.rennes-sb.com>

**Contact:** [admissions@rennes-sb.com](mailto:admissions@rennes-sb.com)