

EXCHANGE & SUMMER PROGRAMMES

UNDERGRADUATE & POSTGRADUATE



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING

SUMMER PROGRAMMES



THIS WAY
FOR THE SUMMER
PROGRAMMES

SCAN HERE



CONSUMER BEHAVIOUR

MAY - JUNE

RENNES CAMPUS

27 hours - 6 ECTS credits

This module will explore the concept of consumer behaviour by critically exploring conceptual frameworks for understanding, measuring, and managing the current and upcoming digital generation.

Existing theories will be integrated to develop a holistic and managerially useful understanding of consumer behaviour.



CROSS-CULTURAL MANAGEMENT

RENNES CAMPUS

JUNE EXCHANGE
JULY FEE-PAYING

27 hours - 6 ECTS credits

The programme will deal with three main points:

- Overview of today's global business environment (people - planet - profits).
- The cross-cultural framework references.
- How to manage a cross-cultural team: dynamics and process strategies.

Dynamics: communication style, time, fate and destiny. **Process strategies:** work style, decision-making (responsible, sustainable, ethical), conflict management, feedback and recognition.

“ WE WELCOMED
OVER 200 STUDENTS
FROM 40 NATIONALITIES
LAST YEAR! ”

SUSTAINABLE BUSINESS

JUNE

RENNES CAMPUS

27 hours - 6 ECTS credits

This holistic programme will provide students with conceptual frameworks and practical ideas to understand how organisations and managers can optimise economic, social, and environmental performance to deliver a sustainable business strategy.

By discovering international and local 'Corporate Social Responsibility' (CSR) practices, students will examine how responsible managers and their companies' stakeholders can work together to create a more sustainable world.



WHY RENNES SCHOOL OF BUSINESS

Rennes School of Business, founded in 1990, is considered to be the most international School of Management in France. With its cosmopolitan environment, classes taught entirely in English and a network of more than 350 partner universities worldwide, Rennes School of Business gives you a unique opportunity to study in an international environment.

Inventing the future starts with looking at the present differently. At Rennes School of Business we believe that students also have knowledge which they can bring to their education, that students can learn and strive differently, that learning is an endless process!



RENNES SB: ONE OF THE BEST BUSINESS SCHOOLS IN THE WORLD!

100+
nationalities

350+
main partner
universities

100%
courses in English
alongside with French
& international students

THE “WELCOME TO FRANCE” LABEL



Rennes School of Business has acquired the “Welcome to France” label, a certification issued by Campus France which attests to the quality of our international student support services.

TRIPLE-CROWN ACCREDITED



Rennes School of Business is among the TOP 1% of business schools in the world (triple crown accredited) which attests the excellence of Rennes SB’s teaching & research programmes.

RANKINGS

NATIONAL RANKINGS

BACHELOR IN MANAGEMENT

LE PARISIEN ÉTUDIANT	2	Bachelor in Management Ranking 2023
CHALLENGES	4	Bachelor in Management Ranking 2023
L'ÉTUDIANT	3	Bachelor in Management Ranking 2022

GRANDE ÉCOLE PROGRAMME

LE PARISIEN ÉTUDIANT	10	PGE Ranking 2023*
LE POINT	10	PGE Ranking 2023*

INTERNATIONAL RANKINGS

GRANDE ÉCOLE PROGRAMME

71	FT MASTERS IN MANAGEMENT 2023 RANKING
----	---------------------------------------------

MSc IN INTERNATIONAL FINANCE

35	FT MASTERS IN FINANCE 2023 RANKING
----	------------------------------------------

EXECUTIVE MBA

83	FT EMBA 2023 RANKING
----	-------------------------

121/131	QS WORLD UNIVERSITY RANKINGS	QS Executive MBA Ranking 2023
---------	------------------------------------	----------------------------------

RENNES SB PREPARES ITS FUTURE GRADUATES FOR THE WORLD OF TOMORROW



STUDENTS

5,500 students on campus
(55% from outside of France)

72% of our graduates are employed
in a position with an international
dimension

91% satisfaction rate for the choice
of partner university

89% of graduates recommend
their friends to study at Rennes SB

98% of graduates are employed
6 months after graduation



FACULTY

105 permanent professors,
of whom 90% are non-French

40 different nationalities

5 research centres



SCHOOL

26 multicultural associations
for students

100+ nationalities on campus

3 international accreditations:
AACSB, AMBA and EQUIS

RENNES CAMPUS

A FIRST-CLASS LIVING ENVIRONMENT

Situated in the city of Rennes, just 10 minutes from Rennes' historic centre and accessible 6 days a week, the Rennes School of Business campus offers an ideal working environment for the educational requirements and lives of its students.

TO WATCH  THIS WAY FOR THE VIRTUAL VISIT!



- > 27,000 m² & 4 buildings
- > A Bloomberg trading room
- > A business incubator
- > An InnoLounge (innovation space)
- > A central avenue, "La rue des entrepreneurs", entirely for students
- > Sports & training rooms
- > 1 outdoor sports field
- > 1 music studio



- > 1 large cafeteria
- > 1 snack bar
- > Lecture theatres, with 50 to 400 seats
- > 1 office for each of the student associations
- > 1 language resource centre
- > 1 multimedia resource centre: more than 20,000 press publications & academic journals, 20,000 books & a collection of eBooks



TO READ LIFE IN RENNES

RENNES: AN IDEAL LOCATION

Rennes School of Business is located in Rennes, the capital and largest city of the Brittany region of France. Students can take advantage of this central location which allows for quick access to nearby destinations: in only 55 minutes one can breathe in fresh sea air; the city of lights, Paris, is just 1h25mn by train; and it's possible to fly to lovely London in just 1 hour!



Rennes is a vibrant, beautiful city steeped in history and filled with ancient, medieval architecture juxtaposed by modern amenities. It is clearly a student city: the total population of Rennes (426,500 people) includes 70,000 students. Officially ranked by the national press, it is constantly developing and expanding.

Ranked number 2, amongst the best cities to live in France. (HelloWork 2022)

Ranked number 1 as the city with the most job offers in France. (Le Figaro 2022)

Ranked number 2, amongst the best cities to study in France, out of 43. (L'Étudiant, 2021-2022)

Ranked number 1, most walkable city in France.

[CLICK HERE](#)



AT RENNES SB

THE HARDEST DECISION IS KNOWING WHICH LANGUAGE TO USE!

