

BACHELOR IN MANAGEMENT

YEAR 1

LICENCE 1



INFORMATION



DETAILED PROGRAMME
FEES & FINANCING
DOWNLOAD BROCHURE



THE YEAR OF DISCOVERY

The first year is the start of a new adventure for you! With two choices of pathway between the "Classic Track" (courses progressively in English) or the "English Track" (teaching 100% in English from the first year), you progress at your own pace to discover how companies function while learning the principles of management.



LEARN ABOUT
THE FUNDAMENTALS
OF MANAGEMENT

1st SEMESTER

- > Fundamentals of Accounting I
- > Contemporary Economic Issues
- > Business Information Systems
- > Marketing Analysis
- > HR Fundamentals: Individual & Organisation
- > The Firm in its Environment
- > Introduction to Climate Change & Corporate Social Responsibility

2nd SEMESTER

- > Fundamentals of Accounting II
- > Marketing Mix
- > Applied Data Analysis
- > Management & Development of the Firm
- > Sales Techniques
- > Introduction to the Supply Chain

LANGUAGES

- > **Non-french speakers:** French classes
- > **French speakers:** English Communication for Business & a second language among: Chinese (beginner or intermediate), German, Italian, Spanish (intermediate)

GO FURTHER

- > Communicate effectively in writing & orally in a professional setting
- > Professional development workshops

HIGHLIGHTS OF THE YEAR



The year gets off to a flying start with the **"Rennes Impact Challenge"**. For two days, you will work in teams to suggest ways of making the city of Rennes more sustainable and environmentally friendly.

The first courses are then immediately applied to a virtual business creation project, the **"PUM Adventure"**: a team project that accompanies you throughout the year and allows you to develop your ideas in a real market context.

The first year ends with a two-month work internship with a commercial focus.

As a bonus, students can get involved in the Bureau de Vie Étudiante (Student Life) association and/or take part in the **Challenge Ecricome**, an inter-school sports challenge.



The Bachelor in Management is ranked as the **2nd Bachelor in France in 2023**.

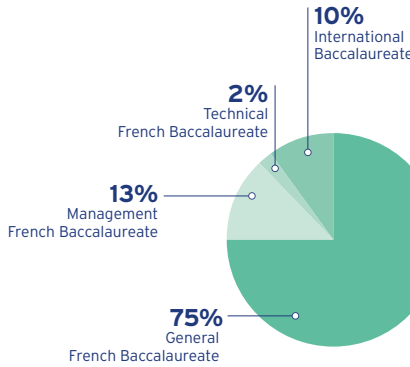
RANKINGS

LE PARISIEN ÉTUDIANT	2	Bachelor in Management Ranking 2023 <small>for the 2nd year running</small>
CHALLENGES	4	Bachelor in Management Ranking 2023
L'ÉTUDIANT	3	Bachelor in Management Ranking 2022 <small>(5th in 2021)</small>



KEY FIGURES

THE ACADEMIC BACKGROUND OF OUR STUDENTS



PRACTICAL INFORMATION

ACADEMIC CALENDAR

- > **First semester**
September - December
- > **Second semester**
January - April
- > **Compulsory internship in France or abroad**
April - June (8 weeks minimum)
- > **Examinations**
December & April

CAMPUS

- > **Rennes:** English & French Track
- > **Paris:** English Track

ADMISSIONS

- > **High School diploma or equivalent**
- > **English proficiency for English Track**
- TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.0
- > **French & English proficiency for French/English Track**
- TOEFL > 50 IBT or TOEIC > 500 or IELTS > 4.5
- French level B2



RENNES SCHOOL OF BUSINESS

UNFRAMED THINKING



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Rennes School of Business is a French state-recognised, technical, higher-education institution.

2 rue Robert d'Arbrissel 35065 RENNES
9 rue d'Athènes 75009 PARIS

+33 (0)2 99 54 63 63
inquiries@rennes-sb.com

