

# SUMMER PROGRAMMES

## UNDERGRADUATE & POSTGRADUATE



**UNFRAMED THINKING**



European Business Schools  
Ranking 2019

# SUMMARY

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# FOREWORD

“ *With the pace of business and societal changes becoming ever more complex, faster and spanning borders, business leaders must thrive in an ever-changing environment.*

*Old methods of thinking are no longer suited to the challenges of tomorrow, so, at Rennes School of Business we believe that education is the key to helping students step out of existing frameworks.*

*With 95% of faculty members and 55% of students coming from outside of France, Rennes School of Business brings the world to our students by opening their minds towards other cultures. Our mission: to allow students to think beyond the framework by living a unique and international experience*

*that will stay with them forever and turn education into a true exchange.*

*Thinking beyond the framework is about standing out from the rest, working differently, discovering new fields and anticipating tomorrow's challenges to make way for a better and more innovative future.*

*The quality of our processes, faculty, research and programmes has been endorsed by the leading international accreditation organisations. Rennes School of Business is one of less than 1% of Business Schools in the world to hold EQUIS, AACSB and AMBA “triple crown” accreditation status. This guarantee of quality is our promise to our students and partners.*

*I look forward to welcoming you to Rennes School of Business. ”*

**DR SANTIAGO  
GARCIA  
RODRIGUEZ**  
DEAN GLOBAL SCHOOL



# 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 1h30mn by train; and it's possible to fly to lovely London in just 1 hour!

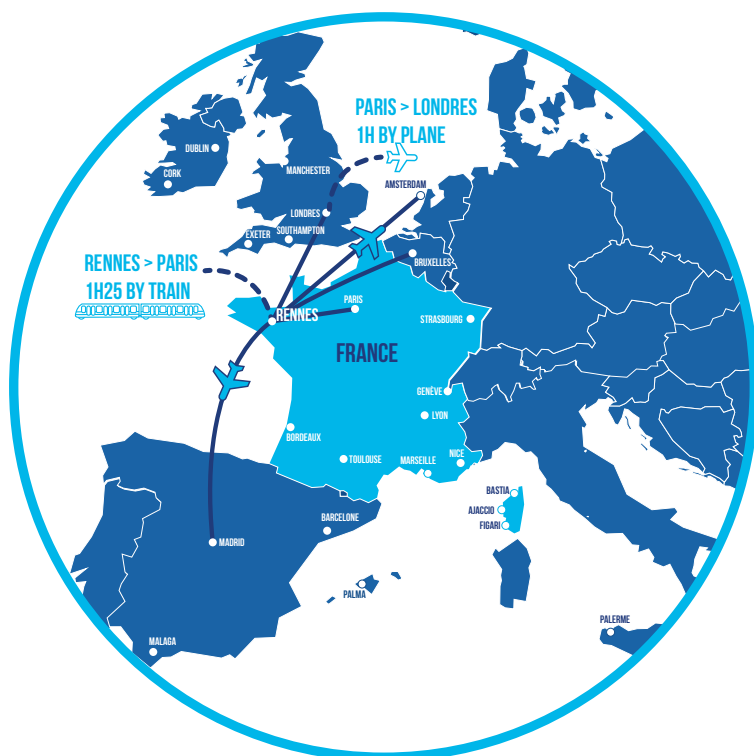
Rennes is a vibrant, beautiful city steeped in history and filled with ancient, medieval architecture juxtaposed by modern amenities. It is clearly a student city: the total population of Rennes (426 500 people) includes 65 500 students. Officially ranked by the national press, it is constantly developing and expanding.

Ranked 2nd best city in France in which to work (*L'Express*, January 2019)

Ranked 5th best city in France in which to live (*L'Express*, Ranking 2018)

Ranked 4th best city in France in which to study (*L'Étudiant*, Overall ranking of student cities 2018-2019)

## EASY ACCESS TO AND FROM RENNES





## 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 300 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 SCHOOL OF BUSINESS PREPARES ITS FUTURE GRADUATES FOR THE WORLD OF TOMORROW



### FACULTY

**100** permanent professors, 95% are non-French

**40** different nationalities



### SCHOOL

**26** multicultural associations for students

**70** nationalities on campus

**3** international accreditations: AACSB, AMBA and EQUIS



### STUDENTS

**4 500** students on campus (55% from outside of France)

**62%** of students find employment prior to graduation\*

**40** PhD students

**63%** of graduates find employment with an international component\*

**95%** of graduates are employed less than 6 months after graduation\*

\*(source: Financial Times Ranking 2018)

# AN INTERNATIONAL CAMPUS IMMERSSED IN THE WORLD

**70**

nationalities

**300+**

main partner  
universities

**100%**

courses in English  
alongside with French  
and international  
students





# RENNES SCHOOL OF BUSINESS: ONE OF THE BEST BUSINESS SCHOOLS IN THE WORLD!

## INTERNATIONAL RANKINGS



**Executive MBA**  
Ranking 2019



**Master in Management**  
Ranking 2019



**European Business Schools**  
Ranking 2019



**Master in Finance**  
Ranking 2018



World ranking of  
Masters in Management (MIM)



Top 25 Performing Universities in  
Student Mobility Category



2019 Shanghai Ranking  
Management

## TRIPLE-CROWN ACCREDITED



This triple accreditation is shared with less than 1%  
of other Business Schools worldwide.

# CHOOSE YOUR PROGRAMME

The Summer Programmes are a unique opportunity for students from around the world to improve their knowledge in four different topics.

- **COMPETITIVE STRATEGY**, What must managers do to make a business sustainable? How to lead a Strategic Analysis of a firm on highly competitive and dynamic markets?
- **LUXURY BRAND MARKETING**,
  - Analyse the different corporate design strategy components
  - Evaluate the main consumer-based models relating to effective communication
  - Analyse the main theories and practices of luxury retail marketing and management.
- **RESPONSIBLE MANAGEMENT**, How organisations and managers can optimize economic, social and environmental performance through a successful Corporate Social Responsibility strategy?
- **ARTIFICIAL INTELLIGENCE**, 4 independent courses available for this programme. Data science for Business, AI Business Intelligence, Business Textual Learning and Business Network Intelligence.

## COMPETITIVE STRATEGY

26<sup>TH</sup> MAY - 5<sup>TH</sup> JUNE 2020



### PROGRAMME

27 teaching hours / 6 ECTS (3 US credits)

The focus of this module is on Strategic Analysis on competitive and dynamic markets. This module deals mainly with two goals: (1) to increase the students' understanding of what managers must do to make a business sustainable and successful in the long term; and (2) to develop the student's ability to lead a Strategic Analysis of a firm on highly competitive and dynamic markets.





## TOPICS COVERED

- Competitive advantage
- Market, Industry Analysis and Digitalisation
- Corporate strategy, entry & exit
- Competitive strategy in the age of platforms
- Data-Driven Decision Making and Competitive Strategy



### PRE-REQUISITES

- Successful completion of at least two years of undergraduate level studies.
- Strong command of spoken and written English.

### TARGET GROUP :

- Final year Undergraduate or Master students.

### TEACHING LANGUAGE:

- English.

### DATES INCLUDING FINAL EXAM:

- Tuesday 26<sup>th</sup> May - Friday 5<sup>th</sup> June 2020. Students will be expected to arrive in Rennes on Monday 25<sup>th</sup> at the latest and leave on the 5<sup>th</sup> mid-afternoon at the earliest.

## ASSESSMENT METHODS

- Continuous assessment: a report + a presentation
- Final assessment: Individual Written Paper

## FACULTY

- A team of multicultural professors from Rennes School of Business

## INCLUDED IN THE PROGRAMME

- 27 hours of classroom teaching
- Teaching material
- Company visits (Rennes)
- Tour of Rennes
- Welcome breakfast and farewell lunch

## NOT INCLUDED IN THE PROGRAMME

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals, transportation, cultural visits, insurance

# APPLICATION

### REGISTRATION DEADLINES

- 1<sup>st</sup> April 2020

### FEES

- Fee-paying students: 1250€
- Exchange students: tuition fees can be waived if an agreement has been signed between Rennes SB and the home institution.

### APPLY

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

# RESPONSIBLE MANAGEMENT

9<sup>TH</sup> JUNE TO 19<sup>TH</sup> JUNE 2020



#### PRE-REQUISITES:

- Successful completion of 2 years Bachelor's degree.
- Strong command of spoken and written English.

#### TARGET GROUP :

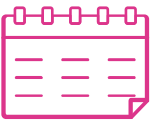
- Final year Undergraduate or Master students.

#### TEACHING LANGUAGE:

- English.

#### DATES INCLUDING FINAL EXAM:

- Tuesday 9<sup>th</sup> June to Friday 19<sup>th</sup> June 2020. Students will be expected to arrive in Rennes on Monday 8<sup>th</sup> at the latest and leave on the Friday 19<sup>th</sup> afternoon at the earliest.



## PROGRAMME

27 teaching hours / 6 ECTS (3 US credits)

The purpose of the programme is to provide students with a conceptual framework and practical ideas for understanding how organisations and managers can optimise economic, social and environmental performance through a successful Corporate Social Responsibility strategy. It will examine how responsible managers and their companies' stakeholders can work together to create a more sustainable world.





## APPLICATION

### REGISTRATION DEADLINES

- 1<sup>st</sup> April 2020

### FEES

- Fee-paying students: 1250€
- Exchange students: tuition fees can be waived if an agreement has been signed between Rennes SB and the home institution.

### APPLY

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

## TOPICS COVERED

- Reframing the purpose of Business
- Stakeholder Management
- Responsible Leadership
- Embedding CSR into the Company's Strategy and Culture
- Environmental Management
- The Institutional Environment of CSR
- CSR and Investors - Responsible Finance
- CSR and Employees - Responsible Human Resource Management
- CSR and Consumers - Responsible Marketing

## ASSESSMENT METHODS

Individual presentation + Group presentation + Final exam.

## FACULTY

A team of multicultural professors from Rennes School of Business, with CSR expertise.

## INCLUDED IN THE PROGRAMME

- 27 hours of classroom teaching
- Teaching material
- Company visits (Rennes)
- Tour of Rennes
- Welcome breakfast and farewell lunch

## NOT INCLUDED IN THE PROGRAMME

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals, transportation, cultural visits, insurance



# AI BUSINESS



## FOUR AI BUSINESS COURSES:

Data Science for Business, AI Business Intelligence, Business Textual Learning, Business Network Intelligence.

## 4 INDEPENDANT COURSES

Choose 1 2, 3 or 4 !



### PRE-REQUISITES

- Successful completion of at least two years of undergraduate studies and strong command of spoken and written English.

### FACULTY

- A team of multicultural professors with AI expertise from Rennes School of Business.

### TARGET GROUP :

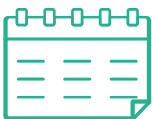
- Final year Undergraduate or Master students.

### TEACHING LANGUAGE:

- English.

### ASSESSMENT METHOD

Assessment by means of a group project developed within the class, and daily assessment sheets.



## PROGRAMME

30 teaching hours / 3 ECTS ( 1.5 US credits per module)

Earn a **CERTIFICATE IN AI BUSINESS** and take credit giving modules. Develop competences from basics to advanced in Python application of the new business tools of data science. Apply machine learning and deep learning to business data analysis.

Create business intelligence through application and visualisation. Learn from automated analysis of text and networks. Develop AI business projects to showcase your skills to future employers. Build a deeper understanding of complex environments and how to derive an advantage from them.



# #1 DATA SCIENCE FOR BUSINESS

Monday 11<sup>th</sup> MAY - Friday 15<sup>th</sup> MAY 2020

This module starts with the very basics of Python coding and works up to modern advanced techniques such as machine learning and deep learning.

The field of data science for business is the context for the class, and therefore applied business examples are the focus.

The module is very practical - you will follow the lessons using shared Python codebooks and implement the techniques along with the professor.

## TOPICS COVERED

- Learn Python from the very beginning
- Master machine learning for business
- Understand AI deep learning techniques
- Apply learning to real business datasets

# #2 AI BUSINESS INTELLIGENCE

Monday 18<sup>th</sup> MAY - Saturday 23<sup>rd</sup> MAY 2020 (Thursday 21<sup>st</sup> May 2020 is a bank holiday)

**PRE-REQUISITES:** coding experience or attend the "Data Science for Business" class before.

In business data science we take business data and create business intelligence. This module focuses on the creation and presentation of that business intelligence. You will work primarily on Tableau (for which a personal license will be provided to you), the leading intelligence generation and visualisation platform in modern business.

## TOPICS COVERED

- Develop expert Tableau knowledge
- Apply Python for data visualisation
- Understand business intelligence needs
- Generate automated BI reporting



# #3 BUSINESS TEXTUAL LEARNING

Monday 25th MAY - Friday 29th MAY 2020

**PRE-REQUISITES:** coding experience

How to automate creating knowledge from written documents is still in its beginning stages. Largely people still manually read documents in order to extract intelligence from them. But data science, through its natural language processing field, offers fascinating new techniques to automate generating knowledge from text. This module brings you on a journey through the practical application of the most business relevant of the techniques



## TOPICS COVERED

- Extract knowledge from text
- Apply natural language processing
- Learn new science of topic modelling
- Measure text sentiment and complexity

# #4 BUSINESS NETWORK INTELLIGENCE

Tuesday 2nd JUNE - Saturday 6th JUNE 2020

(Monday 1st JUNE 2020 is a bank holiday)

**PRE-REQUISITES:** coding experience

The best businesses make effective use of their networks - such as their workforce and their external connections including customers and social media networks. They might crowdsource intelligence, customers, and funding. In this module we show how new data science techniques allow the extraction of business intelligence from the firm's diverse networks.



## TOPICS COVERED

- Understand connectivity of today's society
- Analyse social and business networks
- Learn network visualisation techniques
- Apply big data techniques and analytics



**REGISTRATION DEADLINES:**

- 15<sup>th</sup> March 2020

**FEES:**

- 1050€ for one course,
- 1 900€ if 2 courses,
- 2 500€ if 3 courses,
- 3 000€ if 4 courses.

**APPLY:**

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

**INCLUDED IN THE PROGRAMME:**

- 30 hours of classroom teaching
- Teaching material
- Tour of Rennes
- Welcome breakfast and farewell lunch

**NOT INCLUDED IN THE PROGRAMME:**

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals, transportation, cultural visits, insurance



# LUXURY MARKETING

PROGRAMME ORGANISED UPON  
REQUEST, FOR A GROUP ONLY  
(SPRING / SUMMER 2020)



#### PRE-REQUISITES

- Successful completion of Bachelor's degree.
- Marketing Fundamentals.
- Strong command of spoken and written English.

#### PUBLIC :

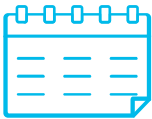
- Master students.

#### TEACHING LANGUAGE:

- English.

#### DATES INCLUDING FINAL EXAM:

- 12 days
- This summer programme will be organised upon request for a group only. Please contact [summer.programmes@rennes-sb.com](mailto:summer.programmes@rennes-sb.com) for more information.



## PROGRAMME

30 teaching hours / 6 ECTS ( 3 US credits)

The objective of this course is to provide students with a good understanding of the specificities and current evolutions of Luxury Marketing. A specific focus will be placed on French luxury brands. This course does not aim to cover all aspects of luxury marketing, but to provide students with an in-depth understanding of some key issues.

#### As such, the module is designed to:

- provide students with the necessary knowledge and skills to understand the strategic role of design in the marketing processes of luxury goods and services,
- examine the formulation and implementation of marketing communications in respect of luxury companies,
- examine concepts, models and trends that impact luxury retail and customer experience in the retail environment.





## TOPICS COVERED

- The antecedents of the consumption of luxury goods
- Brand equity: the specificities of luxury brands
- Design to convey corporate identity in luxury sectors
- Design, brand and product positioning for luxury sectors
- Symbolism and communication in the luxury sector
- Managing customer experience in the luxury retail environment

## ASSESSMENT METHODS

Individual pre-reading assessment + final exam (individual)

## FACULTY

A team of multicultural professors from Rennes School of Business.

## INCLUDED IN THE PROGRAMME

- 30 hours of classroom teaching
- Teaching material
- Company visits (Rennes and Paris)
- Transportation Rennes-Paris round trip
- Accommodation for one night in Paris / double room only
- Tour of Rennes
- Welcome breakfast and farewell lunch

## NOT INCLUDED IN THE PROGRAMME

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals, Transportation, Cultural visits, Insurance

## YOUR DEDICATED SUMMER PROGRAMMES CONTACT



### LAURA MEUNIER

SUMMER PROGRAMMES & PARTNER UNIVERSITY OFFICER

summer.programmes@rennes-sb.com

Tel.: +33 (0)2 99 54 63 63

www.rennes-sb.com

# LIFE AT RENNES SB: A UNIQUE EXPERIENCE

## RENNES SB CAMPUS, A FIRST CLASS LIVING ENVIRONMENT

Situated in the city of Rennes, 10 minutes from Rennes' historic centre, 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:



- 27 000 M<sup>2</sup> AND 4 BUILDINGS
- A BLOOMBERG TRADING ROOM
- A BUSINESS INCUBATOR
- AN INNOLOUNGE (INNOVATION SPACE)
- A CENTRAL AVENUE, "LA RUE DES ENTREPRENEURS", ENTIRELY FOR STUDENTS

- SPORTS AND TRAINING ROOMS
  - 1 OUTDOOR SPORTS FIELD
- 1 STUDENT LOUNGE
  - 1 MUSIC STUDIO
  - 1 LARGE CAFETERIA
  - 1 SNACK BAR





- LECTURE HALLS, WITH 50 TO 400 SEATS
- 1 OFFICE FOR EACH OF THE STUDENT ASSOCIATIONS
- 1 LANGUAGE RESOURCE CENTRE



- 1 MULTIMEDIA RESOURCE CENTRE: 20 000 BOOKS & 5 500 ONLINE JOURNALS FROM THE MAIN INTERNATIONAL DATABASES ON MANAGEMENT
- 1 STUDENT HALL OF RESIDENCE



**MORE  
THAN EVER**

**THE WORLD  
BELONGS TO  
THE OPEN  
MINDED**



**UNFRAMED THINKING**

