

BIM 1

BACHELOR IN MANAGEMENT

YEAR 1



Format: Full-time

Teaching language:

- > **Classic Track:** progressive increase of English over the 3 years, with 80% of courses in French in BIM 1 and 20% in English
- > **English Track:** 100% of courses in English starting from BIM 1

Intake: September

Campus: Rennes or Paris

Degree awarded:

Bachelor in Management / Grade de Licence, Diplôme de Gestion et de Management des Entreprises Qualification RNCP [38750](#) Niveau 6

Programme duration: 3 years

SEMESTER 1

- > Fundamentals of Accounting
- > Fundamentals of Human Resources: the Individual and the Organisation
- > Marketing Analysis
- > Introduction to Climate Change and Corporate Social Responsibility
- > Contemporary Economic Problems
- > Corporate Information Systems
- > Discovering the Company in its Environment

PROFESSIONAL EXPERIENCE

- > Communicating effectively in writing and orally in a professional context
- > Career Passport workshops
- > Internship

GO FURTHER

- > Learn about effective oral and written communication in a professional context
- > Professional development workshops

SEMESTER 2

- > Fundamentals of Accounting
- > Marketing Mix
- > Sales Techniques
- > Applied Data Analysis
- > Introduction to the Supply Chain
- > Company Management and Development

LANGUAGES SEMESTERS 1 AND 2

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

THE YEAR OF DISCOVERY

The first year is the start of a new adventure for you!

The year gets off to a great start with our **"Impact Challenge"**: for two days, as a team, you'll be helping to make the city of Rennes or Paris more sustainable and environmentally friendly.

Throughout the year, you'll be developing an interdisciplinary approach and connecting the concepts you've learned in class as part of the **"PUM Adventure"**: you have 9 months to create a business plan with your team. This fictitious business creation project allows you to test your ideas against the real market.

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

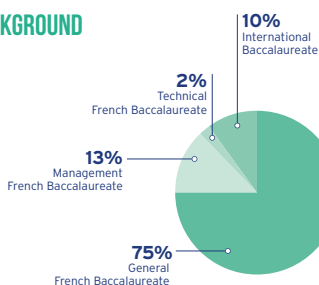
As an added bonus, students can get involved in the Student Life Office (BVE) and/or take part in inter-school sports challenges.

RANKINGS

LE PARISIEN ÉTUDIANT	2	Bachelor in Management Ranking 2024
L'ÉTUDIANT	3	Bachelor in Management Ranking 2023

KEY FIGURES

THE ACADEMIC BACKGROUND OF OUR STUDENTS



ACADEMIC CALENDAR

SEPTEMBER
TO DECEMBER

1st semester

Exams in December

JANUARY
TO APRIL

2nd semester

Exams in April

APRIL TO JUNE

8-12 weeks

Mandatory internship
in France or abroad

ADMISSION

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

CONTACT

inquiries@rennes-sb.com



FOR MORE INFORMATION
ABOUT THE PROGRAMME

▶ SCAN THE QR CODE



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RENNES
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UNFRAMED THINKING

BIM 2

BACHELOR IN MANAGEMENT

YEAR 2



POSSIBILITY TO ENTER DIRECTLY IN BIM 2

Format: Full-time

Teaching language:

- > **Classic Track:** 50% of courses in French and 50% in English
- > **English Track:** 100% of courses in English

Intake: September

Campus: Rennes or Paris

Degree awarded:

Bachelor in Management / Grade de Licence, Diplôme de Gestion et de Management des Entreprises Qualification RNCP [38750](#) Niveau 6

Programme duration: 2 years for students starting in BIM 2

SEMESTER 1

- > Geopolitical and Ecological Issues
- > Financial Operations
- > Information Systems and Web Data Management
- > Organisational Management
- > Applied Project Management (Reciprocity)
- > Statistics

PROFESSIONAL EXPERIENCE

- > Career Passport workshops
- > Internship

GO FURTHER

- > Learn about effective oral and written communication in a professional context
- > Professional development workshops

SEMESTER 2

- > Microeconomics
- > Fundamentals of Law
- > International Business Management
- > Multicultural Diversity and Intercultural Management
- > Sustainable Business Design
- > Business Game
- > Introduction to Research Methods

LANGUAGES SEMESTERS 1 AND 2

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

THE YEAR OF COMMITMENT

The second year of the Bachelor programme gives you the opportunity to study the fundamentals of management in greater depth, to learn about a humanitarian or community project and to define the foundations of your career plan during a company internship.

During the year, you will also get involved with a charity of your choice through the "Reciprocity" project. Alongside your coursework, you will develop your interpersonal skills in a context where the human aspect takes precedence over profit.

To round off the second year, the **four-month work placement** gives you a longer experience in a company.



This year, Reciprocity gave me the opportunity to get involved in new things: to invest in projects on a human level and develop my professional skills.

I was able to choose an association that was really close to my heart: Restos du Coeur. I had the opportunity to collect food, distribute meals and organise an evening from start to finish.

Alongside this project, I also joined a Rennes SB association, the Bureau des Sports (BDS). Being very active myself, I wanted to give my energy to an association that represented my interests. It was the best decision I ever made. I've met new people who have become close friends and I've also joined the Tournoi Grand Ouest (TGO): a challenge that requires a lot of organisation and that has enabled me to develop new skills.

Julia AIGNEL, BIM2



ACADEMIC CALENDAR

SEPTEMBER
TO DECEMBER

1st semester

Exams in December

JANUARY
TO MARCH

2nd semester

Exams in March

MID-MARCH
TO JULY

16 weeks
minimum

Mandatory internship
in France or abroad

ADMISSION

- > 1 year undergraduate studies in business or similar studies (60 ECTS)
- > English proficiency
 - TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.0

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RENNES
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UNFRAMED THINKING

BIM 3

BACHELOR IN MANAGEMENT

YEAR 3



POSSIBILITY TO ENTER DIRECTLY IN BIM 3

Format: Full-time

Teaching language:
English

Intake: September

Campus: Rennes

Degree awarded:

Bachelor in Management / Grade de Licence, Diplôme de Gestion et de Management des Entreprises Qualification RNCP [38750](#) Niveau 6

Programme duration: 1 year
for direct entry in BIM 3

FULL-TIME FORMAT

CORE COURSES

- › International Human Resource Management
- › International Negotiation Skills
- › Strategy
- › International Business Environment
- › Mindful Decision-Making
- › Project Management
- › Entrepreneurial Thinking and Innovation

SPECIALISATIONS

- › **Marketing Specialisation:**
 - Omni Channel Management and Distribution
 - Digital Marketing Strategy
 - Consumer Behaviour
 - Business to Business Marketing
 - Digital Marketing Communications
 - Brand Management and Sustainability
- › **Finance Specialisation:**
 - Financial Mathematics
 - Concepts of Corporate Finance
 - Financial Analysis
 - Financial Markets and Risk Management
 - Banking Systems and Services
 - Fundamentals of Auditing
- › **Supply Chain Specialisation:**
 - Supply Chain Management
 - Purchasing Management
 - Inventory Management and Warehousing
 - Operations and Production Management
 - Transportation and Distribution Management
 - Introduction to Supply Chain Analytics

PROFESSIONAL EXPERIENCE

- › Career Passport workshops

12 DOUBLE DEGREES ABROAD

Only for former BIM 2 students



N.B: the available partnerships are dependent on a favourable local context

LANGUAGES

- › **Non-french speakers:** French classes or French culture

GO FURTHER

- › Career development
- › Research methods
- › Professional development workshops



**RENNES
SCHOOL
OF BUSINESS**
UNFRAMED THINKING



L'article L4314-4 R du code du travail reconnaît la qualité de l'établissement d'enseignement supérieur au titre des 4 catégories d'actions concourant au développement des compétences.

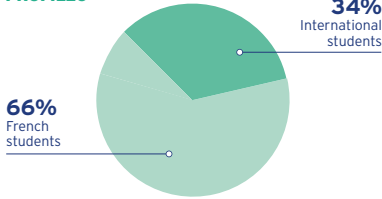


THE YEAR OF SPECIALISATION

The third year of the Bachelor in Management is devoted to specialising in the area you wish to study in greater depth. **This final year is more international than ever, with courses taught 100% in English** and resolutely multicultural classes welcoming many international students.

KEY FIGURES

OUR STUDENTS PROFILES



BREAKDOWN OF SPECIALISATIONS



DID YOU KNOW?

100% of our graduates who have chosen to enter the job market are **employed within 6 months** of graduation.

80% of Bachelor in Management graduates choose to **continue their studies at Master's level** of which almost 50% continue at Rennes School of Business.

ACADEMIC CALENDAR

SEPTEMBER
TO DECEMBER

1st semester

Exams in December

JANUARY
TO APRIL

2nd semester

Exams in April

APRIL
TO JUNE
8 weeks
minimum

Mandatory internship
in France or abroad

Bachelor Dissertation
at the beginning
of May

ADMISSION

- Programme available to students holding a high-school degree and 2 years of undergraduate studies (equivalent to 120 ECTS) by the start of the 2024 academic year
- English Proficiency (one of the following):**
 - TOEFL > 80
 - or TOEIC > 750
 - or IELTS > 6.0
 - or Cambridge Proficiency Exam > B2
 - or Native Language: English
 - or Previous studies taught in English (minimum 2 years)

NB: an official valid test with a minimum score of TOEIC ≥ 785, TOEFL ≥ 80 or IELTS ≥ 6,5 is required for BIM graduation

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