

RENNES SCHOOL OF BUSINESS

2023 Summer programmes

100% taught in English

face-to-face



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING



European Business Schools
Ranking 2021

SUMMER PROGRAMMES OFFER

WATCH THE
PRESENTATION
[VIDEO](#)

AI BUSINESS SUMMER SCHOOL*

15 MAY - 9 JUNE

- In Rennes
- 1 to 4 weeks
- 30 to 120 hours
- 3 to 12 ECTS

CONSUMER BEHAVIOUR**

NEW!

23 MAY - 2 JUNE

In Rennes

CROSS CULTURAL MANAGEMENT**

6 - 16 JUNE

In Rennes

SUSTAINABLE BUSINESS**

20 - 30 JUNE

In Rennes

PARIS AND THE KEYS TO LUXURY BUSINESS*

4 - 13 JULY

In Paris

- 2-WEEK DURATION
- 27 CONTACT HOURS
- 6 ECTS
- UG & PG STUDENTS

- LOCAL COMPANY VISITS
- CULTURAL ACTIVITIES
- FULLY INTERNATIONAL EXPERIENCE

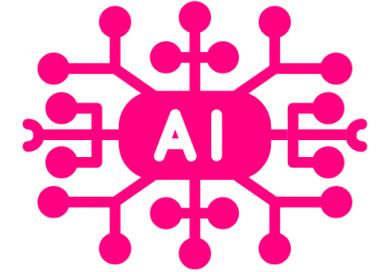
*Fee paying only

**Exchange or fee paying



ARTIFICIAL INTELLIGENCE BUSINESS

Monday 15 May to Friday 9 June 2023



- **Data Science for Business - 15 TO 20 MAY 2023**

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

- **AI Business Intelligence - 22 TO 26 MAY 2023**

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

- **Business Textual Learning - 30 MAY TO 3 JUNE 2023**

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

- **Business Network Intelligence - 5 TO 9 JUNE 2023**

Understand connectivity of today's society, Analyze social and business networks, Learn network visualization techniques, Apply big data techniques and analytics

COURSE FEES: 1050€ FOR ONE COURSE, 1900€ FOR 2, 2500€ FOR 3, 3000€ FOR 4 COURSES

CONSUMER BEHAVIOUR

Tuesday 23 May to Friday 2 June 2023



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.

Topics include:

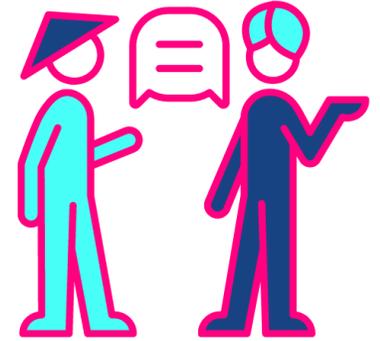
- Introduction to internal influences on consumer behaviour
- Decision-making process of consumers
- Customer attention
- Consumer sustainability
- In-store and online consumer behaviour
- Developing relationships with customers

COURSE FEES:

- EXCHANGE STUDENTS: WAIVED
- 1250€, OR 1065€ EARLY BIRD IF APPLICATION SENT BEFORE 28 FEBRUARY 2023.

CROSS CULTURAL MANAGEMENT

Tuesday 6 to Friday 16 June 2023



The programme will deal with three main points:

1. Overview of today's global business environment (people - planet - profits)
2. The cross-cultural framework references
3. 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

COURSE FEES:

- EXCHANGE STUDENTS: WAIVED
- 1250€, OR 1065€ EARLY BIRD IF APPLICATION SENT BEFORE 28 FEBRUARY 2023.

SUSTAINABLE BUSINESS

Tuesday 20 to Friday 30 June 2023

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.

Specific topics may include:

- Climate Fresk - making links between climate and CSR
- The purpose of business
- CSR culture - changing over time and in different locations
- Sustainable production and consumption
- Sustainability strategy
- Zoom on industries - fast fashion and packaging
- Sustainability reporting
- The sustainable / socially responsible workplace
- Group presentations



COURSE FEES:

- EXCHANGE STUDENTS: WAIVED
- 1250€, OR 1065€ EARLY BIRD IF APPLICATION SENT BEFORE 28 FEBRUARY 2023.

PARIS AND THE KEYS TO LUXURY BUSINESS

Tuesday 4 to Thursday 13 July 2023

The purpose of the programme is to provide students with the basics of the French luxury sector and the brief history of prominent luxury brands. Understand antecedents of luxury consumption. Discover the niche markets in the luxury sector. Understand the digital transformation of luxury brands.

Main topics include:

- Past, present, and future of luxury
- Antecedents of luxury consumption
- Collaborations in the luxury industry
- The growing digital transformation of luxury brands
- Social media marketing for luxury brands

WATCH
THE PRESENTATION
[VIDEO](#)



FEES:

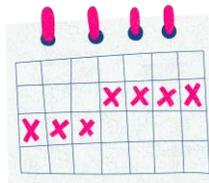
- WITH ACCOMMODATION 11 NIGHTS: 2600€ / 2100€ FOR EARLY BIRD REGISTRATION AND PARTNER UNIVERSITIES.
- WITHOUT ACCOMMODATION: 1995 € / 1495€ FOR EARLY BIRD REGISTRATION AND PARTNER UNIVERSITIES

PRACTICAL INFORMATION

PREREQUISITES

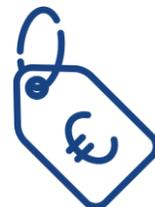
- ❑ 2 years of Bachelor level studies
- ❑ B2 level in English

APPLICATION PROCESS



- Nomination by home institution (Exchange)
- Application form

FEES



- Free if Exchange
- Fee paying (see each programme)



ACCOMMODATION

List of options provided to enrolled students



VISA

Check [this website](#) to see if you need a Visa

Nomination deadlines (Exchange only):

- Consumer Behaviour: 10 April
- Cross Cultural Management: 18 April
- Sustainable Business: 18 April

Application deadlines:

- AI Business summer school: 17 April
- Consumer Behaviour: 17 April
- Cross Cultural Management: 28 April
- Sustainable Business: 28 April
- Paris and the keys to Luxury business: 15 May

RENNES SCHOOL OF BUSINESS

INDEPENDENT BUSINESS SCHOOL FOUNDED IN 1990

TRIPLE ACCREDITED: AACSB, AMBA, EQUIS

5000 STUDENTS

55% international students and 90 nationalities on campus

N°1 IN FRANCE FOR INTERNATIONALISATION



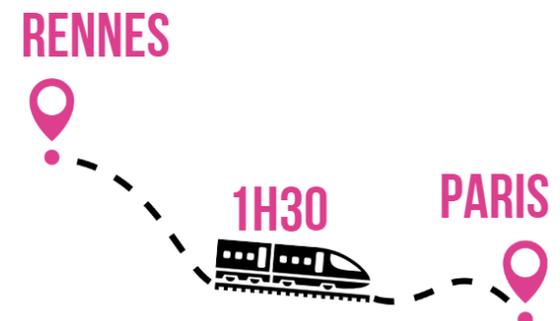
RENNES



HUMAN-SIZED, SAFE, AND VIBRANT CITY

2ND BEST STUDENT CITY IN 2021

EASY PUBLIC TRANSPORTATION



BRITTANY, FRANCE

One of the most touristic regions in France

WATCH
THE [VIDEO ABOUT](#)
BRITTANY

Beaches, islands and seaside activities



Amazing outdoor experiences



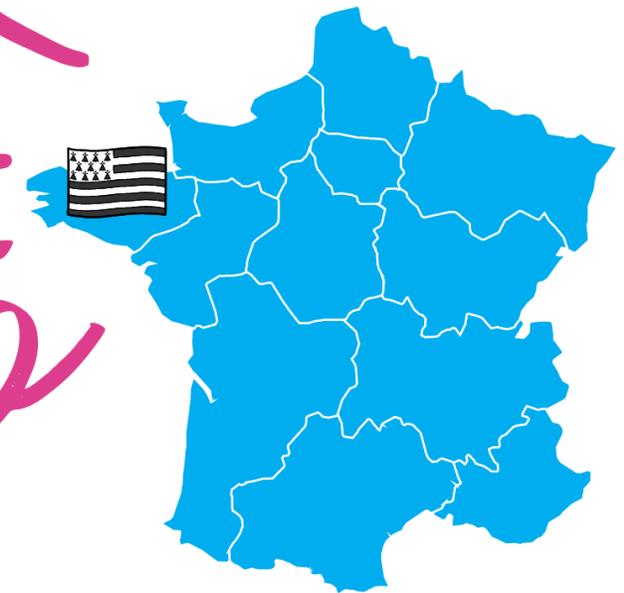
Breton gastronomy



Culture and heritage



Discover
Brittany!



NEED MORE INFORMATION?

WANT TO APPLY?



CONTACT US:

SUMMER.PROGRAMMES@RENNES-SB.COM



[WEBSITE](#)



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