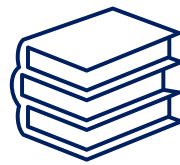


COURSE DESCRIPTION – EXCHANGE STUDENTS LEVEL 3

SPRING 2024



How do I select my courses?

- 1- Choose up to 4 core management modules
 - 2- Choose a Specialization track (Finance **OR** Marketing **OR** Supply Chain)
 - 3- Choose up to 3 modules from the chosen Specialization track
- ⚠ Please note that it is **STRICTLY NOT** possible to mix modules from different Specialization tracks ⚠

A student must choose minimum 16 ECTS in management modules per semester. The total maximum number of credits is 32 ECTS with language modules.

A full-time workload in Europe is equivalent to 30 ECTS.



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CAMPUS RENNES
2, rue Robert d'Arbrissel - CS 76522
35065 RENNES Cedex - FRANCE
☎ +33 (0)2 99 54 63 63
✉ contact@rennes-sb.com

rennes-sb.com

RENNES SCHOOL OF BUSINESS
CAMPUS PARIS
9, rue d'Athènes
75009 PARIS - FRANCE
☎ +33 (0)2 99 54 63 63
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1- CORE MANAGEMENT MODULES – Choose up to 4 modules

Please select a maximum of 4 core management modules.



SYLLABUS

CR302E_B

Mindful Decision-Making

MANAGEMENT AND ORGANIZATIONS

SPRING

Mrs. Laura NOVAL

Mr. Brian HENRY

Mrs. Laura NOVAL

24 hours

null hours (Class preparation, homework and assessments)

4.0 ECTS

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply knowledge & mobilize data to analyze practical business situations and facilitate decision-making

Identify key career drivers to build & pursue their chosen career path

Practice and defend responsible and ethical managerial actions to contribute positively to the world

**MORE
DETAILS**
Coming Soon!



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9, rue d'Athènes
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SYLLABUS
PM301E_B
Project Management

MANAGEMENT AND ORGANIZATIONS

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mrs. Irina PURCAREA

Mr. François HUBER

Mrs. Irina PURCAREA

24 hours

75 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

None.

MODULE DESCRIPTION :

The course should allow students to position a project within the overall corporate objectives and strategy, and to understand the project-specific environment, set project requirements, financial and non-financial goals. The course covers the process of a project - namely Start & End, Quality, Methods and Teamwork - defining a clear project goal statement, with goals, deliverables and control requirements.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Assess a project's objectives, scope, budget and constraints, and apply as appropriate the concepts and tools of scheduling and project management in achievement of project objectives,
2. Evaluate and appreciate risk and feasibility, and put in place actions to manage and minimize risk associated with their roles,
3. Assist in the decision making process associated with project choices,
4. Structure, organize and manage small technical, capital, revenue or organizational projects, including appreciation of financial implications and budgets.
5. Compare actual and planned performance, report effectively against the achievement of project goals and schedules, and recommend action as appropriate,
6. Work effectively in, facilitate or manage small project teams, be an effective team member and contributor towards project goals, and work as an integral part of a multinational project team.

TOPICS COVERED :

- . The project environment
- . The roles and responsibilities in project management
- . Project organization
- . Project methodologies - Agile, Kanban
- . Acting as Project Manager and using the Project Management Office
- . Running an effective project team
- . The project process: planning stages, feasibility stages, implementing
- . Project risk management
- . Project closure

TEACHING METHODS :

This course aims to be interactive; each student will be frequently invited to share his vision and provide examples. Students will prepare a presentation on a project of their choice, and throughout each session they will be able to integrate new knowledge in order to work on the planning of their project.

Though structured around the theory of project management, this course is heavily based on business practice and aims at giving students operational capabilities in a real work environment.

- Bonus points for participation will be given to most engaged students throughout the semester



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rennes-sb.com

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9, rue d'Athènes
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UNFRAMED THINKING



SYLLABUS

ST305E_B

Doing Business in France

STRATEGY AND INNOVATION

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mr. Nicolas LAURENCHET

Mr. Nicolas LAURENCHET

Mr. Philippe MENKE

24 hours

null hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

None

MODULE DESCRIPTION :

Anyone wanting to do business in France needs to know the specific cultural aspects of France, the major facts and data concerning its macro-economy and how its legal and managerial specificities will impact business operations. Thanks to a cross-cultural approach and several comparative analysis, students will understand the potential pitfalls and advantages of doing business in France.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Understand and interpret complex global environments within a managerial context

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Describe and compare cultural differences between their own culture and the French culture using cross-cultural approach and frameworks.
2. Explain major trends and key data of the French economy with a macro-economic point of view and with a comparative approach.
3. Understand the economic and social structure and legislation in France, and how this affects business.
4. Be familiar with country-specific managerial practices, do's and don'ts for working in a French context.

TOPICS COVERED :

- . Cultural guidelines: cross-cultural approach.
- . Macro economy of France: Comparative analysis.
- . Starting a business in France.
- . Managing operations in France.

TEACHING METHODS :

- . Lectures, case studies workshops.



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SYLLABUS

ST308E_B

Entrepreneurial Thinking and Innovation

STRATEGY AND INNOVATION

SPRING

Mr. Antonio VEZZANI

Mr. Antonio VEZZANI

Mrs. Nissreen BARAKAT

24 hours

null hours (Class preparation, homework and assessments)

4.0 ECTS

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Mobilize interdisciplinary knowledge creatively to propose innovative solutions

**MORE
DETAILS**
Coming Soon!



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2- SPECIALIZATION TRACKS

(Choose up to 3 modules from **1 track only**)

FINANCE SPECIALIZATION



SYLLABUS

FI302E_B

Financial Markets and Risk Management

FINANCE AND ACCOUNTING

IBPM / UGTC LEVEL 3 IBPM

SPRING

Dr. Christos ALEXAKIS

Dr. Christos ALEXAKIS

Mr. Fazal MUHAMMAD

24 hours

75 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

It is assumed that students should be familiar with introductory concepts of finance as well quantitative methods of analysis.

MODULE DESCRIPTION :

This introductory course provides a general overview on the financial markets and risk management. It emphasizes the theoretical and practical understanding of the concepts of financial markets and will get the students acquainted with the tools associated

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Understand and interpret complex global environments within a managerial context

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Analyze, discuss, and memorize the main concepts and tools of financial markets and risk management
2. Define what a financial asset is and the principal functions of financial asset
3. Determine the various ways to classify financial markets
4. Assess the difference between the primary and secondary markets
5. Describe the participants in financial markets
6. Distinguish between an internal and external market
7. Identify the different types of market structure
8. Have an overview about securities & derivatives market
9. Assess Foreign Exchange Market and Behavioral Finance
10. Have an overview on risk management
11. Explain financial risk management & diversification

TOPICS COVERED :

- Financial Markets: Definition & Structure,
- Financial Institutions & Intermediaries,
- Financial Markets Different Products & Types: Bonds, Stocks, and Foreign Exchange,
- Overview of Derivatives Markets and Securities: Futures, Forwards, Options, and Swaps,
- Behavioral Finance,
- Overview of Risk Management,
- Financial Risk Management & Diversification.

TEACHING METHODS :

- Lectures will be presented and explained to the students as in "Slides Presentation".
- Class Discussion on: Case studies, Reading Financial News, and Related Articles.
- Class discussion on Real & Practical Examples as well as student's Project Presentations.



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✉ contact@rennes-sb.com

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CAMPUS PARIS
9, rue d'Athènes
75009 PARIS - FRANCE
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SYLLABUS

FI304E_B

Banking Systems and Services

FINANCE AND ACCOUNTING

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mrs. Canan YILDIRIM

Mrs. Canan YILDIRIM

24 hours

76 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

Basic concepts of finance.

MODULE DESCRIPTION :

This course provides a basic overview of the international banking industry. It gives students an understanding of how banks work internationally and of the diverse products and services that they offer to both individual customers and corporations.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Understand and interpret complex global environments within a managerial context

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Understand how financial system works
2. Understand the role of banking in the economy
3. Know bank activities and services
4. Explain differences between different types of banking
5. Identify the role of central banking
6. Understand banks' financial statements
7. Undertake financial ratio analysis for assessing bank performance

TOPICS COVERED :

Overview of financial markets and institutions
The role of banks in the finance industry
Types of banking
International banking
Central banking
Banking regulation and supervision
Commercial banks' financial statements and analysis

TEACHING METHODS :

Typically classroom time will be used in the following way:
-> Lectures led by the instructor
-> Class discussions

In addition, students working individually analyse the banking sector of a chosen country and one commercial bank within this market, focusing on its organization structure and financial performance.



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75009 PARIS - FRANCE
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SYLLABUS
FI305E_B
Fundamentals of Auditing

FINANCE AND ACCOUNTING

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mr. Hichem REZGUI

Mr. Fazal MUHAMMAD

Mr. Hichem REZGUI

24 hours

75 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

Basic knowledge in financial accounting and financial analysis.

MODULE DESCRIPTION :

This course provides the basic concepts of auditing. Special interest will be reserved for financial statements audit. We will review the various steps an external auditor conducts when he makes the auditing of financial statements.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Understand and interpret complex global environments within a managerial context

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

Knowledge-based outcomes :

1. Understand the role and function of internal and external auditors,
2. Identify the risks associated to contemporary management problems and the supervisory role of auditors,
3. Determine the objectives of audit practices.

Skill-based outcomes :

4. Design and monitor a basic internal control system,
5. Plan and secure a basic audit review

TOPICS COVERED :

- . Introduction to Audit
- . Auditing Standards & Environment
- . Planning of Audit & Investigation duties
- . Internal Control & Systems Audit
- . Risk Assessment & Financial Statements Audit
- . Key Systems Audit: Revenue and Capital Expenditure
- . Audit Reporting

TEACHING METHODS :

Discovery of theory in lectures and lessons completed with application exercises and quizzes.



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35065 RENNES Cedex - FRANCE
☎ +33 (0)2 99 54 63 63
✉ contact@rennes-sb.com

rennes-sb.com

RENNES SCHOOL OF BUSINESS
CAMPUS PARIS
9, rue d'Athènes
75009 PARIS - FRANCE
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✉ contact@rennes-sb.com

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EUROPEAN
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MARKETING SPECIALIZATION



SYLLABUS

MK307E_B

Business to Business Marketing

MARKETING

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mrs. Tunyaporn VICHINGIOR

Mrs. Tunyaporn VICHINGIOR

24 hours

75 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

"MK101N - Marketing Analysis", "MK102E - Marketing Mix" and "T_NG102F - Techniques de Vente» or equivalent.

MODULE DESCRIPTION :

This module focuses studies of marketing to other businesses, institutions, and the governmental entities. The buying behavior of business clients is explored, in addition to how the formulation and implementation of B2B marketing strategy differ from those used for individual consumers. The module covers marketing tools, theoretical frameworks in B2B contexts, recent academic articles, case studies analyses, and challenging tasks to prepare the students as B2B marketers.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Understand and interpret complex global environments within a managerial context

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Demonstrate a coherent knowledge of B2B marketing concepts, theories and models.
2. Accurately apply those concepts and models for analyzing value creation processes in business markets.
3. Understand the buying behavior in B2B marketing contexts and identify the differences between Business customers and individual customers.
4. Identify the recent developments and innovations in B2B marketing.
5. Explore potential solutions to current challenges faced by B2B marketing professionals.
6. Identify ethical issues and act upon.

TOPICS COVERED :

- Business-to-Business Markets and Marketing
- Purchasing behaviour of businesses and other organizations
- Business relationships and value creating
- Business market segmentation
- Pricing issues in B2B
- Product and service development
- Promotion and sales management
- Communication and customer relationships management
- Distribution and routes to market
- Ethics in Business-to-Business marketing

TEACHING METHODS :

This module involves in class exercises, student presentations and lectures. The principal method of instruction is lectures with group assignments and in-class cases to further the students' understanding of the dynamics of marketing in the business-to-business context. Academic research is integrated through in-class discussions of articles published in peer-reviewed journals.



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✉ contact@rennes-sb.com

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CAMPUS PARIS
9, rue d'Athènes
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EUROPEAN
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SYLLABUS

MK309E_B

Digital Marketing Communications

MARKETING

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mrs. Ljupka NAUMOVSKA

Mrs. Ljupka NAUMOVSKA

24 hours

null hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

"MK102E - Marketing Mix" or equivalent / MK306E_B Digital marketing (fall semester).

MODULE DESCRIPTION :

The Marketing industry is one of the most affected from the Industry 4.0 revolution. Experiencing such a dynamic progress, a modern marketer is one who's competent in both: marketing and digital skills. This course will offer students advanced knowledge of digital communications tools, SEO/SEM, media, platforms, sales, PR, blogs, apps, and variety of tools and techniques, and more importantly a strategic model for integration and optimisation for effective communication with the targeted digital consumers.

Hence, students will be learning practical skills on how to create and execute an effective Digital Marketing Communication Strategy by leveraging a range of digital marketing tools, tactics, and techniques. The course is designed to offer a comprehensive aspect at digital marketing through optimal combination of theory and hands-on experience, where a stronger focus will be given to practical case studies and industry learning.

Students are expected to apply the theories, lessons and material presented or distributed throughout the sessions in order to complete the major group projects, namely the Digital Marketing Communication Plan. A system is implemented to ensure that every student is strongly encouraged to contribute evenly and equally to the workload when completing assignment.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Understand and interpret complex global environments within a managerial context

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

By the end of the course, students will be able to:

1. Develop an effective Digital Communication Strategy
2. Define the buying persona of the digital consumer
3. Understand the role of Digital Marketing in integrated marketing communications
4. Target and grow the right audience for your brand
5. Optimize a omni-channel marketing campaign using web Analytics Search Engine, Digital PR, blogs, social media channels and audience conversion models
6. Develop a digital marketing campaign.

TOPICS COVERED :

- Fundamentals of Digital Marketing Communication: Framework, models, concepts and elements, media.
- The Digital consumer: defining the buying persona in digital media context
- Digital Media and Marketing Mix (4P model within digital marketing context)
- Digital Marketing Campaign Planning
- Marketing Communication using digital media; SEO & SEM; Public Relations; [D] WOM; Paid on line advertising; Influencers; Blogs
- Measurement and Analytics of social media and digital platforms
- Customer digital experience: designing Webs and apps, Content, design, optimisation and structure, web promotion.



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TEACHING METHODS :

The module will properly mix lecturing sessions with variety of practical industry case studies to ensure applicable digital marketing skills development among students. The methodology will be facilitative and inclusive and thus will involve:

1. Case studies analyses, workshops and games / competitions to support learning theoretical sessions and enhance students professional and entrepreneurial mind set
2. Multimedia approach: following up to date global campaign and aligning the content with learning material
3. Group discussions with critical analyses over real business scenarios
4. Instructor input and feedback, students' pre-reading, on-line and written material
5. Three types of interaction will be ensured for the purpose of efficient and proactive student engagement:
 - a. Instructor – student
 - b. Student – content
 - c. Student – student.
6. Each student will be encouraged to be actively involved presenting individual or team project, critically discussing and peer evaluating
7. Some session will begin with diagnosis of learning from the previous session and or / presentation of the pre- reading material (flipped classroom), with special focus on industry case analyses.
8. Students will be encouraged to construct small learning groups for conducting the team projects and they will be asked to provide feedback on progress about their team project each week. The completed project will be presented and evaluated by the instructor and the peers in session 8
9. Elements composing the grading system: team assignment, individual report and proactive discussion during sessions
10. Respecting and promoting diversity and proactive inclusive learning.

Further details and materials will be given during the class.



SYLLABUS

MK314E_B

Brand Management and Sustainability

MARKETING

SPRING

Mr. Aparajit PARTHASARATHY

Mr. Aparajit PARTHASARATHY

24 hours

null hours (Class preparation, homework and assessments)

4.0 ECTS

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply core management tools and concepts autonomously and efficiently according to the rules and processes in force
Practice and defend responsible and ethical managerial actions to contribute positively to the world

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

TEACHING METHODS :

**MORE
DETAILS**
Coming Soon!



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CAMPUS RENNES
2, rue Robert d'Arbrissel - CS 76522
35065 RENNES Cedex - FRANCE
☎ +33 (0)2 99 54 63 63
✉ contact@rennes-sb.com

rennes-sb.com

RENNES SCHOOL OF BUSINESS
CAMPUS PARIS
9, rue d'Athènes
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✉ contact@rennes-sb.com

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SUPPLY CHAIN SPECIALIZATION



SYLLABUS

QM311E_B

Production Systems

SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS

IBPM / UGTC LEVEL 3 IBPM

SPRING

Dr. Maher AGI

Dr. Maher AGI

24 hours

75 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

This course introduces students to the area and techniques of operations management and presents a state-of-the-art view of the activities of the operations function.

The course's overall rationale is to give students thorough background knowledge in basic servicing and production methods and concepts to enable them to appreciate their potential real-world applications. The objective is that students understand the role of managerial decisions in the effective design of services and products, layout and production planning and control.

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. To understand the basic managerial principles of designing and managing servicing and production processes.
2. To acquire knowledge on how to analyze problems of process design, facility layout, quality and production planning and control.
3. To acquire the necessary knowledge and skills for efficiently managing and using resources.
4. To understand how to measure and manage the effectiveness of servicing and production processes.

TOPICS COVERED :

1. Measuring operations performance
2. process design and improvement
3. Quality management and control
4. Facility layout
5. Line balancing
6. Production planning
7. Just-In-Time production
8. Use of basic quantitative techniques in OM

TEACHING METHODS :

The class format includes lectures, exercises, case studies, case discussions and readings. The content covers both quantitative and qualitative materials. Active participation in class is important throughout the course.

This module makes use of practical examples and illustrations. Many of these were provided by textbooks about famous companies. Some also come from professional journals, academic/ research papers and even newspapers. The case exercises and study activities are there to provide an opportunity for students to think further about the ideas discussed in this module.



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CAMPUS RENNES
2, rue Robert d'Arbrissel - CS 76522
35065 RENNES Cedex - FRANCE
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EUROPEAN
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SYLLABUS

SC305E_B

Transportation and Distribution

SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS

IBPM / UGTC LEVEL 3 IBPM

SPRING

Mrs. Laure SUSTANDAL

Mrs. Laure SUSTANDAL

24 hours

75 hours (Class preparation, homework and assessments)

4 ECTS

PRE-REQUISITE MODULES :

First semester modules of the Purchasing and Supply Chain Specialisation or equivalent modules.

MODULE DESCRIPTION :

The module explains the role of transportation and distribution in a supply chain and allows students to understand the trade-offs to be made between transportation, warehousing and distribution activities, and how to coordinate them. It introduces students to the different transport modes and network design options, planning, modeling, transport and distribution organization management, costs and accounting computations in the transport and distribution industry.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

-

Junior operational specialist : This module covers two important activities: transportation and distribution. It is a link between the different supply chain modules of the program.

Global : The module provides students with a wide understanding of how organizations incorporate and manage transportation and distribution in order to enhance their business opportunities.

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Understanding the concept of transportation and distribution in a global context
2. Understanding the transportation networks organization, planning and modeling
3. Discover and master transport organization
4. Being able to present a transportation and distribution firm
5. Calculate transportation costs to integrate into the firm's financial results
6. Being at ease to start a business of transportation and distribution

TOPICS COVERED :

- Session 1 - Introduction to Transportation and Distribution (Means and actors)
- Session 2 - Transportation Networks and planning
- Session 3 - Transportation and Distribution modeling
- Session 4 - Supply-chain management in the transport and distribution sector
- Session 5 - Transportation and Distribution organization management
- Session 6 - Transportation and Distribution accounting
- Session 7 - Transportation and Distribution Development (Sustainable/social development, AI)
- Session 8 - Transportation and Distribution Business

TEACHING METHODS :

Lecture notes, firms and case studies, groups works, use of IT tools (professional and educational).

This module provides students with many tools, in the transportation and distribution field, that can be applied in-company in order to enhance and optimize their business.



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☎ +33 (0)2 99 54 63 63
✉ contact@rennes-sb.com

rennes-sb.com



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SYLLABUS

SC306E_B

Introduction to Supply Chain Analytics

SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS

SPRING

24 hours

null hours (Class preparation, homework and assessments)

4.0 ECTS

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

Apply knowledge & mobilize data to analyze practical business situations and facilitate decision-making
Demonstrate technological literacy to work effectively in the hybrid work place

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

TEACHING METHODS :

METHODS OF ASSESSMENT :

ACADEMIC INTEGRITY :

**MORE
DETAILS**
Coming Soon!



UNFRAMED THINKING

RENNES SCHOOL OF BUSINESS
CAMPUS RENNES
2, rue Robert d'Arbrissel - CS 76522
35065 RENNES Cedex - FRANCE
☎ +33 (0)2 99 54 63 63
✉ contact@rennes-sb.com

rennes-sb.com

RENNES SCHOOL OF BUSINESS
CAMPUS PARIS
9, rue d'Athènes
75009 PARIS - FRANCE
☎ +33 (0)2 99 54 63 63
✉ contact@rennes-sb.com

rennes-sb.com



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