

ONLINE SUMMER PROGRAMMES 2021

(taught in English)

RENNES SCHOOL OF BUSINESS



Erasmus code: FRENNES27

2, Rue Robert d'Arbrissel
35065 Rennes - France
+33 (0)2 99 54 63 63



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Contact



**Summer Programmes and
Exchange Partnerships**

Laura MEUNIER

summer.programmes@rennes-sb.com



**International Mobility
Manager**

Elodie SAINT-YVES

elodie.saint-yves@rennes-sb.com

Online summer programmes offer - 2021

Themes	Dates	Level	Credits	Student status	Nomination deadline	Application deadline
Cross-Cultural Management	1 June - 11 June ONLINE	UG + PG	6 ECTS	Exchange (or fee paying 1065€)	9 April, 2021	16 April, 2021
Sustainable Business	15 June - 25 June ONLINE	UG + PG	6 ECTS	Exchange (or fee paying 1065€)	9 April, 2021	16 April, 2021
Doing Business in Europe	29 June - 9 July ONLINE	UG + PG	6 ECTS	Exchange (or fee paying 1065€)	23 April, 2021	30 April, 2021
AI Business summer school -Data Science for Business -AI Business Intelligence -Business Textual Learning -Business Network Intelligence	10 May - 4 June ONLINE -10 May - 15 May -17 May - 21 May -24 May - 29 May -31 May - 4 June	Final year of UG + PG	12 ECTS -3 ECTS -3 ECTS -3 ECTS -3 ECTS	Fee paying 895€ (1 course) 1615€ (2 courses) 2125€ (3 courses) 2550€ (4 courses)	26 March, 2021	2 April, 2021

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Cross Cultural Management: 1 to 11 June 2021

Presentation

The programme will deal with 3 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

Faculty

The classes will be proposed by a member of the Management and Organisation department at Rennes SB

Sustainable Business: 15 to 25 June 2021

Presentation

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

Specific topics include:

- Reframing the purpose of business
- CSR and stakeholders
- Responsible leadership & strategy
- The environmental challenge
- Sustainable production and consumption
- Sustainability reporting
- CSR in the workplace
- Slowing down fast fashion
- Tackling the plastic problem

Faculty

The classes will be proposed by members of the Management and Organisation department at Rennes SB

Doing Business in Europe: 29 June - 9 July 2021

Presentation

The purpose of this programme is to provide practical ideas about doing business in Europe especially in the context of Brexit and the reshaping of commercial relationships between European Union (EU) countries and the United Kingdom. Inside the EU, these relationships are also modified indirectly after Brexit since the EU is faced with the loss of a major international power and second largest contributor to the EU budget leading to a reassessment of themselves, their roles and functions. Another issue concerns the division between EU members about whether the EU purpose should now be to create a major free trade zone or to move to political integration. This issue has never been settled and comes into sharp focus with the departure of the United Kingdom.

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Specific topics include:

- Europe since 1945 - political changes
- Creation of NATO and defence policy and the raison d'être today
- Creation of the Common Market and its transformation into the European Union
- Brexit and the reshaping of the EU
- Commercial challenges in Europe related to legalities, financial markets, economic practices
- Foreign policy and differences between Central-East European views and those of West Europeans about international relations

Faculty

The classes will be proposed by a member of the Marketing department whose other professional activities can be found on www.phloom.com

Practical information for the above 3 programmes

Prerequisites

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

Application process

- Exchange students: Nomination is done by the home institution exchange coordinator, and then an application link is sent to access our registration platform.
- Fee-paying students: Contact summer.programmes@rennes-sb.com

Assessment methods

Students will complete and be graded on an individual presentation, a group presentation, and a final exam.

Fees

- Fee-paying students: 1065€ per programme
- Exchange students: tuition fees will be waived if an agreement has been signed between Rennes School of Business and the home institution.

Included in each programme

- Teaching material
- 27 contact hours per programme
- Virtual company visits or guest speakers
- Virtual cultural activities TBC

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FEE-PAYING PROGRAMME: AI Business summer school: 10 May – 4 June 2021 (ONLINE)

Presentation

Earn a certificate in AI Business and take credit-awarding 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 visualization.
- 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.

Four AI business courses compose the programme:

- Data Science for Business
- AI Business Intelligence
- Business Textual Learning
- Business Network intelligence

Prerequisites for all 4 modules

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

Data Science for Business: 10 – 14 or 15 May 2021*

Programme

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 so 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

* Thursday 13 May is a bank holiday in France – course might be postponed and take place until Saturday 15 May (to be confirmed.)

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AI Business Intelligence: 17 – 21 May 2021

Programme

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 visualization platform in modern business.

Topics covered

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

Additional prerequisites

Coding experience or attend the «Data Science for Business» class beforehand.

Business Textual Learning: 24 – 29 May 2021*

Programme

How to automate creating knowledge from written documents is still in its infancy. 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 in this area.

Topics covered

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

Additional prerequisites

Coding experience or attend the «Data Science for Business» class beforehand.

*Monday 24 May is a bank holiday in France: course might be postponed and take place until Saturday 29 May (to be confirmed.)

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Business Network Intelligence: 31 May – 4 June 2021

Programme

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
- Analyze social and business networks
- Learn network visualization techniques
- Apply big data techniques and analytics

Additional prerequisites

Coding experience or attend the «Data Science for Business» class beforehand.

Practical information for the above 4 modules of AI Business summer school (ONLINE)

Prerequisites

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

Assessment methods

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

Faculty

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

Fees

895€ for 1 course – 1 615€ for 2 courses, 2125€ for 3 courses, 2550€ for 4 courses

Included in the fees

- Teaching material
- 30 contact hours per module

Application process

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