PUBLIC: Final year Undergraduate or Master students
TEACHING LANGUAGE: English
DATES INCLUDING FINAL EXAM:
Tuesday 28th May – Friday 7th June 2019. Students will be expected to arrive in Rennes on Monday 27th at the latest and leave on the 7th mid-afternoon at the earliest.

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

APPLICATION DEADLINE
1st April 2019
FEES
Fee-paying students: 1450€
Exchange students: tuition fees can be waived if an agreement has been signed between Rennes SB and the home institution.
APPLY
laura.meunier@rennes-sb.com

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 performant 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

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
WiFi access inside school
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