



DOUBLE DEGREE PROGRAM WITH RENNES SCHOOL OF BUSINESS

**UACS Bachelor in Marketing and Digital Transformation
RSB BACHELOR IN MANAGEMENT specialised in Marketing**



Get a top ranked degree in France, studying in English

Students enrolled at the UACS School of Business Economics and Management can now opt for a double degree by finishing their third year of studies at Rennes School of Business in the Medieval city of Rennes, the capital city of Brittany and second city for studying in France.

Get ready to embark on a once-in-a-lifetime educational journey at Rennes School of Business!

Rennes School of Business is an international School of Management located in France, having a campus in Rennes, and in the heart of Paris.

If you want to study abroad for having international experience, Rennes SB is the place to go: almost all professors are internationals, and half of students are coming from abroad as well.

The school is famous for its international dimension, but also recognised nationally and internationally being ranked 2nd in France for undergraduate programme and in the Top10 in France for Master degrees. Rennes School of Business is also part of the 1% of business schools in the world having the triple crown accreditation (AACSB, EQUIS, AMBA).

The double degree programme:

As student from the University American College Skopje, you can get the opportunity to join the Bachelor in Management on the 3rd year at Rennes School of Business (Rennes city, France). The programme is 100% taught in English and allows students to acquire knowledge in the world of business and management while specializing in Marketing, with an internship opportunity at the end of the year.

This program is designed to offer knowledge, understanding and application of modern marketing principles. While developing marketing plans and strategies, students analyse consumer behaviour, learn branding and positioning, develop sales skills, create an advertising campaign and build relationships with clients and customers.

By completing their third year of studies at Rennes School of Business, the students will get both a Macedonian and French diploma.

ELIGIBILITY, REQUIREMENTS AND COURSES

To be eligible to join the programme, students need to have a minimum GPA requirement of C+ (77-79 on a 100-point scale, or 2.33 on a 4.0-point scale) and to validate the 2 first years equivalent to 120 ECTS credits.

Since you studied 2 years in English, there is no need for an English or French Certificate to apply to Rennes SB. To be granted the degree, you will need to present a TOEIC score of 785, an IELTS score of 6.5, or a TOEFL score of 80 at the end of the year if you were not able to submit it at the stage of the admission process.



Third year courses to be taken at Rennes School of Business:

Courses in Year 3 at Rennes SB	UACS	RSB
Management and Business related courses		
Strategy	8	4
International Negotiation Skills	6	4
International Business Environment	6	4
International HR Management	6	4
Research Methods for Bachelor Dissertation and Bachelor Dissertation	4	8
Mindful Decision-Making	6	4
Entrepreneurial Thinking and Innovation	6	4
Project Management	6	4
Marketing specialisation track courses		
Omni Channel Management & Distribution	6	4
Digital Marketing Strategy	6	4
Consumer Behaviour	6	4
Business to Business Marketing	6	4
Digital Marketing Communications	6	4
Brand Management and Sustainability	6	4
Language – students choose 1 course		
French language		2
French culture		2
TOTAL ECTS	84	64

Calendar:

- First semester: from September to mid-December
- Second semester: from mid-January to end of April
- Internship: from May to July, in France or abroad
- Bachelor dissertation due in May: at the end of the 3rd year, students need to submit a Bachelor Dissertation based on a topic they have chosen, related to their specialisation track (in this case Marketing). Submission will take place online via the RSB school platform, after working with a dedicated RSB supervisor. There will be no oral examination/public defence of the thesis.

EMPLOYMENT POSSIBILITIES

Generally speaking, (bachelor and master level), 96% of Rennes SB students find a job within the 6 months after their graduation. 80% of Bachelor in Management graduates choose to continue their studies at a Master's level.

Career opportunities after the Bachelor: Graduates from the Bachelor program in Marketing and Digital Transformation direction of SBEM at UACS can be employed in different sectors, such as: companies from different business sectors, public companies, NGOs, PR and marketing agencies, product management, as well as in activities related to marketing and sales management.

TITLE AND DEGREE EARNED UPON GRADUATION

Upon completion of the three-year undergraduate study program (180 ECTS credits), the students at UACS earn the degree of:

Bachelor in Marketing and Digital Transformation, and

BACHELOR IN MANAGEMENT specialised in marketing at Rennes School of Business

The diploma is entirely recognised by the Ministry of Higher Education in France (Grade de Licence - RNCP code: 36268), the Macedonian Ministry of Education and Science (Licence number 08-408/19 from 26.3.2024), and holds AACSB, EQUIS, AMBA and ACBSP accreditations. It is therefore recognised both nationally and internationally.

THIRD-YEAR TUITION FEE: €7565.

WHY ENROLL?

- Rennes School of Business is ranked 2nd in France for the Bachelor program, get one of the best diploma in the country!
- Programmes are taught in English and main language on campus is English
- Triple crown accreditation (AACSB, EQUIS, AMBA)
- The opportunity to learn French in your daily life or by taking French language courses at school
- The Programme Director of Digital Marketing Programme is from North Macedonia
- Rennes is the second city for studying in France and life is affordable
- 100+ nationalities on campus
- Ranked 1st in France on Entrepreneurship: if you are willing to create or develop your own company, Rennes SB is giving you all the necessary support for free.

To apply, students need to complete their file on the following website :

<https://apply.rennes-sb.com/> selecting "undergraduate programme" > "Bachelor in Management 3rd year".

Application deadline : 31st of May

Partner University code asked in the application: UACS

CONTACT:

To learn more about this exclusive opportunity, contact the UACS Student Office at: + 389 2 2463156, or at info@uacs.edu.mk.

Feel also free to reach out to Pauline Cojean, Area Manager Europe & North Africa, from Rennes School of Business at pauline.cojean@rennes-sb.com in order to get acquainted with the school, programmes, study in France and experience on campus.

