

# NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS



**AIM FOR A LEADING  
BUSINESS SCHOOL IN FRANCE**

# STUDY IN FRANCE

## CHOOSE A TOP INNOVATIVE BUSINESS SCHOOL

As one of the exclusive 1% of international business schools with triple accreditation, NEOMA stands out as an innovative global business school whose impact stems from its excellent research and instruction. Steered by its strategic plan and led by its esteemed faculty, the school provides skills and knowledge to guide the future of businesses and society in a sustainable and connected world.

Through its agile approach, NEOMA encourages a responsible outlook while striving to convey its passion for innovation to the students, business executives and entrepreneurs who will build the world of tomorrow.

**Be passionate. Shape the future.**

**150** years of combined experience of delivering academic excellence in higher education

**3** state-of-the art campuses: Rouen, Reims and Paris  
**+1** virtual campus

**3** international accreditations



**203** permanent professors

**1,200** professional speakers,  
**78%** international faculty

**10,000** students from diverse countries and backgrounds

**1** network of over **68,700** graduates

**15<sup>th</sup>** Master in Management worldwide (*The Economist* 2021)



# A BROAD RANGE OF PROGRAMMES

UNDERGRADUATE PROGRAMMES.  
MASTER IN MANAGEMENT. MASTERS OF SCIENCE.

## MASTER IN MANAGEMENT (MiM):

become a high-level manager with strong cross-functional skills, advanced specialisation and the ability to bring people together.



Imen Mejri,  
Director of MiM

“Our Master in Management is a game changer for our students.”

- 2-to-3 years (gap year possible) - Full time
- Available on the Reims and Rouen campuses
- Obtain a double degree:
  - Earn a Master of Science from NEOMA starting in the second year
  - Or a Master, MSc or MBA from an international academic partner

## 5 reasons TO CHOOSE THE MASTER IN MANAGEMENT

- A level of excellence and international recognition endorsed by **rankings and triple accreditation**
- A **tailor-made curriculum** with an extensive choice of double diplomas and in-company internships for a strong career foundation
- A **global and cross-functional approach to business**, covering all facets of a company and exploring how they interact
- A **truly international experience** with a multi-cultural student body
- **Innovative teaching methods**, promoting leadership and personal development: modules, simulations, case studies, e-learning, personal guidance, career counselling, a virtual campus, and more

Learn more about  
the Master in Management  
by downloading the brochure







MASTER OF SCIENCE  
« GRADE DE MASTER »

## MASTERS OF SCIENCE (MSc): train for a high-level specialisation in an international context!

NEOMA Business School offers a range of 1- to 2-year full-time Masters of Science programmes taught in English. A Master of Science will enable you to acquire specialisation in a diverse, international environment.

### International Pre-Master

(2-year MSc option) Rouen/English/12 months

This programme serves as a gateway to a Master's of Science for students with a 3-year Bachelor's degree. The first year is an International Pre-Master, overviewing the core of business studies and leading up to the selected MSc in the second year.

## MARKETING

### MSc Marketing

Reims/Rouen/Paris/English/15 months

The MSc Marketing aims to prepare students for diverse marketing careers in the current international marketplace.

This programme is divided into 3 concentration tracks:

- The Digital & Data Marketing Track
- The International Brand Management Track
- The Luxury Marketing Track

## FINANCE

### MSc International Finance

Reims/Rouen/English/15 months

The MSc International Finance provides a well-rounded foundation in finance and is designed to equip students with the skills to meet the current needs of the finance industry.

This programme is divided into 3 concentration tracks:

- The Corporate Finance & Investment Banking Track
- The Financial Markets & Risk Management Track
- The Real Estate & Wealth Management Track



## MANAGEMENT & STRATEGY

### MSc Business Analytics

Rouen/English/15 months

This programme prepares students for positions using data-driven and evidence-based decision making. Taught by experienced professionals and an internationally recognised faculty, students will learn how to apply the latest academic thinking and analytical and computing tools to help make business decisions.

### MSc Entrepreneurship and Innovation

in partnership with KPMG

Reims/Rouen/English/15 months

This programme trains students to build the framework for their new venture and provides them with the skills necessary to start or successfully run entrepreneurial projects from scratch or in the context of an existing company. It prepares them for a wide range of positions where entrepreneurial and innovative skills and mindset are crucial.



### MSc Global Management

Reims/English/15 months

This programme gives an overview of the main corporate functions: finance, accounting, marketing, supply chain, strategy, human resources, cross-cultural management and leadership. It focuses on global events and concerns that drive best practice for the future: social responsibility, sustainability, digital economy. We also offer the programme as a double degree, enabling students to study in two countries and specialise in digital strategy and innovation in Europe.

### MSc International Business Development

Rouen/English/15 months

The general aim of this MSc programme is to develop effective business development professionals. To this end, this MSc draws on state-of-the-art business development theory and enables students to practice and apply it to identify and address real-life business development opportunities and challenges.

## SECTOR EXPERTISE

### MSc International Luxury Management

Double Diploma, NEOMA Reims and POLIMI Graduate School of Management (Italy), in partnership with the PRADA Group

Reims-Milan/English/15 months

This double diploma provides skills to create and manage value in the luxury sector, from product design to distribution, and to aim for a key position in a luxury company.



PRADA Group

### MSc Cultural and Creative Industries

Rouen/English/15 months

This programme focuses on the management of the arts, but also looks at the economic, social and aesthetic issues raised by the current transformation of the creative/cultural industries, in order to prepare students for a career in the arts and to explore their most striking issues.

### MSc Wine and Gastronomy

Reims/English/15 months

This is a marketing-driven programme that aims to provide students with a strong food culture background leaved with a solid theoretical base, enabling them to be efficient managers in a wide variety of food, wine and beverage related industries. The programme focuses on consumer and firm decision-making relative to food, spices, wine, spirits and other beverages.

### MSc International Project Development

Rouen/English/15 months

This programme focuses on developing projects, from conception to implementation and on obtaining the PRINCE2® certification. The international dimension is enhanced via a multicultural cohort and projects dedicated to an international market.

### MSc Supply Chain Management

Rouen/English/15 months

#### > Supply Chain Track

This track provides a comprehensive view of the decisions, activities and relationships between the different actors in a supply chain. It focuses on process and operations design, logistics and development of supply chain strategies. The course also tackles application of information systems in supply chain and how to generate sustainable competitive advantage.

#### > Procurement Track

This track provides a comprehensive view of supply management from strategic sourcing, international procurement, the relationship with retail and international trade concepts and customs. It will flow between several levels of strategies, linking them to practices and frameworks. The aim is to create value when facing procurement challenges such as cross-cultural situations, a new business environment and integration with other functions of organisation.

### MSc Sustainability Transformations

New in 2023

Learn more about our MSc programmes by downloading the brochure





# GLOBAL BBA - BACHELOR IN BUSINESS ADMINISTRATION

Campus: Paris (1<sup>st</sup> year only), Reims or Rouen

**A programme with multiple opportunities to develop professional skills and bring out your talents**

## 2<sup>nd</sup> PLACE

*L'Etudiant* ranking in 2022



## 1 YEAR

**academic exchange abroad**



In the 2<sup>nd</sup> year, students may choose to study abroad for a semester or full year at one of our 200 partner universities around the world. Courses may be conducted in English or in the language of the host country.

**3 INTERNSHIPS in France or abroad**



## CUSTOMISED TRACK

**based on the development of your career ambitions during the programme**



The GBBA allows you to combine your desires with your career plan. Students may choose between: the association track to manage a large community-based project; the entrepreneurial track to bring a start-up idea to life with the help of NEOMA's incubator; or the apprenticeship track to alternate between courses and a professional experience. Admission to the apprenticeship track is selective, places are limited. In the 4th year, students may choose a specialisation to prepare for a Master's course.

Learn more about the Global BBA by downloading the brochure



# CESEM - INTERNATIONAL DOUBLE BACHELOR

Campus: Reims or Paris (Asian track only) + academic partner

**2 diplomas in 1 excellent programme, in a fully multicultural environment**

## 1<sup>st</sup> PLACE for internationalisation

*Le Point* ranking in 2022



## 100% DOUBLE DEGREE:

**a learning experience in 2 countries**



The programme makes use of a network of exceptional international partners that work together to create the curriculum. This ensures the consistency of studies over the 4 years of the programme and allows students to earn 2 degrees at the end of the track: CESEM from NEOMA and another from the partner school.

## 2-YEAR international experience



During the four years of the programme, students spend two years at one of our academic partners in Europe, North America, South America or Asia. It is possible to study abroad as early as the first year.

**2 INTERNSHIPS with at least 1 completed abroad**

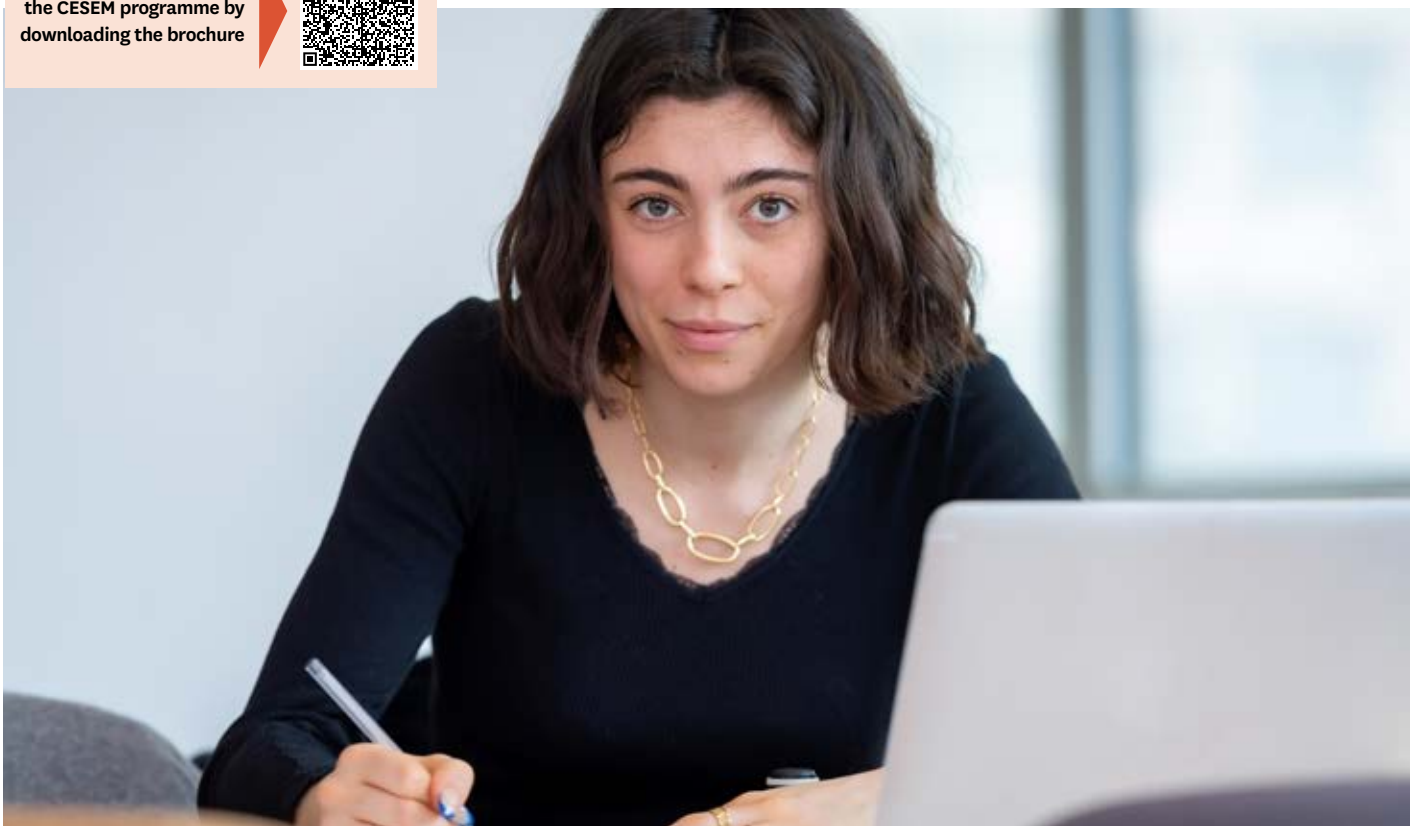


**BILINGUAL OR TRILINGUAL INSTRUCTION depending on the selected track**



CESEM students will develop excellent language skills. Courses are taught in English as well as German, Spanish, French, Chinese, Italian, Japanese, Portuguese and Russian at our partner schools.

Learn more about the CESEM programme by downloading the brochure





## Why study in France?

With one of the world's leading education systems and a growing wealth of courses being taught in English, there has never been a better time to study in France!

- > **Start-up nation:** With its thriving ecosystem of start-ups and diversified economy, France is a flourishing capital of commerce for young entrepreneurs and business graduates. From tech, tourism, finance, fashion, food and more, there is a wealth of opportunities in all sectors for young talents!
- > **A capital of culture:** With its rich history and traditions, France is considered one of the birthplaces of culture. Beyond its renowned food and wine, France is also famous for its considerable contributions to art, architecture, fashion, literature, and more!
- > **A gateway to Europe:** Not only are NEOMA's three campuses conveniently located one hour away from – or in – France's iconic capital of Paris, but France itself is well situated with easy access to European capitals such as Brussels, Berlin, and more.

NEOMA Business School has been granted the "Bienvenue en France" label by Campus France and the French Ministry of European and International Affairs, recognising the varied and quality services the School offers to international students to help them better settle into life in France and on Campus.



## PRACTICAL INFORMATION

**FORMAT:** Full-time programmes.

### ELIGIBILITY & APPLICATION:

- **For MiM:** a Bachelor's degree after at least three years' study in an international institution.
- **For Masters of Science:**
  - > 1-year MSc: 4-year Bachelor's degree or 3-year Bachelor's degree with a minimum of 1 year professional experience.
  - > 2-year MSc option: 3-year Bachelor's degree.
- **For GLOBAL BBA\*/CESEM:** High school secondary diploma (equivalent to A levels, International Baccalaureate, etc.)
- Complete the online application: [apply.neoma-bs.fr](https://apply.neoma-bs.fr)

\*GBBA : Possibility of joining the programme in 3<sup>rd</sup> year



### More information:

Make a personalised appointment with our team by scanning this QR code with your smartphone



## FINANCING YOUR STUDIES

Based on criteria such as academic excellence and personal and professional achievement, students may be eligible for a scholarship of up to €4,000, depending on their chosen programme. Early applicants for Fall may also be eligible for the Early Bird campaign.

	GLOBAL BBA/ CESEM	MASTER IN MANAGEMENT	MASTER OF SCIENCE
<b>EXCELLENCE SCHOLARSHIP</b> <i>Apply when admitted, on a first come - first served basis.</i>	up to €2,500	up to €3,000	up to €4,000

Scholarships are subject to availability.

Once admitted to a programme, international candidates are invited to submit a scholarship request application by contacting: [admissions@neoma-bs.fr](mailto:admissions@neoma-bs.fr)

All our campuses are accessible to people with disabilities.

For more information, please contact: [wellness@neoma-bs.fr](mailto:wellness@neoma-bs.fr)



## CONTACT

The International Admissions Team: [admissions@neoma-bs.fr](mailto:admissions@neoma-bs.fr)

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# NEOMA

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Be passionate. Shape the future

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[www.neoma-bs.com](http://www.neoma-bs.com)

