

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

STUDY IN FRANCE

CHOOSE NEOMA BS, RANKED TOP 10 BEST SCHOOLS IN FRANCE!

NEOMA Business School, a challenger mindset

Built upon its 150-year history, NEOMA Business School draws upon the many strengths that have contributed to the excellence of its founder schools in Rouen and Reims (established in 1871 and 1928 respectively).

Be it in Marketing, Finance, Commerce, Supply Chain or many other fields, NEOMA Business School no longer needs to prove its expert knowledge and teaching of such disciplines. The exceptional route taken by the school's many thousands of graduates, all high-achievers brought together via one network, offer the ultimate evidence of this. Our unrivalled academic network and the strength of the ties we have formed with the corporate world make NEOMA Business School a truly top School of Management.

“ Our ambition is to be a challenger, by adopting a more flexible approach, characterised by the ‘test and learn’ method and driven by the desire to push back boundaries. NEOMA Business School has opted to move out of its comfort zone; the School not only seeks to follow innovations, but also to create them. ”

www.neoma-bs.com



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

3 state-of-the art campuses: Rouen, Reims and Paris

3 international accreditations



160 permanent professors

1,200 professional teachers, 62% of the faculty is international

200 key corporate partners

9,500 students from diverse countries and backgrounds

1 network of over **59,500** graduates

9th in France in European Business School Rankings 2018, by Financial Times 2018

41th place in the international ranking of the prestigious Financial Times « Masters in Management 2018 »

19th worldwide in master program in management

4th in France (Grande Ecole Programme), by The Economist 2019



A BROAD RANGE OF PROGRAMMES...

FROM BACHELOR TO EXECUTIVE EDUCATION

MASTER IN MANAGEMENT (MiM):

become a high-level manager, with solid cross-functional skills, a cutting-edge specialisation, and the ability to unite people and rethink dominant models.



Sylvie Jean,
Director of MiM

“The Master in Management teaching approach is innovative, adaptable and open to the world. It trains ambitious managers who are ready to seize the challenges of the future together.”

- 2 to 3 years - Full time
- Available on Reims and Rouen campuses
- As of 2020, our MiM will transform its specialisations into MSc.
- 100% of double-diploma for the MiM

- Courses delivered in English or French
- A cross-functional approach covering every department in the company
- Innovative teaching methods promoting leadership and personal development seminars, simulations, long-term case studies, etc.
- International outlook and a broad range of skills with academic exchanges, double diplomas, English track, and multicultural student classes
- Customised curriculum with an extensive choice of tracks and specialisations : accounting expertise programme available during apprenticeship or internship, CFA and Entrepreneurship tracks
- Sustainable employability and fast-track career prospects in France or internationally

FINANCE & ACCOUNTING

- MSc Corporate Finance
- MSc Financial Markets and Technologies – FRM certification
- MSc Finance, Investment and Wealth Management - CFA Level I & II
- MSc Accounting, Auditing & Advisory

MARKETING

- MSc International Marketing and Brand Management
- MSc Digital Expertise for Marketing
- MSc Luxury Marketing
- MSc Marketing French Excellence in partnership with ESMOD
- MSc Wine and Gastronomy-Marketing Savoir-Faire and Terroir in a Disruptive World

BUSINESS & MANAGEMENT

- MSc International Project Development / PRINCE2®
- MSc Entrepreneurship and Innovation in partnership with KPMG
- MSc Supply Chain Management
- MSc Global Management
- MSc Cultural and Creative Industries
- MSc Human Resources Consulting
- MSc International Luxury Management – Double diploma MIP Politecnico di Milano in partnership with Champagne Taittinger and the PRADA Group

MASTER OF SCIENCE (MSc):

train for a high-level specialisation in an international context!

Most of our MSc programmes are accredited by the “Conférence des Grandes Ecoles” (CGE), an association of higher education and research institutions in France and abroad, sharing the mission to train their graduates with a view towards excellence, in partnership with the business world, economic representatives and civic society.

FINANCE AND ACCOUNTING CATEGORY

MSc Corporate Finance

Reims, Rouen/English/15 months

The programme aims at providing students a solid and a double competence in two complementary fields of finance: corporate finance and investment banking. It prepares them for careers in the areas of investment banking (M&A and Private Equity), corporate banking, financial advisory and firms' financial departments (CFO).

MSc Finance, Investment and Wealth Management

Reims/English/15 months

> Track Finance and Investment analysis

The programme prepares students to succeed CFA Level 1 and Level 2 examinations, as well as providing an introduction for the Level 3, which brings students closer towards earning the CFA Chart – Chartered Financial Analyst. The CFA is the golden passport towards an international career and becoming an investment analyst dealing with financial analysis and portfolio and asset management.

> Track Real Estate and Wealth Management

The programme offers a comprehensive training in the entrepreneur and family wealth management with specific highlight on transition and estate planning. In the asset allocation process, the programme focuses on the real estate and all its features to understand perfectly this challenging and performing investment. This programme equips students with state-of-the-art techniques that are applied by professionals of asset management.



MSc Financial Markets and Technologies

Rouen/English/15 months

> Track Risk and Financial Technologies (GARP)

The programme prepares students for a challenging and rewarding career in financial risk management, the science of measuring risks, and the art of managing them. It offers a sharp specialisation in risk and financial technologies to ambitious students seeking an international career in risk management. This MSc will also help you prepare for the Financial Risk Manager® professional certification (FRM) and benefit from the partnership with the Global Association for Risk Professional (GARP).

> Track Financial markets

The programme gives students an in-depth knowledge of the main concepts of theories and practices in finance related to equity, bonds, currencies, derivatives and other alternative investments. It also provides knowledge on technological tools, which are revolutionising the financial industry, including Artificial Intelligence, Robo-Advisers and Big-Data. It teaches students how to structure, price and hedge the risk of financial instruments.



MSc Accounting, Auditing & Advisory

Reims, Rouen/English/15 months

The programme provides strong skills in management accounting, a strong understanding of strategic thinking and how to support strategic management as well as a strong understanding of the challenges of tomorrow's organisations (how to accompany major and sometimes disruptive changes).



MARKETING CATEGORY

MSc International Marketing and Brand Management

Reims, Rouen/English/15 months

The programme prepares students for the diversity of marketing careers around brands, in current international marketplace characterised by a radical digital change. It centers on the efforts to create, communicate and deliver value with brands, products and services attractive for consumers, and on the ways to manage beneficial customer relationships for the organisation, in order to develop the business.

MSc Digital Expertise for Marketing

Reims, Rouen/English/15 months

The programme aims at training students in up-to-date digital marketing techniques, as well as giving them the ability to adapt to rapidly changing environment in the omni-channel business world. This is achieved by developing strategic vision, market research skills, as well as exposure to the leading digitalisation methods.

MSc Luxury Marketing

Paris/English/15 months

The programme prepares students to solid and successful careers as experts and multicultural executives in luxury marketing with innovative perspectives and creative skills. The MSc will impart knowledge on customer luxury experiences, customer centric culture in view of enhancing brand strategies.

MSc Marketing French Excellence

Rouen/English/15 months

CGE (Conférence des Grandes Ecoles) accredited

The programme prepares students for an international marketing career, by focusing on the inspiration, creativity and expertise of leading French businesses around the world. Specialties include fashion, luxury, culture and services, plus a special emphasis on millennial marketing and research techniques essential for the 21st century marketing professionals.



MSc Wine and Gastronomy-Marketing Savoir-Faire and Terroir in a Disruptive World

Reims/English/15 months

It is a marketing-driven programme that aims to provide students with a strong food culture background levied 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

BUSINESS & MANAGEMENT CATEGORY

MSc International Project Development

Rouen/English/15 months

CGE (Conférence des Grandes Ecoles) accredited

The programme aims at working on projects, from conception to implementation and obtain PRINCE2® certification. The international dimension is developed with multiculturalism and projects dedicated to international market.

MSc Entrepreneurship and Innovation in partnership with KPMG

Reims, Rouen/English/15 months

The programme trains students to build the framework for their new venture and provides them with the skills necessary to start/and or run successfully 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 Supply Chain Management

Rouen/English/15 months

CGE (Conférence des Grandes Ecoles) accredited

> Track Supply Chain

It gives a full view of decisions, activities and relationships among different actors in a Supply Chain. The track puts the emphasis on process and operations design, logistics and development of supply chain strategies. The track also tackles the application of Information Systems in supply chain and how to generate long lasting competitive advantage.

> Track Procurement

It gives a full view of supply management from strategical sourcing, international procurement, relationship with retailing, notions of international commerce to customs. The track will transit between several level of strategies, linking them to practices and frameworks. The aim is to create value under procurement challenges such as cross-cultural situations, new business environment and integration with other functions of organisation.



MSc Global Management

Reims/English/15 months

CGE (Conférence des Grandes Ecoles) accredited

The 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 the global events and concerns that drive best practice for the future: social responsibility, sustainability, digital economy.

MSc Cultural and Creative Industries

Rouen/English/15 months

The 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 to prepare students to a career in the arts and to explore their most striking issues.

MSc International Luxury Management

Double Diploma, NEOMA BS Reims and Politecnico di Milano (MIP - Italy), in partnership with Champagne Taittinger and the PRADA Group



Reims-Milan/English/15 months

PRADA Group

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

MSc Human Resources Consulting

Reims/English/15 months

The programme is meant for students who wish to specialise in human resources management and/or internal or external consulting, particularly in the fields of organisation, human resources, working conditions, employee management relations, recruitment and redeployment. The specialisation takes a cross-functional approach to human and social problems linked to organisational development, in a context of almost permanent change.

THE GLOBAL BACHELOR IN BUSINESS ADMINISTRATION (BBA): become the entrepreneur of your own talent!



Sarah Cooper
Director, Global BBA

“Only the Global BBA offers such extensive opportunities to build global business competence and encourage talent!”

- 4 years - Full time
- Taught on Reims or Rouen campus, and Paris for the 1st year of studies
- Courses delivered 100% in English
- Interactive teaching methods comprising projects, simulations, seminars and case studies
- A range of specialisations: entrepreneurship, apprenticeship
- Two tracks proposed in the final year depending on the student's project: Business track or Masters track
- 242 partner universities, on 5 continents for an exchange (1 semester or 1 year in the 2nd year)
- Maximum employability through constant links with the world of work: internships, apprenticeship, association, intrapreneurial projects, experience in start-ups, Entrepreneurs without frontiers...

Why choose to study in France?

With one of the world's leading education systems and an increasing number of courses being taught in English, there has never been a better time to study in France.

- Benefit from NEOMA Business School Team of Experts every step of the way!
 - > A Team of International Admissions Experts to advise you on the best fit, the best match in line with your desired professional career (programme, funding, etc.)
 - > A Team of International Student Services to assist you in the preparation of your arrival (visa, airport pick-up, accommodation, welcome induction day, etc.)
 - > A Team of Experts in Personal Development through the Talent & Career service to have you kick-start your professional life in the best conditions.
- Enjoy the French experience with a unique cuisine, a rich and diverse culture, a fascinating history and architecture as well as stunning scenery!
- Study in one of our campuses in Reims or Rouen, only one hour away from the world-famous capital city Paris - or our Paris campus - and pay a visit to the most renowned landmarks such as the Eiffel Tower, the Louvre, the Arc de Triomphe, etc.

PRACTICAL INFORMATION

FORMAT:

Full-time programmes, taught in English.

ELIGIBILITY & APPLICATION:

- For **MiM**: a Bachelor's degree after at least three years' study in an international Institution and at least two of these years were spent outside France.
- For **Masters of Science**: a 4-year Bachelor's degree
- For **Global BBA**: High school secondary diploma (equivalent to A levels, International Baccalaureate...)
- Complete the online application: apply.neoma-bs.fr

FINANCING YOUR STUDIES

#ChooseFrance

Based on criteria such as academic excellence, personal and professional achievements, students may obtain a scholarship amounting up to €3,000 according to the programme and including the Early bird campaign.

	GLOBAL BBA	MASTER IN MANAGEMENT	MASTER OF SCIENCE
EXCELLENCE SCHOLARSHIP <i>Apply when admitted, on a first come - first served basis.</i>	€1,500	€2,500	€2,000
	+		+
EARLY BIRD opportunity for September intake. <i>Offer valid up to January 31st, 2020 provided you have enrolled in the programme.</i>	€500		€1,000

The number of scholarships is limited and act as reductions in tuition.

Once admitted in the programme, the international candidates are invited to submit a scholarship request application by contacting: admissions@neoma-bs.fr

CONTACT

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