

04:56  
NEW-YORK

03:56  
MEXICO

10:56  
ROUEN

10:56  
REIMS

16:56  
LONDON

**NEOMA**  
BUSINESS SCHOOL

REIMS • ROUEN • PARIS



**One school, 3 campuses**

**Reims - Rouen - Paris**

# **EXCHANGE PROGRAMME FACTSHEET 2024/2025**

*Be passionate, shape the future !*



Be Passionate.  
Shape The Future

## NEOMA BUSINESS SCHOOL



Founded in 2013, NEOMA Business School is the result of the merger of two historical institutions, Reims Business School (1928) and Rouen Business School (1871).

NEOMA is ranked 29th worldwide (vs. 30th in 2022) and 6th in France. Our recent international ranking consolidates our place amongst the top 30. Our highly selective institution is annually ranked in the top 7 French institutions fully recognised by the French Ministry of Higher Education.

With **400 partner universities**, NEOMA aims to create a **multicultural environment** within its campuses. Each year, NEOMA welcomes 10,000 students of 100 different nationalities on its three campuses. 73% of NEOMA's teaching staff is international.

**Programmes are taught completely in English:** we offer two 4-year Bachelor Cycle programmes covering the fundamentals of management followed by a 2-year Master in Management Cycle.



# Our three Campuses



Rouen



## > Rouen Campus

- Capital of the French Impressionists, home to Monet's famous Cathedral
- Medieval downtown core on the Seine River
- The Rouen Port – a major European logistics hub
- Situated halfway between Paris and the coast
- Part of the regions to visit in 2022 according to the New York Times, the only French region cited!

## Paris Campus <

- Paris is the capital of France, but also the capital of culture, gastronomy, fashion and luxury. Classified as a UNESCO heritage site.
- Paris campus opened in 2021 in the heart of the city, in the 13th district, close to the Place d'Italie. On the 6,500 m2 the campus has an amphitheatre with 250 seats and 25 classrooms. Built on 5 floors, it can accommodate 1400 students.



Paris



## > Reims Campus

- Reims is the capital of Champagne.
- Home to many prestigious Champagne Houses
- UNESCO World Heritage site
- A major economic & industrial crossroads 30 min from CDG Airport and 45 min from Paris, by high-speed train



Reims



# International Relations Services

## Contact Details



**Ms. Sarah COOPER**

Director of International Relations  
& Development

[sarah.cooper@neoma-bs.fr](mailto:sarah.cooper@neoma-bs.fr)



**Ms. Amélie VIEVILLE**

Mobility Coordinator  
[amelie.vieville@neoma-bs.fr](mailto:amelie.vieville@neoma-bs.fr)

## INBOUND CONTACT

### HUB Welcome & Administrative Centre



Paris : [hub.paris@neoma-bs.fr](mailto:hub.paris@neoma-bs.fr)



(+) 33 1 73 06 98 00



Reims : [hub.reims@neoma-bs.fr](mailto:hub.reims@neoma-bs.fr)



(+) 33 3 26 77 47 47



Rouen : [hub.rouen@neoma-bs.fr](mailto:hub.rouen@neoma-bs.fr)



(+) 33 2 32 82 57 00

**<https://welcome.neoma-bs.com/>**

## OUTBOUND CONTACT

**[mobility@neoma-bs.fr](mailto:mobility@neoma-bs.fr)**



Ms. Léa ROUSSEY



Ms. Marie BONNETÊTE



Ms. France VEYRIER



Ms. Pauline APPERT



Ms. Beatriz RANZ



Ms. Ana MITTANT



Ms. Caroline CÔME



Ms. Adeline SAMOY



Ms. Jennifer DEMEULLE



Ms. Armelle WALTERS

# ACADEMIC CALENDAR 2024/2025



## FALL 2024

- Online nomination period:  
March 15- April 15 2024
  - Application: End of April
  - Welcome Day: beginning of the semestre
- Semestre dates:  
Early September - End December



## SPRING 2025

- Online nomination period:  
September 1st - October 15th 2024
  - Application: Beginning of November
  - Welcome Day: beginning of the semestre
- Semestre dates:  
Early January - May



- *Please note that students who have not been nominated ONLINE will not be enrolled in our programme.*
- *Exchange students are requested to stay until the end of the scheduled exams. No special early exams can be arranged for them.*
- *Arrivals can be arranged up to two weeks after the date of the first course.*
- *Any renunciation will be final.*

## ACADEMIC INFORMATION

### ■ **CAMPUS:** Rouen - Reims - Paris

Summer semestre in Paris will take place in July for a duration going from 1 to 4 weeks.

### ■ **ACCEPTANCE LETTERS:** Acceptance letters will be generated by our system automatically.

Students may download it and send it to their home university if needed.

Original letters may be sent by post upon request.

### ■ **ACADEMIC LEVEL OFFERED:** Both undergraduate and graduate levels, depending on the exchange agreement.

### ■ **LANGUAGE REQUIREMENTS :** We do not require an official language certificate and trust our partners to ensure their students have the relevant language level.

Recommended:

To study in English : IELTS 6.0 or TOEFL 85

To study in French : B2 minimum CEFR or TEF 500

#### **LANGUAGE REQUIREMENTS for DOUBLE DEGREE STUDENTS:**

An official english certificate is required : IELTS 6.5 or equivalent (TOEFL, TOEIC or DUOLINGO)

### ■ **EXCHANGE COURSE OFFER:** As up to 95% of our courses are taught in English, exchange students do not need to speak French. Students can only mix and match courses within the same offer, undergraduate OR graduate, or select a track.

The full course offer is in our Exchange Programme Course Catalogue, which will be available soon.

### ■ **COURSE LOAD:** The usual workload is 30 ECTS credits per semestre.

The minimum workload required is 20 ECTS credits.

### ■ **COURSE REGISTRATION :** Course registration is completed online on a first-come/first-served basis.

**REIMS/ROUEN:** the students have to take from 1 to 5 Business courses, 0 to 3 French language courses, and 1 to 2 E-learning courses. They also have the option of choosing 1 graduate track, a set of specialised courses from our MSc programmes. Those cannot be modified, and only 1 French language course may be added.

**PARIS:** the students have to take from 1 to 5 Business courses, 0 to 1 French language courses, and 1 to 2 E-learning courses.



- **GRADING:** In addition to the final examination, classes are assessed continuously (participation, projects, papers, etc.).  
All courses are graded on a scale out of 20. The minimum pass mark is 10/20.  
Our academic transcripts feature the ECTS\* grading standard. The translation of these grades into the local grading system is up to the student's home institution.
- **TRANSCRIPT:** Transcripts are available 1-2 months after the final exams. Students are invited to download their transcript directly on the internal portal.  
An original copy can be sent by post upon request.

## PRACTICAL INFORMATION

- **HOUSING:** On & Off-campus accommodation in Reims and Rouen can be booked through the NEOMA BS Housing Application, well in advance of arrival. Prices may vary between €300 and €700 per month for private accommodation depending on the size, the services provided and the duration of the exchange.  
To confirm a booking, full payment of the semestre's rent is required in advance. More information: <https://neoma-bs.com/welcome-to-neoma/steps/step-3-housing/>  
Depending on your visa, you may benefit from the CAF housing allowance which can cover up to 20% of your rent.
- **INSURANCE :** All students are required to be covered by health insurance during their stay in France.
  - European Union Citizens may be covered by their home national health insurance and should obtain a European Health Insurance Card.
  - Non-European students will either be covered by the French National Health Insurance (at no cost), or a private international insurance, depending on their visa.Finally, any accommodation in France must be covered by Housing insurance. The cost is a one-time fee between €25\* and €65\* for a room on residence. More information will be provided with the housing offer.
- **VISA TO FRANCE :** Non-European students will need a visa to enter and to stay in the Schengen Area for the length of your studies. Students must apply well in advance of their arrival for a visa at the nearest French Consulate or Campus France. Here is a helpful guide to obtaining your visa: <https://neoma-bs.com/welcome-to-neoma/steps/step-2-visa/>
- **STUDENTS WITH DISABILITIES :** Our Wellness offer includes assistance to students with specific needs, support by professional psychologists, medical advice by registered nurses, a listening ear by our "Diversity, Equal Opportunities, Handicap" counsellors, and various workshops and classes that focus on students' wellbeing.

### Inbound students



Wellness Center  
[wellness@neoma-bs.fr](mailto:wellness@neoma-bs.fr)

### Outbound students



Ms. Adeline SAMOY  
[adeline.samoy@neoma-bs.fr](mailto:adeline.samoy@neoma-bs.fr)

*\*rate indicated for the year 2023/24*

# DAILY EXPENSES

## AVERAGE MONTHLY COST OF LIVING

### ROUEN/REIMS

- Accommodation: 300-700€
- Food: ~200 €
- Social / Leisure: ~75€
- Public Transportation: up to 30€
- Other bills: ~50€

**TOTAL : 600-1050€**

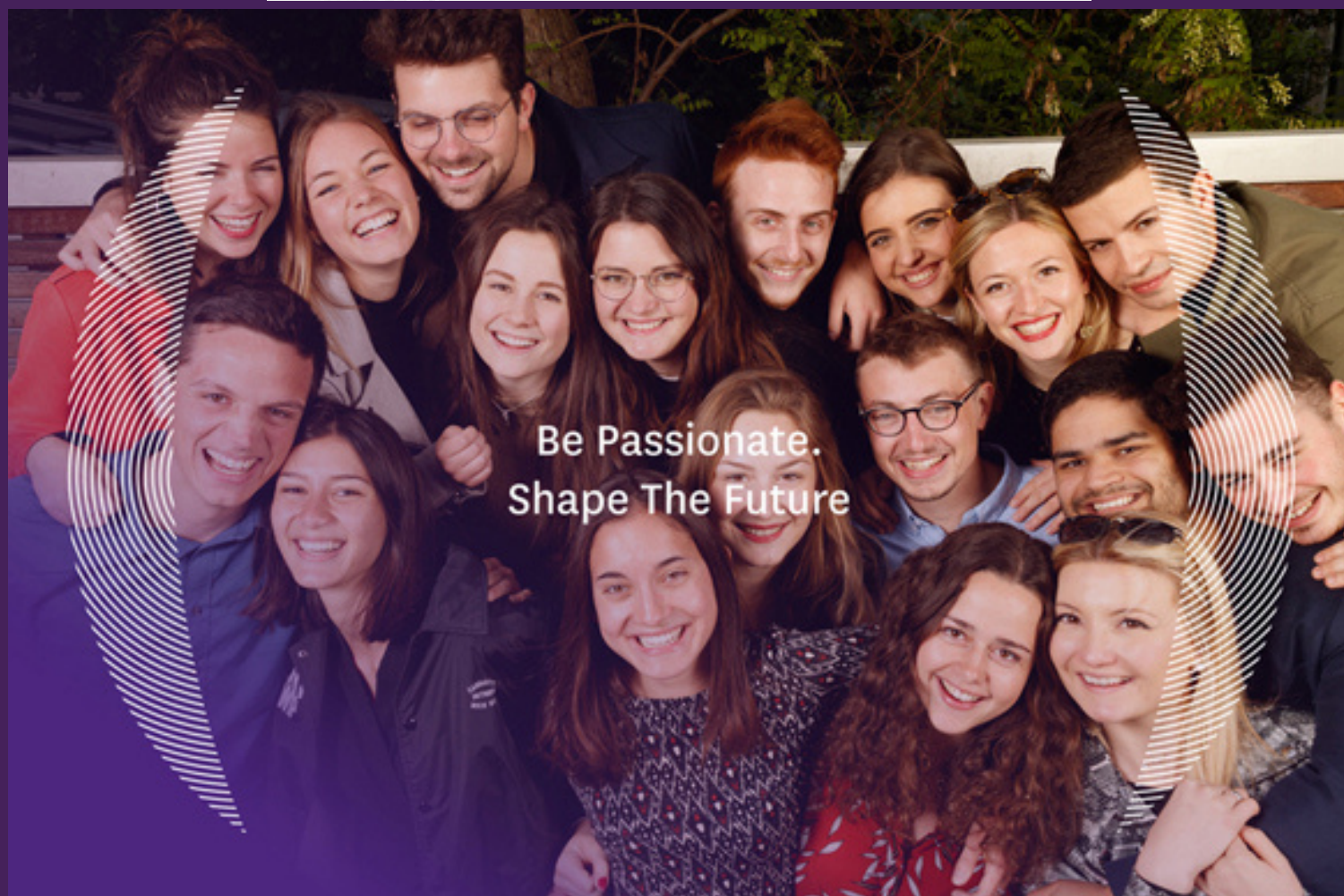
### PARIS

- Accommodation: 800-1,200€
- Food: ~250 €
- Social / Leisure: ~80€
- Public Transportation: 86€
- Other bills: ~50€

**TOTAL : 1260-1660€**

## SERVICES

- Library
- Cafeteria
- Fitness room
- 90 societies and clubs
- 3 incubators
- 2 accelerators
- A coding school



### REIMS Campus

NEOMA Business School  
59 rue Pierre Taittinger  
51 100 REIMS  
+ 33 3 26 77 47 47

### ROUEN Campus

NEOMA Business School  
1 rue Maréchal Juin  
76 130 MONT SAINT AIGNAN  
+ 33 2 32 82 57 00

### PARIS Campus

NEOMA Business School  
6 rue Vandrezanne  
75 013 PARIS  
+ 33 1 73 06 98 00



TRUE EXPERTISE  
TRANSCENDS BORDERS



# Masters of Science

Full Time

NEOMA  
BUSINESS SCHOOL

REIMS • ROUEN • PARIS



# Engage for the world

Join an innovative and open French business school that fosters its students' passion and sees in each of them tomorrow's leaders in transforming business and society.

**150** years of history

**3 campuses:** Reims, Rouen and Paris

**400** prestigious  
international partners

**76,200** graduates  
in **127** countries

**1 month** on average  
for graduates to find their first job

Recognised  
excellence:

Ranked **6<sup>th</sup>**  
in France  
*Challenges 2024*

In the **TOP 25**  
worldwide  
Master in Management  
*Financial Times 2023*

A triple accredited school  
among the **top 1%** worldwide





# TRUE EXPERTISE TRANSCENDS BORDERS

**Develop leading-edge expertise, recognised both in France and internationally, with our Masters of Science.**

**Align your career with your passion. Master key challenges of artificial intelligence and the green transition. With an influential network and strong skills, your ambitions will take on a new dimension.**



**GRADE DE MASTER\***

**Backed by the School's three strategic pillars, NEOMA's full-time Master of Science programmes offer a wide range of opportunities:**

## Academic excellence

### **Learn differently**

with innovative teaching approaches using immersive virtual reality, interactive iLearning modules and peer learning.

### **Delve deeper into current issues**

thanks to the research carried out by our 200 faculty-researchers (73% of whom are international), who are dedicated to exploring the challenges of tomorrow's world with our four poles of excellence: The World We Want, The Future of Work, AI, Data Science & Business, The Complexity Advantage.

## Societal impact

### **Take action for the environment and society**

by deepening your knowledge and making a tangible commitment thanks to the NEOMACT training programme from the start of your academic year.

Become a manager capable of leading the green transition within your organisation and making a positive impact on society. Workshops, projects and training culminating in academically-recognised certifications will shape your ability to act and drive change.

## Student experience

### **Immerse yourself in a multicultural environment**

with MSc courses taught entirely in English and finish your studies with international work experience.

### **Fuel your entrepreneurial mindset**

and make your entrepreneurial projects a reality thanks to our three incubators and two accelerators.

### **Take part in our vibrant student life,**

get involved in the 97 student-led organisations on campus and discover a preview of professional life.

### **Maximise your employability**

thanks to one of the largest career services in the industry and a powerful alumni network.

\*Level 7 Qualification of the RNCP (French Register of Professional Certifications) / Sheet No. 37684)







# SHARPEN YOUR SKILLS

## Why pursue a Master of Science?

- ♦ **A degree of excellence:** A Master of Science recognised throughout the world, with the 'Grade de Master' recognised by the French Ministry of Higher Education.
- ♦ **Cross-cultural skills:** Grow your intercultural communication skills in a multicultural cohort of MSc students and with an international faculty.
- ♦ **A sustainable approach:** Our MSc programmes are guided by the School's philosophy towards the green transition: each programme addresses sustainability issues and prepares students to respond to the challenges of tomorrow.
- ♦ **Training & certifications:** Complement your expertise with key industry certifications in your area of study.



- ♦ **Double degrees:** Seize the opportunity to apply for a double degree with innovative and global universities, including POLIMI Graduate School of Management (Italy), Elon University (USA), ESB Reutlingen (Germany) and Dublin City University (Ireland).
- ♦ **Professional experience:** Gain professional experience via a 4-to-6-month internship, job or start-up creation in France or abroad.

Our portfolio of **14 advanced Master of Science programmes**, taught on our Reims, Rouen and Paris campuses, is designed to equip students with the knowledge, resources and networks to thrive in a specialised field or sector of activity.

### MASTER OF SCIENCE - 15 MONTHS

#### ACADEMIC COURSES



#### PROFESSIONAL EXPERIENCE



## Programme fact sheet

- ♦ Master of Science
- ♦ 15 months
- ♦ 100% in English
- ♦ Reims, Rouen or Paris campuses
- ♦ Level 7 Qualification on the RNCP (French Register of Professional Certifications) / Sheet No. 37684

## Looking to enrol in a Master of Science after a 3-year bachelor's degree?

### International Pre-Master

2-year MSc option - Rouen campus  
English - 12 months

This programme serves as a gateway to a Master of Science for students with a 3-year bachelor's degree. The first year overviews the core of business studies and culminates with the selected MSc in the second year.

More information



# FINANCE



More information

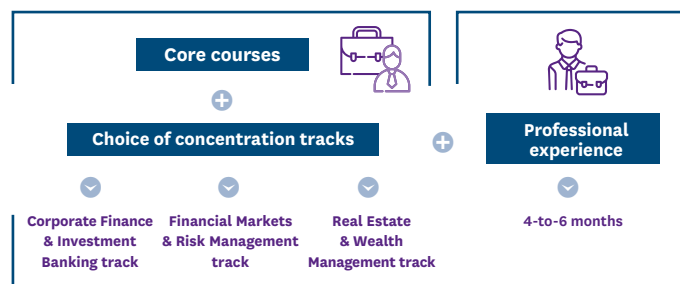


## MSc International Finance

Reims or Rouen Campuses - 15 months

The MSc International Finance is designed to equip students with the skills that match the current needs of the finance industry. This programme provides students with a versatile skill set ideal for working in corporate and investment banking or building a career in financial advisory.

### CHOOSE FROM 3 SPECIALISED CONCENTRATION TRACKS



### Corporate Finance & Investment Banking Track

(Reims or Rouen Campus)

This track provides essential skills in various areas of finance, offering a valuable edge in adapting to dynamic financial environments and contributing to business and investor success.

- ♦ **Benefit from 360° advanced courses** in Corporate Finance, Investment Banking, and ESG Valuation, for essential insights into responsible management and sustainable development.
- ♦ **Develop key corporate finance skills** through mock interviews to gain practical experience and enhance your negotiation abilities with M&A courses and an international finance simulation.
- ♦ **Prepare for the CFA Level II exam**, a globally recognised certification in finance excellence.



### Financial Markets & Risk Management Track

(Rouen Campus)

Master risk in finance with the Financial Markets & Risk Management track, building the skills to identify, assess and mitigate risk using cutting-edge technologies.

- ♦ **Gain expertise in leading and trading financial assets**, evaluating risks and identifying investment opportunities in Fintech, cryptofinance, blockchain, Big Data, and machine learning for success in technology-driven finance.
- ♦ **Enhance risk management skills** through seminars, simulations and advanced mock interviews for improved leadership, communication and analytical abilities.
- ♦ **Obtain key certifications**
  - Achieve new career heights within the risk management profession with the Financial Risk Manager (FRM®) certification.
  - Gain expertise in sustainable finance with the Sustainability & Climate Risks (SCR) certification provided by GARP.



### Real Estate & Wealth Management Track

(Reims Campus)

The Real Estate & Wealth Management track equips students with a deep understanding of the real estate market, a significant component of the economy, and provides essential skills for managing wealth effectively.

- ♦ **Master comprehensive asset management and financial analysis in real estate**, covering regulations, taxation, ethics, sustainability and industry trends to stay abreast of the dynamic real estate landscape.
- ♦ **Engage in hands-on learning** with PwC Luxembourg (official track partner).



- ♦ The programme's **RICS accreditation** ensures real estate excellence, offering students a valuable advantage in attaining RICS membership, the gold standard in the field.



### CAREER OPPORTUNITIES

- M&A Analyst in a bank/private equity fund
- DCM/ECM Analyst (Debt/Equity Capital Markets)
- Financial Advisor/Analyst
- Cash Manager

### CAREER OPPORTUNITIES

- Risk Manager
- Risk Analyst
- Financial Advisor
- Compliance Manager

### CAREER OPPORTUNITIES

- Portfolio Manager/Asset Manager
- Research Analyst
- Project Manager
- Real Estate Manager

# MARKETING

## MSc Marketing

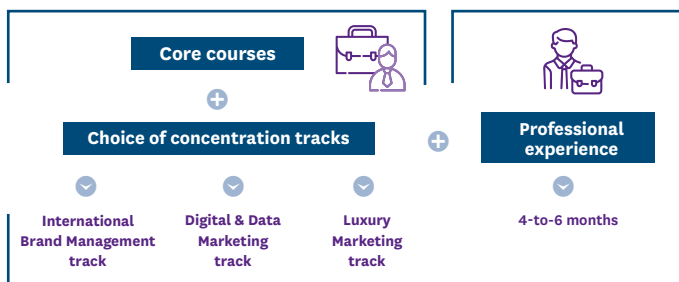
More information



Reims, Rouen or Paris Campuses - 15 months

The MSc Marketing is a comprehensive programme designed to prepare candidates to build impactful brand strategies on a global scale. By providing a combination of core marketing knowledge and specialised tracks, the programme equips graduates with the necessary skills and expertise to make an impact, effect change and deliver results in all realms of marketing.

### CHOOSE FROM 3 SPECIALISED CONCENTRATION TRACKS



### International Brand Management Track

(Reims or Rouen Campuses)

The International Brand Management track is an in-depth, intensive track which provides a solid foundation in marketing principles and strategies, with an emphasis on building and managing brands in an era marked by sustainability challenges and transformation.

- ♦ **Acquire all the technical and managerial skills** through courses such as Integrated Marketing Communications, Product, Design & Innovation, Retail & Multi-Channel Management, Services Marketing and Sales & Negotiation.
- ♦ **Engage with real-world brand management challenges** and learn from industry experts, such as E. Leclerc, Ferrero and Nielsen, among others.

### Digital & Data Marketing Track

(Reims Campus)

The Digital & Data Marketing track is a comprehensive track that combines the creative aspects of digital marketing with a strong foundation in data-driven strategies and analysis.

- ♦ **Benefit from advanced courses** in digital and data marketing such as Consumer Experience, E-CRM & E-commerce and Content Creation.
- ♦ **Learn to develop content strategies** that align with marketing goals and generate creative and engaging content for various media and platforms.
- ♦ **Apply theoretical knowledge learned in the classroom** through simulations such as the Influencer Marketing Simulation and the Traffic Management & SEO Simulation.

### Luxury Marketing Track

(Paris Campus)

The Luxury Marketing track, through a combination of academic rigour and practical insights, explores the power of storytelling in shaping the identity, perception, and success of luxury brands.

- ♦ **Build a 360° understanding** of luxury marketing and branding and strengthen your soft skills to ensure professional success in the luxury sector.
- ♦ **Gain exposure to expert guest speakers** and networking opportunities with representatives from companies such as Guerlain, Gucci, Dior Couture, Estée Lauder, L'Oréal and Sisley.
- ♦ **Participate in an international luxury marketing challenge** with the Mark Challenge.

#### CAREER OPPORTUNITIES

- Brand Manager
- Market Analyst
- Marketing Manager
- Strategic Planner

#### CAREER OPPORTUNITIES

- Marketing Data Analyst
- Customer Relationship Manager
- Web Traffic Manager
- Social Media Manager

#### CAREER OPPORTUNITIES

- Luxury Brand Manager
- Communications & PR Manager
- Luxury Consultant
- Fashion Buyer



# MANAGEMENT & STRATEGY

## MSc Business Analytics

Rouen Campus - 15 months

### BECOME A DATA-DRIVEN DECISION-MAKER

- ♦ **Master data analytics with courses in finance, marketing, supply chain, data privacy, ethics and more**

Acquire expertise in analytics, business strategy, and data modelling to tackle diverse challenges and identify opportunities for positive organisational impact.

- ♦ **The crucial role of data in decision-making and business development**

Data drives business decisions, innovation and growth. Prioritising data enables insight into trends, personalised solutions and sustainable efficiency.

- ♦ **Double degree option\* with Elon University, USA**

Immerse in a cross-cultural programme between France and the United States to boost your global career and earn a double degree.



*\*Selective option – places are limited*

- ♦ **Earn globally recognised certifications**

Boost your profile with the IIBA®-CBDA certification from the International Institute of Business Analysis, demonstrating expertise in top-tier business data analytics.



### CAREER OPPORTUNITIES

- Sales & Delivery Analytics Analyst
- Business Analyst
- Data Manager
- Market Research Analyst

More information



## MSc Entrepreneurship & Innovation

Rouen Campus - 15 months

### MAKE YOUR INTRA- AND ENTREPRENEURIAL AMBITIONS A REALITY

- ♦ **Learn how to launch and develop your own business venture**  
Benefit from a well-rounded curriculum designed to impart an entrepreneurial mindset and a practical toolkit grounded in the fundamentals of entrepreneurship.

- ♦ **Partnership with KPMG**

From joint training sessions, informal discussions, experience-sharing and a visit to the KPMG Innovation Lab, KPMG plays an active role in the programme.



- ♦ **Gain expert insights and develop your network**  
Benefit from bi-monthly Q&A sessions, hands-on workshops with entrepreneurs and exclusive corporate visits to key players in the entrepreneurship and innovation ecosystem.

- ♦ **Apply creative thinking and innovation to address challenges and capitalise on opportunities**

Get involved in real-world challenges, pitch their solutions, and see successful pitches implemented by an organisation.

### CAREER OPPORTUNITIES

- Business Development Manager
- Entrepreneur
- Innovation Consultant
- Venture Capitalist

More information



## MSc Global Management

Reims Campus - 15 months

### EXPAND YOUR MANAGERIAL SKILLS TO MEET THE CHALLENGES OF GLOBAL TRANSFORMATION

- ♦ **Cultivate a 360° perspective of international management**  
Benefit from a comprehensive curriculum providing the foundations of management: financial analysis, service marketing, cross-cultural agility, negotiation skills, international business disruption, and more.
- ♦ **Strengthen your practical skills**  
Immerse yourself in courses focused on experiential learning, using simulations, case studies and hands-on activities.
- ♦ **Shape your professional brand**  
Acquire the tools for self-assessment, leadership and strategic career planning, ensuring that you are not just academically prepared but also equipped for success in your future career.
- ♦ **Earn a double degree of excellence with one of our European partners\***  
Seize the opportunity to pursue a double degree in digital transformation with one of our European partners: Dublin City University in Ireland or ESB Reutlingen in Germany.



\*Selective option – places are limited

#### CAREER OPPORTUNITIES

- Global Account Manager
- Management Analyst
- International Development Manager
- Human Resources Manager

More information



## MSc International Business Development

Rouen Campus - 15 months

### CULTIVATING GLOBAL BUSINESS LEADERS ABLE TO SEIZE OPPORTUNITIES, CONQUER CHALLENGES AND FUEL GROWTH

- ♦ **Elevate your skills with dynamic business courses**  
Improve your business acumen with our up-to-date course offerings. From sales force management to key account management, market research and forecasting, sales strategies, buyer behaviour and navigation of the digital age, our programme ensures that you are well-versed in contemporary business practices.
- ♦ **Empowering tomorrow's business leaders with today's development insights**  
Immerse yourself in a cutting-edge curriculum, applying evidence-based knowledge to make real-world impact and develop into a global strategic business leader for sustainable success.
- ♦ **Rich case studies**  
Explore 15+ Harvard business studies to gain in-depth insights into international negotiation, sales, relationship building and navigating different cultures.
- ♦ **Navigate global business realities**  
Examine the challenges of international business, from sales and negotiation skills to ethics and CSR, to build a competitive edge in real-world scenarios.

#### CAREER OPPORTUNITIES

- Sales Manager
- International Business Developer
- Key Account Executive
- International Marketing Manager

More information



# MANAGEMENT & STRATEGY

## MSc International Project Development

Rouen Campus - 15 months

### MASTER THE FUNDAMENTALS OF PROJECT MANAGEMENT

- ♦ **Gain a 360° understanding of project management**  
Perfect your comprehension of key management methodologies, marketing and finance in the context of international projects, business planning and development, global strategy, innovation, and more.
- ♦ **Learn from real-world projects & industry experts**  
Develop practical skills in business planning, entrepreneurship, and innovation through real case studies, enabling you to create actionable business plans and navigate the strategic aspects of international project development.
- ♦ **Gain an international perspective**  
Participate in the **X-Culture challenge**, an international collaborative project exposing students to real-world project scenarios and work virtually with peers from different countries and cultures.
- ♦ **Earn the PM<sup>2</sup> certification**  
Train in the PM<sup>2</sup> Project Management Methodology, a globally recognised framework developed and endorsed by the European Commission.



### CAREER OPPORTUNITIES

- Key Account Manager
- Consultant in the financial, business, tech, healthcare or services sectors
- Project Analyst
- Operations Manager

More information



## MSc Supply Chain Management

Rouen Campus - 15 months

### CULTIVATING EXCELLENCE IN SUPPLY CHAIN MANAGEMENT

- ♦ **Acquire a comprehensive view of supply chain management**  
Enhance supply chain knowledge in logistics, strategic purchasing, and sustainability. Master global procurement, supplier analysis, and sustainable practices, including Green Supply Chain and the impact of CSR on business sustainability.
- ♦ **Tailor your master and choose between two tracks:**
  - › **Supply Chain Track:** Master operational excellence focusing on logistics and strategic development.
  - › **Procurement Track:** Navigate global sourcing strategically, conquer challenges and elevate skills for transformative impact on global commerce.
- ♦ **Combine theory with a case study-based learning approach, visits and an immersive seminar**  
Explore maritime transport at the renowned port of Le Havre and gain exclusive insights into Amazon Logistics in France for a firsthand look at cutting-edge operations.
- ♦ **Pursue training for recognised certifications**  
Gain credibility with SAP, VBA and SCM certifications for enterprise management, task automation and supply chain optimisation, and boost your career with PMI and Six Sigma qualifications in project management and process improvement.

### CAREER OPPORTUNITIES

- Demand Manager
- Flow Manager
- Purchasing Manager
- Supply Chain Manager

More information





# MSc Sustainability Transformations

Reims Campus - 15 months

## BECOME A CHANGE-MAKER FOR A SUSTAINABLE FUTURE

- ♦ **Gain a comprehensive view of sustainable transformations**  
Develop a 360° mastery of sustainability strategies, learn to define a strategy and action plan to lead sustainable change within an organisation from the ground up and to incorporate new, forward-thinking approaches.
- ♦ **Immersive learning experiences to get to the heart of sustainability issues**  
Kick-off your year with an intensive two-day seminar at the Campus de la Transition, the Digital Collage workshop to explore the impact of digital media and tools on the environment and the Circular Economy Collage workshop to examine our society's existing linear economic model and its impacts.
- ♦ **Partnerships & transversal business cases**  
Bridge the gap between theory and practice with transversal business cases with EY and BMW to brainstorm sustainable solutions.



- ♦ **Strengthen your resume with two key industry certifications**  
Train for and obtain The Assessment of Sustainability Knowledge (TASK by Sulitest), the first international certificate of sustainability knowledge.  
Obtain the certification to lead the “2Tonnes” climate awareness workshop.



### CAREER OPPORTUNITIES

- Change Management & Consulting
- BCSG, Sustainability & ESG reporting
- Entrepreneurship, Innovation & New Business Models
- Green Finance
- Sustainable Marketing

More information



## NEW IN 2024

### MSc Artificial Intelligence for Business

Rouen Campus - 15 months

#### DRIVE THE FUTURE OF BUSINESS WITH AI

- ♦ **Master current and future iterations of AI technology**  
Build a grounded foundation in different forms of AI and their business applications: machine learning, deep learning, natural language processing and computer vision.
- ♦ **Learn to create, manage, and implement AI solutions within organisations**  
Take advantage of groundbreaking, specialised curriculum combining AI technology, business management and practical applications to be able to lead and implement AI solutions in all industries.
- ♦ **Build the insight to lead successful business strategy, powered by AI**  
Critically assess, evaluate and communicate ethical, sustainable and responsible risks, impacts and opportunities associated with AI solutions in business contexts.
- ♦ **Enhance career prospects and develop your network**  
Benefit from networking opportunities with industry partners and potential employers in a rapidly growing and high-demand field.

#### CAREER OPPORTUNITIES

- AI Consultant
- AI Sales Manager
- Big Data Analyst
- Business Intelligence Developer

### MSc Strategy, Organisation & Consulting

Rouen Campus - 15 months

#### BUILD A STRATEGIC MINDSET

- ♦ **Master strategy from all angles**  
Forge crucial skills in strategy, develop competencies in transformation and crisis management and gain essential knowledge in finance, law, sustainability and digitalisation.
- ♦ **Develop key skills in organisational management & consulting**  
Design, lead and implement successful strategic projects that integrate the organisational and managerial challenges of a company.
- ♦ **Build essential consulting skills valued by professionals and clients**  
Develop your analytical thinking and problem-solving, communication, negotiation and relationship-building and sharpen your business acumen. Learn to prepare for and master case interviews, a key step in the recruitment process in the consulting field.
- ♦ **Investigate how tech innovations can help you build a competitive edge**  
Acquire the knowledge and skills needed to strategically navigate and harness the evolving challenges and opportunities presented when conducting business in the digital age.

#### CAREER OPPORTUNITIES

- Strategy Consultant
- Business Intelligence Consultant
- Strategy & Financial Analyst
- Digital Strategy Consultant

# SECTOR EXPERTISE

## International Master in Luxury Management

Reims Campus & Milan - 15 months

Not accessible via the International Pre-Master



### BENEFIT FROM FRANCE AND ITALY'S EXPERTISE IN LUXURY MANAGEMENT

- ♦ **Earn a double-degree master from NEOMA and POLIMI Graduate School of Management**

Explore luxury in Italy and France, the renowned birthplaces of luxury. Benefit from NEOMA's leadership and management expertise and POLIMI's product production focus.

- ♦ **Acquire a global luxury outlook: Understand the foundations of value creation**

> **In Milan**, master luxury management focusing on global luxury outlook, value creation and delivery. Explore product design, marketing, sustainability, CSR and innovation.

> **In Reims**, cover essentials in marketing, finance, accounting, law, strategy and industry experience for international success in luxury management.

- ♦ **Build your executive skills through diverse projects and experiences in the professional world**

Gain a global perspective of luxury management challenges from managers at top companies such as the Prada Group, Parfums Christian Dior, Gucci, and more. Develop leadership and managerial skills through workshops. Expand your network and career opportunities by connecting with employers.

- ♦ **Benefit from an experiential & immersive learning approach**

Explore diverse luxury perspectives online and offline, emphasising French and Italian approaches. Immerse yourself in the Champagne ecosystem in Reims and attend a week of master-classes in Paris covering various aspects of business.

#### CAREER OPPORTUNITIES

- Product Manager
- Project Development Manager
- Merchandising Manager
- Buyer

More information



## MSc Cultural & Creative Industries

Rouen Campus - 15 months

### BECOME A SUCCESSFUL MANAGER IN THE CULTURAL AND CREATIVE SECTOR

- ♦ **Tackle all aspects of the cultural sector with a balance of theoretical, art-focused lectures and hands-on sessions led by top experts**

Gain cultural management insights through theory-based courses on subjects such as cultural policies, intellectual property and arts marketing. Explore the impact of CSR on the arts, learn publishing management from La Martinière's CEO and understand the delicate balance between marketing and preserving cultural essence.

- ♦ **Immerse yourself through innovative teaching methods using new technologies, teamwork & creativity**

Meet and collaborate with professionals in the arts sector: Centre Pompidou, Opéra de Rouen, Musée des Beaux-Arts de Rouen, Netflix, Canal +, and more.

- ♦ **Strengthen essential skills needed in the arts industry**

Master cultural project management, teamwork in diverse settings, critical thinking on inclusivity and artistic recognition and enhance writing skills through exercises and essays.

## MSc Wine & Gastronomy

Reims Campus - 15 months

### DEVELOP YOUR MANAGERIAL SKILLS IN THE WINE AND GASTRONOMY INDUSTRY

- ♦ **Experience immersive learning with a blend of academic lectures and professional insights**

> **Taste and Tell conferences:** Meet leading figures of the industry such as Labeyrie, La Maison du Whisky and Royal Champagne. Get feedback on market trends and expand your network.

> **Immersive visits** to key players in the industry such as Veuve Clicquot or Ayala Champagne.

- ♦ **Gain insights into food & drink marketing dynamics with premium academic content**

Acquire diverse marketing skills, including consumer behaviour insights, sensory marketing and strategic territorial marketing, and engage with local producers and entrepreneurs.

- ♦ **Access key industry certifications**

> Earn the Wine and Spirit Education Trust (WSET) certifications and achieve industry recognition, expertise and career development opportunities in the wine and spirits sector.

> Obtain the Champagne MOOC certification, deepen your knowledge to better taste, present or sell champagne and showcase your expertise.



#### CAREER OPPORTUNITIES

- Sales Manager
- Marketing & Communication Manager
- Fundraising & Sponsorship Manager
- Executive and Administrative roles in artistic institutions

More information



#### CAREER OPPORTUNITIES

- Export Manager
- Food & Wine Journalist
- Marketing Manager
- Oenotourism Manager

More information



# PERSONALISED SUPPORT FOR OUR STUDENTS

## Reims, Rouen, Paris: great places to live and work

Studying at NEOMA means benefitting from the very best living and learning conditions. The three campuses and their infrastructures were designed to provide students with a comfortable and stimulating environment.

## Health & Wellness

NEOMA's Wellness Centre provides students with mental health support, services for students with disabilities, well-being workshops and more.

All our campuses are accessible to people with disability. For more information, please contact: [wellness@neoma-bs.fr](mailto:wellness@neoma-bs.fr)



## Preparing your arrival

The team at NEOMA's HUB, on all three campuses, are dedicated to assisting students in preparing their arrival and getting settled on campus (housing, visas, orientation, etc.)



For more information about  
NEOMA's personalised student  
support, scan this QR code with  
your smartphone



## Take advantage of Talent & Career's extensive resources

Your academic studies include a compulsory support programme to help you prepare your career plan and apply for internships or your first job.

**40** career experts  
dedicated to supporting students

More than **100**  
courses and activities offered

**98 000** internships  
and job offers per year

On average, graduates of NEOMA  
find a job within

**1 month**  
of graduation.





# FINANCING YOUR STUDIES

**At NEOMA Business School, we are aware that financing one's studies is a primary concern for our students.**

Our goal is to help each of our students thrive in a quality study programme by offering solutions tailored to his or her personal situation. The staff at our information and service centre, the HUB, can provide you with information and assistance with administrative procedures. From state grants, loans and university scholarships, there are many solutions to help you achieve your career ambitions!

## Scholarships/Grants

### FOR INTERNATIONAL STUDENTS:

#### The Excellence Scholarship

NEOMA Business School offers scholarships to support international applicants who have been admitted into one of its Masters programmes. 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.

Scholarships are limited and applied as a reduction in tuition fees. Once admitted to the programme, interested international candidates are invited to contact the Admissions team for more information: [admissions@neoma-bs.fr](mailto:admissions@neoma-bs.fr)

#### 'Early Bird' tuition discount

International students who apply before 31 January, 2024 may be eligible for the 'Early Bird' discount of €1,000.

#### The Eiffel Scholarship

The Eiffel Excellence Scholarship (Bourse Eiffel) is granted by the French Ministry for Europe and Foreign Affairs to international students living outside of France who demonstrate great interest in pursuing their studies in France.

### FOR FRENCH AND INTERNATIONAL STUDENTS:

#### NEOMA Business School Foundation Scholarships

The NEOMA Foundation is committed to equal opportunity in higher education. In case of financial difficulties, the Foundation may provide eligible students with a scholarship covering up to 50% of tuition fees. Interest-free, unsecured loans may also be awarded to students in our Part-time Specialised Masters or Masters of Science programmes. Student applications for financial aid are evaluated at two annual meetings, based on three criteria:

- Academic excellence
- Financial or family situation
- The applicant's personal merit

## Loans

### Student loans

Banks grant loans at a preferential rate of about 1% to students attending Grandes Ecoles and living in France, as long as you have a guarantor.

### Government-backed student loans

The French government has set up a student loan guarantee fund in partnership with certain banks (Société Générale, Crédit Mutuel, C.I.C, Banque Populaire and certain Caisse d'Épargne banks). Learn more by asking the banks about your financing options.

*For more information about financial aid, scan this QR code with your smart phone*





# ADMISSIONS

## Admissions requirements

### 1-YEAR MSc:

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 1 year of professional experience
- Proof of English language proficiency is required during the application process (TOEIC, TOEFL iBT, IELTS, Cambridge, Duolingo)\*

\*Contact the Admissions team to learn more about required scores.

### 2-YEAR MSc:

For holders of a 3-year bachelor's degree, you may complete our MSc in two years by joining our one-year International Pre-Master programme before continuing to your MSc of choice.

## Admissions calendar

Application are accepted on a rolling basis, from September 2023 with a final deadline for submissions in mid-July 2024.

However, given the limited number of places, candidates are advised to apply as early as possible.

## Admissions process

- Complete the online application: [apply.neoma-bs.fr](https://apply.neoma-bs.fr)
- Provide scanned copies of all original documents in English or French (CV, motivation letter, transcripts, etc.)
- Candidates who meet the admissions requirements will be asked to complete a deferred interview
- Admissions results are sent by email within two weeks of the interview
- Application fee: €100

## Contact

### The Admissions Team:

[admissions@neoma-bs.fr](mailto:admissions@neoma-bs.fr)



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





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Shape the future**

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