

NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS



**OPEN YOUR WORLD
WITH LEADING UNDERGRADUATE PROGRAMMES**

GLOBAL BBA • CESEM



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.

Academic excellence

NEOMA offers a wide range of programmes in all fields of management: undergraduate, a Master in Management, Masters of Science, full-time or part-time Specialised Masters (Mastères Spécialisés) in apprenticeship and continuing education.

NEOMA's large and diverse faculty offers you a high level of multidisciplinary teaching and a rich international outlook.

203 core faculty members

78% international faculty

Our faculty members also contribute their expertise to impactful research. NEOMA's professors contribute to key debates in the academic community and provide solutions to the current challenges faced by business and society today.

Innovative pedagogy

NEOMA has developed its teaching approach by leveraging active and experiential learning methods as well as cutting-edge tools and technologies. Here are a few examples:

- Immersive virtual reality, which has earned the School multiple international awards
- Artificial intelligence to support your success via Adaptive Learning
- "Web Series" courses during which you are the hero
- Peer-to-peer learning with Neo-Smart
- Learning is also facilitated by small classes and a low student-faculty ratio.



**Recognised excellence
in global rankings**

15th Master in Management
worldwide (*The Economist 2021*)

5th place in France
(*Le Point 2022*)



Join a powerful AND INTERNATIONAL NETWORK

By pursuing your studies at NEOMA, you will grow in a stimulating, multicultural environment and have the opportunity to enrich your career by studying at the world's best universities. You will also join a vibrant, supportive and influential community.

Prestigious international partners

An international outlook is a key part of the NEOMA experience. The School boasts a large network of partners recognised for their academic excellence, located in 61 countries across all five continents.

400 partner universities
 (Concordia University; University of California, Berkeley; Dublin City University; Universidad Pontificia Comillas ICAI-ICADE; Hong Kong Baptist University...)

You can therefore enjoy an immersive, cross-cultural experience during your studies at NEOMA and gain access to a wide range of international double and triple degrees.

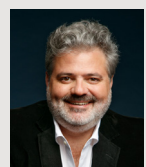
A network of graduates to support your career

NEOMA counts **68,700** alumni throughout the world, gathered in highly active chapters and clubs. Our graduates will help you develop your network in France and abroad, find a job and shape your career.

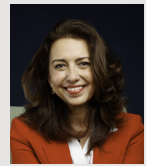
A broad spectrum of sectors and professions are represented within NEOMA Alumni, offering you significant opportunities to boost your career.

1 month: the average time to find a job after NEOMA
25% of graduates living and working abroad
94 alumni chapters around the world

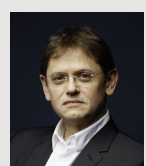
Inspiring careers



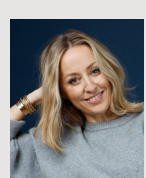
Ilan Benhaim
 Co-Founder & Executive Partner
 VEEPEE



Angeles Garcia-Poveda
 Chairwoman of the Board
 LEGRAND



Laurent Kleitman
 President & CEO
 CHRISTIAN DIOR



Fanny Moizant
 Co-founder & President
 VESTIAIRE COLLECTIVE



Experience NEOMA's VIBRANT STUDENT LIFE

Great places to live and work

NEOMA's three campuses - in Reims, Rouen and Paris - and their facilities have been designed to provide you with a unique and stimulating environment. Each are places for living, sharing and meeting: conferences, debates and other events open to a variety of audiences are hosted on campus and contribute daily to the School's academic prowess and to the cultural life of the region.

NEOMA also has its own 100% virtual campus for a unique educational experience, at the crossroads of distance and face-to-face learning.



Active and enriching student life

At NEOMA, you can live your passions while also building your skills.

90 student-lead organisations
(arts, culture, sport, entrepreneurship,
solidarity, and more!)

500 events each year



A real opportunity to learn and take responsibility, a space for creation and experimentation, engaging in community-based student life at NEOMA allows you to flourish in a group project and to develop your professional skills.



Personalised support for our students

> Health & Wellness:

From mental health support, services for students with disabilities, well-being workshops and more, the Wellness Centre has all students need to take care of their physical and mental health!

> Career & Professional Development:

At NEOMA, advisors within the Talent & Career service help students explore potential careers options, land internships and tailor their CVs for future employment.

> Arrival in France:

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

> Scholarships & Financial Aid:

Several solutions are available to fund your studies, from merit-based scholarships, French Foreign Ministry scholarships or study grants from your home country. *For more information, see page 8.*



Build your study path AFTER HIGH SCHOOL

NEOMA Business School offers two courses of study accessible directly after high school, each allowing you earn a bachelor's degree.

2 programmes, thousands of opportunities

Our undergraduate programmes offer a variety of opportunities: international exchanges, double degrees, professional experiences, and more.

Choose the undergraduate programme that best fits you

CESEM

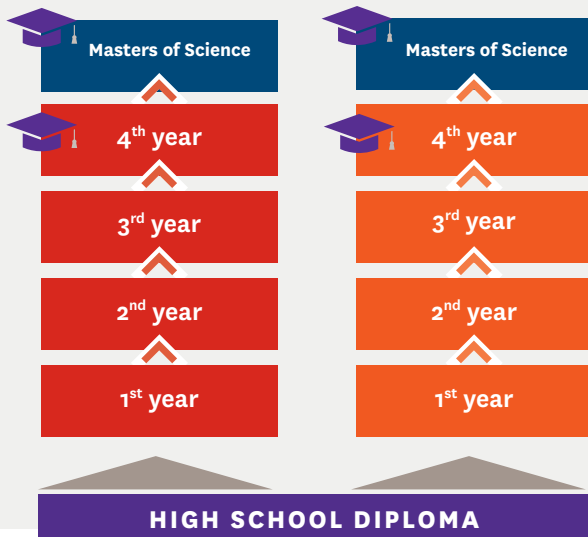
INTERNATIONAL
DOUBLE BACHELOR

Reims campus,
Paris campus (Asia track),
partner universities campuses

GLOBAL BBA

BACHELOR IN
BUSINESS ADMINISTRATION

Reims, Rouen,
Paris (1st year) Campuses



Continue your studies with a Master of Science at NEOMA

After completing the Global BBA or CESEM, you will have the option to continue your studies and deepen your expertise via a one-year Master of Science degree at NEOMA.

Finance:

- MSc International Finance
 - > Corporate Finance & Investment Banking Track
 - > Financial Markets & Risk Management Track
 - > Real Estate & Wealth Management Track

Marketing:

- MSc Marketing
 - > Digital & Data Marketing Track
 - > International Brand Management Track
 - > Luxury Marketing Track

Management & Strategy:

- MSc Business Analytics
- MSc Entrepreneurship & Innovation
- MSc Global Management
- MSc International Business Development
- MSc International Project Development
- MSc Supply Chain Management
- MSc Sustainability Transformations

Sector Expertise:

- MSc Cultural & Creative Industries
- International Master in Luxury Management (Double Degree Master programme)
- MSc Wine & Gastronomy

Learn more about our
MSc programmes
by downloading
the brochure



GLOBAL BBA

THE LEADING UNDERGRADUATE PROGRAMME
TO BROADEN HORIZONS

FOR WHOM?

If you would like to progressively build your future career plan in a school of excellence, experiment and test your skills and broaden your experience in France and abroad, the Global BBA is the programme for you.

Programme fact sheet

- ✓ Global Bachelor in Business Administration
- ✓ 4 years of study
- ✓ Instruction 100% in English or bilingual English-French (Year 1 only)
- ✓ Reims, Rouen and Paris campuses (Paris in Year 1 only)
- ✓ Ranked #2 in the *L'Etudiant* 2022 ranking of undergraduate programmes in France

Learn more about
the Global BBA



PROGRAMME STRENGTHS



A general management course

"General" means that the programme will give you a complete overview of the skills you need so that you can play a key role in a company in France or abroad.



A progressive construction of your 4 years of study

The curriculum is designed to allow you to refine your choices through the experiences we offer throughout the programme and the personal insight you will gain from them.



A variety of experiences, including a 1-year exchange in the second year

This programme offers you multiple opportunities to grow: study abroad, community-based projects, start-up development, simulation games and more.



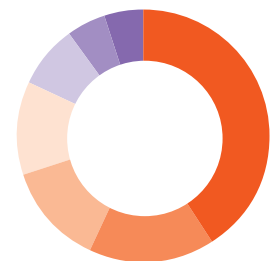
Diverse professional experiences through internships, including 6 months abroad and entrepreneurship

In four years, you will complete three internships in France and abroad. From start-ups to multinational corporations, you will be sure to acquire professional agility.

CAREER OPPORTUNITIES AND PROSPECTS

Students choose the Global BBA because of their desire to work in companies with an international reach and to develop in a multicultural environment.

Trade, Sales, Export	41%
Marketing, Communication	16%
Finance, Banking	13%
Procurement, Logistics ...	12%
Research, Consulting	5%
General Management, Business Creation	5%
Other	8%



CESEM

TWO DEGREES OF EXCELLENCE
FOR TWICE AS MANY OPPORTUNITIES

FOR WHOM?

If you are curious about the world, would like to immerse yourself in other cultures and dream about an international career, then CESEM is the programme for you.

Programme fact sheet

- ✓ International Double Bachelor
- ✓ 4 years of study (2 years at NEOMA, 2 years at a partner university abroad)
- ✓ 3 tracks (Americas, Asia, Europe)
- ✓ Reims campus and Paris campus (Asia Track only)
- ✓ Ranked #1 for internationalisation in the *Le Point 2022* French ranking.

Learn more about
the CESEM



PROGRAMME STRENGTHS

A double degree from 2 institutions of excellence

At CESEM you will study two years in France and two years in another country: you will be awarded two excellent business school diplomas, a bachelor's degree from NEOMA and a bachelor's degree from a leading foreign university such as: FGV EAESP (Sao Paulo, Brazil), Laval University (Quebec, Canada), Knauss School of Business, University of San Diego (San Diego, United States), University of International Business and Economics (Beijing, China).

A multicultural environment

During your four years of study, you will gain solid international experience. You will be immersed in other cultures with students from all over the world, you will study geopolitics, intercultural management, and more.

Become bilingual or trilingual

The CESEM programme will enable you to master at least two foreign languages. You will be able to apply your skills and gain confidence in speaking the languages you have learned during your study abroad and professional experiences.

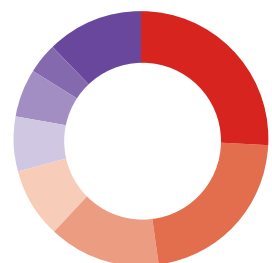
Opportunities for long-term internships in France and abroad

To put your knowledge into practice, you will carry out two internships in France and abroad. You will develop your skills and gain solid professional experience.

CAREER OPPORTUNITIES AND PROSPECTS

What are the qualities of a CESEM graduate? Their agility, their adaptability, their ability to manage multicultural teams, to communicate ideas, to work with others and of course, a pronounced interest in international mobility.

Finance	26%
Marketing & Business Development	22%
Audit.....	14%
Human Resources	9%
Big Data	7%
Procurement, Logistics	6%
General Management, Business Creation	4%
Other	12%





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.



ELIGIBILITY & APPLICATION

	DIPLOMA	ENGLISH LEVEL*	FRENCH LEVEL*
GBBA English track	High School diploma	IELTS 6.0 or equivalent	/
GBBA Bilingual track	High School diploma	IELTS 5.5 or equivalent	B2
CESEM	High School diploma	IELTS 6.0 or equivalent	/

Complete the online application: apply.neoma-bs.fr

*Contact our team to learn more about the recognised exams.

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 €2,500. Early applicants for Fall may also be eligible for the Early Bird campaign.

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

Learn more about scholarships:



CONTACT

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Western Europe, USA & Canada

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

