

GLOBAL BBA

BACHELOR IN BUSINESS ADMINISTRATION



ENTREPRENEUR OF YOUR OWN TALENT

NEOMA
BUSINESS SCHOOL

REIMS • ROUEN • PARIS

Be passionate. Shape the future



DELPHINE MANCEAU
Dean,
NEOMA Business School

“ *Internationalisation and CSR: the heart of NEOMA Business School strategy.* ”

In a profoundly changing environment, NEOMA Business School is determined to achieve its goals of accompanying the new generation of students on the road to their first jobs and their future positions, some of which have yet to be created, by passing on new perspectives, knowledge and sound practices, providing them with the ability to create opportunity from uncertainty and helping them to become pertinent and responsible managers who are aware of their social and societal role. With 72% of international professors, more than 100 nationalities on our campuses and over 360 academic partners around the world, we provide our students with a stimulating learning environment rich in cultural openness, ensuring their ability to adapt.

Openness, Entrepreneurship, Respect and Excellence are the School's core values.

Michel-Edouard Leclerc, the School's President, and myself are passionate about working wholeheartedly towards the achievement of this project. Our ambition is the success of our students and graduates, who are the architects of tomorrow's world.

All the NEOMA Business School teams join me in welcoming you to our Global BBA programme!



MOLKA ABBES
Director,
Global BBA

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

The Global BBA is a highly international general management first degree. The programme is intended for students interested in the international level, the global economic environment, entrepreneurship and project management. The GBBA curriculum is composed of a combination of campus semesters, international exchange semesters and internship periods (startups and companies). The Global BBA at NEOMA Business School gives the students the skills and competences that will turn them into entrepreneurs of their own talent, and set them up for an ever-changing, fast-paced global business environment. The GBBA students' classes are covered by the wide multicultural faculty of NEOMA.

The professors are experts in several research areas of excellence aligned with the evolving managerial challenges and the specificities of the GBBA programme: « AI, Data Science & Business », « The Complexity Advantage », « The Future of Work » and « The World We Want ». Our young graduates will have the professional agility, adaptability and know-how to position themselves at the forefront of development, to innovate and create value throughout their careers. Through constant immersion in multicultural and diverse learning situations, both on NEOMA Business School's three campuses (Reims, Rouen, Paris) and abroad, students will not just learn about global business but they will experience it! Hands-on contact with the business environment, dynamic and varied "learning by doing" experiences will turn our students into open-minded, idea and solution-oriented professionals.

JOIN NEOMA BUSINESS SCHOOL

The ambition to be a leading challenger

Through an agile approach characterized by the "test and learn" method, NEOMA Business School is asking questions of itself and adopting a challenger mindset. "What would we like to challenge? Ourselves, first of all!", explains Delphine Manceau, Dean. "But also, our international approach, our teaching methods, our digital vision and the structure of our campuses. Our objective is not simply to follow innovations, but to create them."

As such, NEOMA Business School has centred its new strategic plan around a clear ambition: to become the innovative challenger to the world's leading business schools.



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

3 state-of-the art campuses:

Reims, Rouen and Paris
+1 virtual campus

3 international accreditations



9,500 students -
100 different nationalities

International rankings:



30th Masters in Management worldwide
(Financial Times 2021)

15th Masters in Management worldwide
(The Economist 2021)

Academic excellence:



185 permanent professors
+72% of the faculty is international

1,200 professional teachers

A powerful network:



6,800 companies
+ 200 key corporate partners

1 network of over
65,700 graduates

360 international academic partners



Entrepreneur OF YOUR OWN TALENT

Our Global BBA puts strong emphasis on its international aspect and educates versatile managers. It offers francophone and anglophone students a comprehensive programme for management, entrepreneurship, experience-based pedagogy, immersive periods in companies as well as international experience, while allowing students to organise their own curriculum.

Diploma approved/controlled by the state **bachelor** degree approved by the Ministry of Higher Education and Recherche



2nd position for undergraduate programmes in France (*L'Etudiant magazine ranking**)

Campuses in **Reims, Rouen** and **Paris** (first year)

(*French ranking)

“



Colin GODEFROY,
2011 Graduate
Digital Advertising and
Data Strategy Manager,
Ferrero France

My job consists of supervising online advertising campaigns

for the Ferrero brand portfolio.

My duties require coordination and supervising abilities as well as curiosity and open-mindedness.

I used the know-how and social skills that I acquired in the BSc programme on a daily basis. With them I can demonstrate my versatility and adaptability, which are important skills in the constantly changing and developing digital sector.

The many diverse, international and professional experiences that I have accrued are real assets for my development in an international, multicultural group like Ferrero. ”

A CURRICULUM WITH MULTIPLE OPPORTUNITIES



Custom track sbased on the development of your professional project



6-months or 1-year exchange abroad (200 partners)



3 internships in France or abroad and option of an apprenticeship in the 3rd and 4th year



Bilingual instruction in French and English **or 100% English** in the 1st year



Preparation for **an additional year of studies with Masters track**
At the end of your programme, your continued studies in one of the MSc at NEOMA is guaranteed (see page 6)



... TO DEVELOP YOUR PROFESSIONAL SKILLS AND BRING OUT YOUR TALENTS

Become an actor and entrepreneur

The programme is meant for students who are interested in entrepreneurship, project management and the global economic stage.

Its purpose is to develop your **curiosity, sensitivity to inter-culturalism and ability to analyse situations critically and offer innovative solutions** with strong value added.

The programme thus relies on an **action-based pedagogy** (test and learn) with projects, simulations, seminars and case studies.

Develop your agility

To attract recruiters today, you need to show a solid **skills for solving complex problems, a creative and critical outlook and the ability to work in a group**. For the 4 years in the Global BBA, you will develop professional agility, commercial and managerial skills, learn to encourage the talents in your teams, apply your knowledge, analyse situations critically, and act appropriately and **grow in any environment**.

Plunge into an international environment

The Global BBA also provides genuine international immersion. First our campuses **host students and professors who come from around world** and courses that are taught **completely in English**. Outside our walls we also have set up a large **network of more than 200 partner universities** on five continents for **6-month or 1-year exchanges** in the 2nd year of the programme. Lastly, we are connected to **numerous international companies** offering a multitude of possible internships.

A custom programme, FOR CULTIVATING YOUR TALENTS

Bilingual or English track, destinations abroad, internships in companies and start-ups, apprenticeships, entrepreneurship, Masters track or Business track, and all of it throughout your entire programme where you can customise your curriculum in the Global BBA to test and cultivate your talents.

YEAR 1

Bilingual track or English track*

ACQUIRING FUNDAMENTAL SKILLS

SEMESTERS 1 AND 2

- ▶ Courses on **Reims, Rouen and Paris** campuses
 - *Management and Organisation*
 - *Accounting*
 - *Quantitative Methods for Marketing*
 - *Economics*
 - *Business and Corporate Law*
 - *Financial Analysis and Provisional Management*
 - *Digital Literacy*
 - *Geopolitics (optional)*
 - *Intercultural skills (optional)*
 - *English*
 - *Second or Third Language (optional)*
- ▶ Social Engagement Project
(see page 8)
- ▶ 3-month internship in France or abroad 

YEAR 2

100% in English

LINGUISTIC AND CULTURAL IMMERSION

SEMESTERS 3 AND 4

- ▶ Academic exchange in one of our 200 partner universities
(see page 10-11) 

or

SEMESTER 3

- ▶ Courses on **Reims and Rouen** campuses

SEMESTER 4

- ▶ Academic exchange in one of our 200 partner universities
(see page 10-11) 
- or “Entrepreneurs Across Borders”
(see page 9)

▶ INDIVIDUAL TRAJECTORY MODULE



Spotlight on: Individual Trajectory

These courses and workshops prepare you for your future professional placement. Each year you work on your transversal skills, expand your knowledge of different sectors and professions, and above all learn about yourself so you can find internships matching your professional project.

With help from a team of experts, you will work on your CV, covering letter, LinkedIn profile, oral communication and e-reputation and meet various professionals so you can explore different professions. You will also prepare for different job interviews and learn how to pitch yourself.



YEAR 3

100% in English

SKILLS DEVELOPMENT

SEMESTERS 5 AND 6

- ▶ Courses on **Reims or Rouen** campus
 - **Common core courses:**
 - *The Digital Organisation*
 - *The Social Impact of Globalisation and Innovation*
 - *Strategic Management*
 - *Strategic Marketing*
 - *Management Accounting & Control*
 - *Human Resource Management*
 - **Skills development:**
 - *Brand Management*
 - *Corporate Finance*
 - *Innovation Management*
 - *Supply Chain Management*
 - *Emerging Industries (optional)*
 - *Critical thinking (optional)*
 - *English*
- *2nd language and 3rd language (optional)*
- ▶ Live Business Development Case
or Live Association Case (see page 12)
- ▶ 2-month internship in start-up 

YEAR 4

100% in English

PROFESSIONALISATION OR SPECIALISATION

SEMESTERS 7 AND 8

ENTREPRENEURSHIP TRACK :

- ▶ Specialisation courses in Entrepreneurship followed by a start-up project
- or Bridge Entrepreneurship (*UC Berkeley programme, page 15*)
- ▶ 6-month internship in France
- or 12-month integration in NEOMA incubator
or in the Schoolab San Francisco as part of the Bridge Entrepreneurship programme (see page 15)



or

MASTERS TRACK :

- ▶ 6-month internship abroad 
- ▶ Elective courses linked to continued studies (*Finance, Marketing, Innovation Management, Sustainable Development, Purchasing, Logistics & Supply Chain...*)

or

ASSOCIATION TRACK :

- ▶ Elective courses (*a schedule adapted to facilitate associative involvement*)
- ▶ 2 3-month internships 

▶ **APPRENTICESHIP OPTION** in two years (from the 3rd year) or one year (4th year) - see page 13.



3 foreign languages option

In your curriculum, you can start or continue a second or third language option: Spanish, German and Chinese on all three campuses (Paris, Reims, Rouen); Arab, Italian, Japanese and Russian only in Reims and Rouen.



Year 1:

REIMS, ROUEN OR PARIS

INTEGRATING MANAGEMENT FUNDAMENTALS IN FRENCH OR ENGLISH

Agility is the very essence of the Global BBA! We created the programme to allow our students to develop and experiment, learn and test their skills and knowledge. You can thus capitalise on your experience and gradually, through the exploration of your abilities, projects and motivations, develop solid **professional expertise**.

The 1st year of the curriculum is offered 100% in English on the Paris, Reims and Rouen campuses. In Reims and Rouen you can choose a bilingual curriculum with certain courses given in French. Starting in the 2nd year, all the courses are in English.

You can also take a second and third language option (see page 7).

FOCUS ON A FEW HIGHLIGHTS

Company simulation

This simulation allows you to put your knowledge to work in a **concrete, realistic situation**. You will take charge of the strategic and operational management of a company in a team of 5 people, with each person handling a major function of the company, and its activity located on two distinct geographical zones. Your professors will guide you and play the roles of banker, executive board and labour inspector. Over 3 days you will make operational decisions that will lead your company to success... or failure.

The social engagement project

Have a **unique experience where you spend several days in an association in our regions**.

It's a different way to apply your assets and begin your professional project. Along with providing insight into the importance of becoming involved in associations in our society, this course will allow to better understand how they function.

Company internship in France or abroad

This internship puts you in a professional situation at the end of your 1st year and lets you discover the company and apply your fundamental skills. Offered for 3 months in France or abroad.



Philippine LAURENT,
2019 Graduate
Project buyer, Valeo
(Amiens, France)

I did my first-year internship at TEREOS, a player in the agro-food industry. I was responsible for analysing the risks linked with production. I had to find solutions to manage various constraints and problems. I also conducted an audit via a series of interviews with employees from various departments, which aside from helping me learn about their jobs, helped me put together a risk and solution index for each post.. ”

Year 2:

EXPERIENCE INTERNATIONAL IMMERSION

This is the year where you go abroad.

There is the option of two tracks, your choice!

- 1st semester of fundamental and elective courses (100% in English) then a one-semester exchange at a partner university,
- Or a full year at a partner university.

You will go on an academic exchange for a semester or a year at one of our **200 partner universities** throughout the world. You will take courses and sit for exams in English or in the country's language.



SPOTLIGHT on:

"Entrepreneurs across borders"

Create your "born global" start-up

This programme was started NEOMA with 10 other prestigious business schools in Europe, Asia, the Americas, Oceania and the Middle East and allows students to take entrepreneurship courses in one of the universities belonging to this international consortium, while receiving support from its incubator. It's a unique opportunity to bring your project to life during your academic exchange by taking advantage of the expertise of a recognised establishment and discovering a dynamic entrepreneurial ecosystem that is culturally different from the French system. It's **an ideal experience for creating a "born global" start-up** and addressing international problems!



Caroline GOURDIN,
2019 graduate,
Project Manager Open Banking,
BNP Paribas Personal Finance
(Paris, France)

For my exchange, I spent one year at **JAMK University of Applied Sciences in Finland** because the country has the reputation for being the best in the world for education and work lifestyle with a very open and respectful culture.

There are no inequality issues there. Everyone has the same rights, and everyone speaks English fluently. I also had the chance to take wonderful trips to Lapland, Russia and Sweden. ”



Céleste LAVENU,
2020 graduate,
Marketing & Communication
Assistant, Universal Music
Africa (Abidjan, Ivory Coast)

For my 2nd year exchange, I decided to go to Winnipeg, Canada, where I was able to improve my English, moving from a B2 to C1 level. I also had to adapt to their way of working and show my agility by shifting my habits and time management. I think that going abroad starting in the 2nd year allows us to grow and develop much more quickly. Being in a different environment helped me to feel more self-assured both in my work and in my daily life. I became more daring and I had great confidence in myself. I then did my 6-month internship on the other side of the world in my 4th year for the GBBA! Australia always intrigued me, and I found an internship in a field that interested me and without even having to think about it I left to go discover that incredible country. ”



Your academic travels

ABROAD

200 opportunities to discover the world in reputed universities

What better way to have an international experience that living among the people and culture of a different country?

The school offers you its **quality partnerships with renowned universities**, 70% of which are accredited. The network of partners for the Global BBA includes 200 institutions spread over 5 continents.

In your 2nd year for a semester or a full year, you will become one of their students. The goal of this exchange is to give you the opportunity to discover a country along with its language and culture within its very borders.

Learn more about our partner universities:
www.neoma-bs.com
> **International Partners**

NORTH AMERICA

Canada:

Halifax, Hamilton, Kitchener, North Bay, Ottawa, Prince George, Québec, Saskatoon, St Catherines, Victoria, Waterloo, Winnipeg

United States:

Atlanta, Berkeley, Bloomington, Boise, Boston, Charleston, Cleveland, Frostburg, Houston, Madison, Mankato, Pittsburgh, San Diego, Shippensburg, Tampa, Washington DC, Whitewater, Worcester

SOUTH AND CENTRAL AMERICA

Argentina: Bahia Blanca, Buenos Aires

Brazil: Curitiba, Sao Paolo

Chile: Coquimbo, Santiago

Colombia: Bogota

Mexico: Mexico City

Peru: Lima





AFRICA
Morocco:
Casablanca

ASIA

China: Beijing, Chengdu, Guangzhou, Hangzhou, Hong Kong, Macau, Ningbo, Shanghai, Suzhou, Taiwan (Kaoshiung, Taipei and Minxiong), Wuhan, XI'an

South Korea: Ansan, Daegu, Daejeon, Gwangju, Incheon, Seoul

India: Calcutta, Greater Noida, Lucknow

Japan: Akita, Tokyo

Malaysia: Nakhon Pathom, Pulau Pinang

Thailand: Bangkok

United Arab Emirates: Abu Dhabi

OCEANIA
Australia:
Melbourne

EUROPE

Austria: Innsbruck, Krems, Linz

Belgium: Liège, Louvain

Bosnia Herzegovina: Sarajevo

Cyprus: Nicosie

Croatia: Split, Zagreb

Czech Republic: Brno, Pilsen, Zlin

Denmark: Aalborg, Lyngby, Roskilde

Estonia: Tallinn

Finland: Helsinki, Pori, Vaasa

Germany: Aix-la-Chapelle, Dortmund, Dresden, Frankfurt, Münster, Pforzheim, Reutlingen

Hungary: Miskolc, Pécs

Ireland: Dublin, Limerick

Italy: Bologna, Milan, Piacenza

Lithuania: Vilnius

Norway: Agder, Bergen, Oslo, Trondheim

The Netherlands: Arnhem, Amsterdam, Hague, Rotterdam

Poland: Gdansk, Warsaw

Portugal: Lisbon, Porto

Russia: Moscow

Slovakia: Bratislava

Spain: Almeria, Barcelona, Córdoba, Leon, Madrid, Salamanca, San Sebastian, Zaragoza, Valencia

Sweden: Halmstad, Karlstad, Örebro

Switzerland: Västeras, Winterthur

Turkey: Ankara, Istanbul, Izmir

United Kingdom: Bradford, Edinburgh, Glasgow, Hatfield, Newcastle, Nottingham, Portsmouth



Professional experience abroad

A different way to have an international experience during the programme is by working in a foreign country, which will help strengthen your professional experience in a multicultural environment. That is why you will go at least a 6-month internship abroad.

Also, if you take the apprenticeship track in the 4th year, you can take remote courses to do a 6-month mission abroad.



Year 3:

REIMS OR ROUEN

EXPAND YOUR SKILLS

This year is made up of courses focusing on strategy, management, leadership and ends with an internship at a start-up. You begin to orientate your track and have the option of further expanding your skills in one area according to what attracts you the most.

FOCUS ON A FEW HIGHLIGHTS

Entrepreneurship

This course allows you to develop and better understand your entrepreneurial potential. You learn how to identify and evaluate a business opportunity and conduct a feasibility study, create an innovative business model and then draft and assess a credible and realistic business plan. You learn about project launch strategies and the key factors to their success. Lastly, you learn about the formalities of business creation, project financing options and the way to pitch a new business to different publics.

Live Business Development Case

In realistic conditions you will develop concrete and operational internationalisation projects for local SMEs.

In a team and working with regional professionals, you will formalise an international development plan before presenting your analyses and conclusions to a partner company who can then apply them to their development strategy.

Internship at a start-up

The majority of start-ups are born from a deep conviction held by their founders. A great deal of determination and passion go into making the company prosper. This two-month internship during the 3rd year will give you the chance to learn about different business structures where, in a small team, you will put all your skills to work for the success of a collective project... before starting out perhaps on your own business venture!

Optional Tracks

AND SPECIFIC OPPORTUNITIES

Starting in the 3rd year, you can choose to build your curriculum different and take a track that will give you professional responsibilities even more quickly.



APPRENTICESHIP TRACK (in 1 or 2 years)

Through this alternating track of theory and practice, we can give you an expansive experience and **successful professional placement**. It is also a great solution for **financing your studies** because the company pays your tuition while giving you a salary. This track can be done in any type of business, private, public or in a start-up under certain conditions.

- **The schedule:** 1 week in a company for each week at school during the 1st semester of each year, then 3 weeks in a company for each week at school during the 2nd semester.
- **The courses:** in the 4th year, you choose a professional path in the Business Track (excluding Entrepreneurship).
- **Admission to apprenticeship track is selective** and places are limited.

75 places for the track in 2 years

45 places for the track in 1 year

60% of our apprentices sign a contract with a company where they did their apprenticeship



Alice BRIQUET,
2017 graduate
Store Manager, APM Monaco
(Paris, France)

Thanks to NEOMA I have been able to do part of my studies as a real estate consultant apprentice.

I was looking for a **quick and solid entry into the professional world** so I could learn about the real expectations of companies. Through the apprenticeship I learned discipline and later realised that I wanted to become a sales manager or sales director. ”



Apprenticeship abroad

Apprenticeship in the Global BBA programme has a unique component: the **option of doing a part of your apprenticeship contract abroad through an e-learning platform**. This option is offered to fourth-year apprentices during their final semester between January and June. With an international apprenticeship, your profile meets the needs expressed by companies that have an ambitious outlook on expanding beyond the borders of France.



ASSOCIATION EXPERIENCE TRACK

As part of this customised curriculum, you will take courses in the last year according to a specific schedule and work the rest of the time on projects with student societies at the school. You will develop a **strong community outlook** where you will have the day-to-day tasks of managing a **non-profit organisation**, and as part of future recruitment, increase your ability to take on responsibilities while actively participating in campus life and inter-class relations.

In the 3rd year, you work on **Live Association Case**: you develop in the real-life conditions by working on concrete, operational projects for school student societies and find solutions for their specific problems.

In the 4th year, you can focus all of your time and take on major responsibilities in these associations and student societies.



Adèle NURIS-SOUQUET,
2019 graduate,
Responsible for Territories
Relationships, Storengy
(Paris, France)

In my 3rd year working for Enactus, I was involved with the Green S'cool project that raised awareness about ecology among primary school students through the sale of educational packages to teachers. I then chose the association track to continue to gain entrepreneurial and social experience for another year. **It was practical experience that allowed me to apply what I learned in class.** It required motivation, managerial skills, perseverance and listening skills. Everyone can find a place in these associations and student societies. Get involved! ”



Year 4:

REIMS OR ROUEN

PROFESSIONALISATION OR SPECIALISATION

You chose your track according to your post-graduate goal.



MASTERS TRACK FOR CONTINUING YOUR STUDIES

This track is for you if you want to add a fifth year to your curriculum after the Global BBA. You can do a 6-month internship, return to the school to take courses that relate to the programme that you are looking to continue with after your Global BBA studies.

The Masters Track is made up of core courses in:

- Organisational Development and Leadership
- Sustainable Business
- Data Analysis and Business Intelligence

And elective courses: Finance, Social Marketing, Innovation Management, Purchasing, Logistics & Supply Chain, International Brand and Product Management, Project Management, etc.

At the end of Masters Track, you will be ready to enter master programmes at university or in a management school in France or abroad.

As a student at NEOMA, the school assures you a place in one of its MSc. after your Global BBA (granted that you earned all of your credits and after a project validation interview with the Director of the MSc concerned).



ENTREPRENEURSHIP TRACK



CREATE YOUR OWN COMPANY

More and more students are creating their own businesses before finishing their studies or just after earning their diploma. This track will provide you with the structure in which you can develop your business project with the tools and techniques that will allow you to bring your project into existence.

The “entrepreneurship approach” of the NEOMA Business School Global BBA is broken up into several forms with one single objective: develop your ability to act, innovate AND create beyond just the creation or takeover of a business.

In the last year, you will do an entrepreneurship specialisation with the chance of entering the NEOMA incubator for your end-of-studies internship in order to launch your project.



Karl AUVRAY, 2020 graduate
Sales Engineer, Otis Elevator Co. (Paris, France)

I did my end-of-studies internship in the DANONE group in Auckland, New Zealand, in the supply chain division, which was made up of an international team with diversified missions. This internship allowed us to become players in the business with real responsibilities where we implemented the knowledge and skills that we acquired over 4 years in the GBBA. I personally had to respond to the needs of raw material production chains on a daily basis. Over the long term, I was also tasked with creating a new logistics tool to improve the production between the two New Zealand sites. For this mission I joined a team made up of a variety of nationalities, and we were responsible for presenting the weekly data and other information at each meeting. This helped me develop my attention to detail and sense of organisation and especially my interest in international business!



more than 200
start-ups launched since 2011

more than 50 projects
in incubation each year

more than 200
projects in pre-incubation phase
each year

TRANSFORM YOUR IDEAS INTO REAL PROJECTS

Since 2011 the **3 incubators and 2 accelerators** at NEOMA offer a 360° support platform to help students create or take over businesses through access to relevant services and professional advice:

- A **co-working space**
- **Personalised coaching**
- A **mentorship system** with experienced heads of businesses
- A **support and training programme**
- A **Web Lab**, to help project leaders develop their websites and mobile apps
- Many different events for meeting professionals and experts, financiers and partners for **building contacts and networks**
- **International study trips** for visiting centres of innovation

“



Camélia CHENNOUKH, 2019 graduate
BRIDGE Entrepreneurship Programme
(Berkeley, California)

I first became interested in entrepreneurship during my marketing courses in my 3rd year. I first satisfied my desire for entrepreneurship through student societies. I then learned that I could specialise in entrepreneurship in my 4th year, so I started down that path. Through the incubator, I was able to put theory into practice, meet and talk with different entrepreneurs, participate in workshops on subjects that were not covered in class, learn to perfect my pitch and participate in events that brought together different players in the entrepreneurial world. That gave me a solid foundation and legitimacy to continue down this path. At the end of GBBA, I heard about the BRIDGE Entrepreneurship programme. It was a unique opportunity to learn more about entrepreneurship, develop a project in Silicon Valley - the heart of innovation - and at the prestigious university (Editor's note: UC Berkeley). I of course didn't hesitate! ”

SPOTLIGHT on: **BRIDGE** Entrepreneurship



This track allows you to have an immersive experience at UC Berkeley in the U.S. during your last year in the Global BBA programme. You will take entrepreneurship courses there for one semester before joining Schoolab San Francisco to develop your business creation project. It's a unique opportunity to start an exceptional entrepreneurial venture in the centre of Silicon Valley!

The BRIDGE Entrepreneurship is an option in the "Entrepreneurs Across Borders" programme (see p. 9) with a departure in the 4th year (2nd year for the other partners in the programme) and a period of one year (6 months for the other partners).

END-OF-STUDIES INTERNSHIP

A 6-month internship rounds off your programme.

In the Masters track, you do it in the 1st semester to support your choice of specialisation courses in the 2nd semester.

In the entrepreneurship track, you join the incubator to work on your own business creation project.



Student Societies

FULL OF EXPERIENCES

A real opportunity for learning and developing a sense of responsibility, a space for creation and experimenting, community life allows students to grow in a group project or develop professional skills. Here are some examples of the many projects or societies at NEOMA based of 5 skills areas:



Art, Culture & Multimedia



Business & Entrepreneurship



Sport & Adventure



Student life



Responsibility & Solidarity

Learn about all of the school associations:

www.neoma-bs.com
 > Societies



THE BACHELOR STUDENT UNION

is the undergraduate student union for all classes, responsible for organising various events throughout the year: weekend of integration (WEI), themed evening events, business forums or the end-of-year Gala.



3 to 4 events per months

14 people

€15,000 budget for the WEI

€10,000 budget for the Gala

THE TEAM CHALLENGE

is a society in charge of organising the Challenge Ecricome, which is held each year. It is no doubt one of the most important events of the year.

3rd largest student sport event in France

more than 2,000 students

12 sport trophies won since 1984



THE JUNIOR ENTERPRISES OF REIMS AND ROUEN

operate as a consulting firm offering a wide range of services for strategy, marketing, finance, communication and business creation.



Early **50 years** of experience

€100,000 in revenue on each campus

more than 500 members

Pursue a one-year Master

MANY DIFFERENT OPTIONS

Choose the Master's programme that best suits your goals. Your 4 years of studies for your Bachelor's degree will have confirmed your preferences and streamlined your career path. If you wish, you can complete your studies with an Advanced Masters or a Masters of Science at NEOMA.

TOP 2 PURSUED STUDIES



Advanced Master



Master of Science

THE MASTERS AT NEOMA (FULL OR PART TIME)

After finish the Global BBA programme, continuing your studies in one of the Masters at NEOMA is guaranteed (granted that you earned all of your credits and after a project validation interview with the Director of the MSc concerned):

FINANCE

- MSc Corporate Finance
- MSc Financial Markets and Technologies
- MSc Finance, Investment & Wealth Management

MARKETING

- MSc International Marketing and Brand Management
- MSc Digital Expertise for Marketing
- MSc Luxury Marketing
- MSc Wine and Gastronomy
- MSc Marketing French Excellence

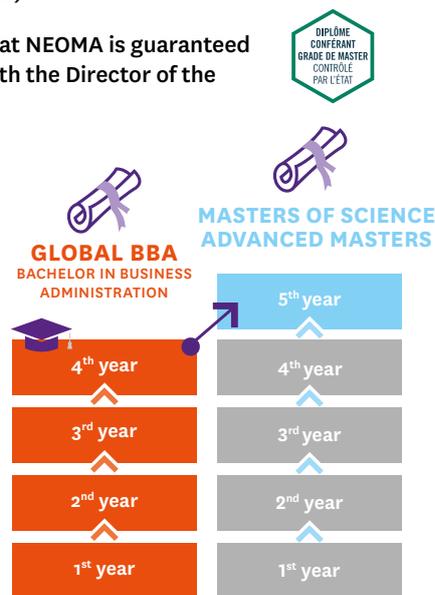
INTERNATIONAL BUSINESS & STRATEGY

- MSc Entrepreneurship and Innovation
- MSc Supply Chain Management
- MSc International Luxury Management* - Double diploma MIP Politecnico di Milano
- MSc International Business Development
- MSc Business Analytics
- MSc Digital Innovation & Strategy

INTERNATIONAL MANAGEMENT & ORGANISATION

- MSc International Project Development
- MSc Global Management
- MSc Cultural and Creative Industries

*Admission process also involves approval from partner university



You can also apply for our Advanced Masters Part-time.



Alice DE FELIX, 2019 graduate
Jr. Consultant, Viggo (Paris, France)

My choice of studies started to take form in the 2nd year of the GBBA when I travelled to Canada. I was lucky enough to meet teachers who helped direct me towards digital marketing, showed me my growing interest in data analysis and how it was a value asset to be comfortable in this field. I wanted to gain experience in the field while also moving quickly into the working world. The NEOMA part-time Advanced Masters allowed me to take a few courses while gaining additional professional experience. After the GBBA, I was able to start the AM in Marketing & Data Analytics at NEOMA and add even more practical skills to my career path! ”



Opportunities AND CAREER PROSPECTS

After your High School diploma, you can choose the Global BBA if you wish to have a position in an international company working in a multicultural environment. Four years later, your managerial and intercultural skills will be recognised and sought after by businesses.



Average gross wage:

€38K
to **€42K**



Hiring rate within
3 months:
97%

WORKPLACE



International



France

Source: 2019 young graduate survey



EXAMPLES OF COMPANIES WHO RECRUIT OUR GRADUATES

Accenture, Accor, Air France, ALSTOM, Atos, AUCHAN, Axa, Barclays, BearingPoint, Beijaflore, BMW, BNP Paribas, Bouygues, BPCE, Capgemini, Carrefour, Chanel, Crédit Suisse, Crédit Mutuel, CGI, CSC, CIC, Cora, Crédit Agricole, Crédit du Nord, Danone, Décathlon, Deutsche Bank, EDF, General Electric, Google, Henkel, Hermès, Hewlett Packard, HSBC, IBM, JP Morgan, KLM, La Poste, LCL, LVMH, L'Oréal, McDonald's, Mondelez International, Michelin, Natixis, Nestlé, Orange, Oresys, Pernod Ricard, Philips, PSA, Procter & Gamble, Renault, Sanofi, SFR, Siemens, SNCF, Thales, TOTAL, Unilever, Valeo, Veolia, Yves Rocher

THE TALENT & CAREER DEPARTMENT

can help you build your professional project, develop and promote your skills and optimise your employability in France and abroad.

105 courses & activities offered

more than **1,700** individual consultations

In charge of Student Society Experience hub with **90** associations and societies

98,000 internship/part-time position offers received each year by NEOMA

6,000 internships signed per year

more than **250** professionals at our events

POSITIONS HELD



YOUR NETWORK

NEOMA ALUMNI

75,200

alumni and future alumni

- More than 65,700 alumni
- More than 9,500 students

25% live and work abroad

8,000 adherents

600 volunteers

21,000 participants
in the events

+640 events/year

+8,000 job offers

 **20K**

 **10K**

Some examples of career paths: WHERE ARE THEY NOW?



Victoria VAGUET-AUBERT

2018 Graduate

Project Manager -
Great Place To Work
(Paris, France)



Benjamin TORTOSA

2018 Graduate

Marketing Strategy - Consumer & Market
Insights - Lacoste
(Paris, France)



Sofia GAZLANE

2017 Graduate

International Project Manager
Tony Parker Incorporation
(San Antonio, Texas)



Joël DIBETON

2013 Graduate

Sustainable Finance Lead Capital
Markets - Euronext
(Paris, France)



Victor GOBOURG

2011 Graduate

Founder CEO, OLLCA.com
(Rouen, France)



Benoit LEROY

2011 Graduate

Founder CEO, NACHOS
(Rouen, France)



Pauline RIOU

2011 Graduate

Responsible for institutional
Communication, Press relations
and editorial content,
Crédit Mutuel Arkéa (Brest, France)



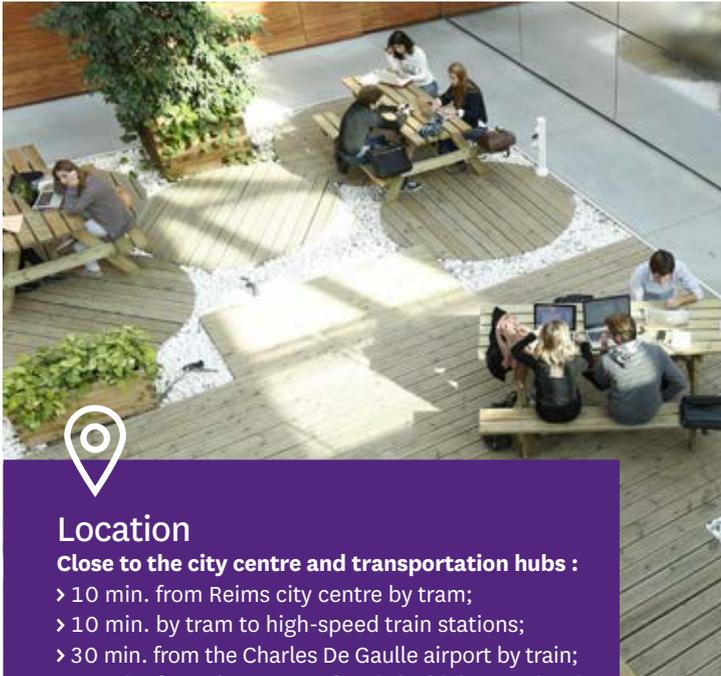
Thomas MARTIN

2011 Graduate

Strategy & Initiatives -
IWM COO Europe, Credit Suisse
(Zurick, Suisse)

NEOMA campuses, GREAT PLACES TO LIVE AND WORK

The NEOMA Business School campuses and infrastructures were designed to allow students and faculty to develop in a **comfortable and stimulating environment**. They function as places for living, socialising and exchanging ideas: **conferences, debates, symposiums** and other events open to various audiences contribute each day to the school's **intellectual influence** and the regions **cultural life**.



Location

Close to the city centre and transportation hubs :

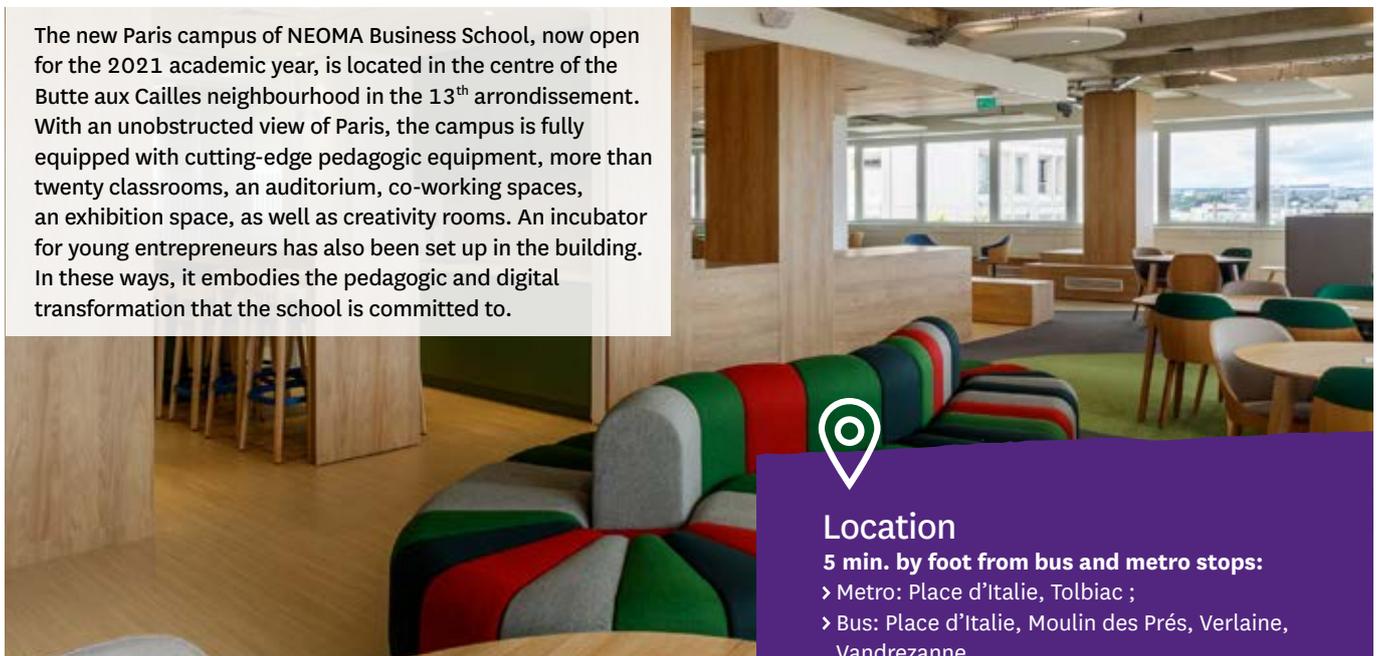
- > 10 min. from Reims city centre by tram;
- > 10 min. by tram to high-speed train stations;
- > 30 min. from the Charles De Gaulle airport by train;
- > 45 min. from the centre of Paris by high-speed train.

REIMS CAMPUS

Ideally located in France as well as Europe, Reims has naturally become a **major economic crossroads**. Its **proximity to Paris** gives it obvious appeal for business. And as the home of Champagne, Reims has the biggest houses in the industry! It has many cultural events and venues: performance venues, theme bars, internationally recognised theatres, several museums as well as festivals organised throughout the year.

PARIS CAMPUS

The new Paris campus of NEOMA Business School, now open for the 2021 academic year, is located in the centre of the Butte aux Cailles neighbourhood in the 13th arrondissement. With an unobstructed view of Paris, the campus is fully equipped with cutting-edge pedagogic equipment, more than twenty classrooms, an auditorium, co-working spaces, an exhibition space, as well as creativity rooms. An incubator for young entrepreneurs has also been set up in the building. In these ways, it embodies the pedagogic and digital transformation that the school is committed to.



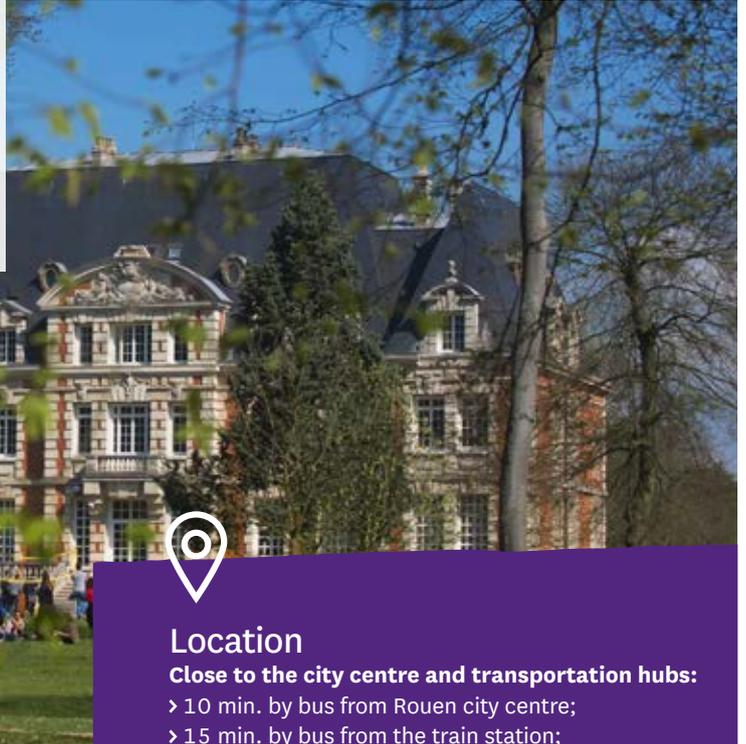
Location

5 min. by foot from bus and metro stops:

- > Metro: Place d'Italie, Tolbiac ;
- > Bus: Place d'Italie, Moulin des Prés, Verlaine, Vandrezanne.

ROUEN CAMPUS

The capital of Normandy, Rouen is the “the city of 100 spires” and attracts tourists from the world over. Located at the centre of the Le Havre-Rouen-Paris transport route, Rouen is the **true economic heart of the region** and a dynamic metropolitan area that enjoys a busy cultural, festive, sports and student life. With its many exhibitions, concerts, festivals, shows, theatres, opera and bars, there is something for everyone in the city.



Location

Close to the city centre and transportation hubs:

- > 10 min. by bus from Rouen city centre;
- > 15 min. by bus from the train station;
- > 1 hr. 15 min. by train or car from Paris;
- > 1 hr. by train or car from the Normandy coast.



HOUSING

On campus :

many student lodging options.

Near the campuses or the city centre:

You can also find accommodation in student residences or private flats, take a room in a youth centre, or choose to live with a senior citizen or a disabled resident.

NEOMA Business School has a student-lodging platform:

A platform where you can find or offer rentals, sublets or temporary rooms, or organise a flat share.

<http://housing-platform.neoma-bs.fr>

WELLNESS

An innovative service for a business school

For many years now, the school has provided personalised assistance to disabled students, psychological support to those in need and operates a prevention centre in the fight against violence.

The new WellNess service expands even further the range of services devoted to your health and well being: self confidence, health, nutrition, the importance of physical activity, sexuality, combatting addictions and even advice on good financial management are some of the many topics that our team of professionals can offer assistance with. Our health centres offer quality confidential consultations and nursing services. Sorphology courses are also offered for free on the campuses.

All campuses are accessible for people with disabilities.





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's Team of Experts every step of the way!
 - > A Team of International Admissions Experts to advise you on the programme that best fits with your desired professional career (programme, funding, etc.)
 - > A Team 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 help you kick-start your professional life in the best conditions.
- Enjoy the French experience with a unique cuisine, a rich and diverse culture, fascinating history and architecture as well as stunning scenery!
- Study on 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.

NEOMA Business School has been granted the **3 star « Bienvenue en France »** label for the next 4 years! This is a recognition to the many services the School offers to international students to help them better integrate into life in France and on Campus. This accreditation is granted by a body of French Higher Education stake-holders, including Campus France and the Ministry of European and International Affairs.



Admissions

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

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

*Contact our team to know the recognized 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, depending on their chosen programme. Early applicants for Fall may also be eligible to the Early Bird campaign.

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

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

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



CONTACT

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Be passionate.
Shape the future

NEOMA
BUSINESS SCHOOL

REIMS • ROUEN • PARIS

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ROUEN CAMPUS • 1, rue du Maréchal Juin - BP 215 - 76825 Mont-Saint-Aignan Cedex - France

PARIS CAMPUS • 6, rue Vandrezanne - 75013 Paris - France

www.neoma-bs.com      

