

# CESEM

DOUBLE BACHELOR IN INTERNATIONAL MANAGEMENT



BECOME A BOLD AND GLOBAL-MINDED MANAGER

**NEOMA**  
BUSINESS SCHOOL

REIMS • ROUEN • PARIS



**DELPHINE MANCEAU**  
*Dean,*  
*NEOMA Business School*

**“Internationalisation and responsibility are central to the NEOMA Business School project.”**

In a profoundly changing environment, NEOMA Business School is determined to reach its goals of preparing the new generation of students for their first jobs and any future position, some of which have yet to be created, by passing on new perspectives, knowledge and sound practices. We provide them with the ability to create opportunity from uncertainty and help them to become relevant and responsible managers who are aware of their social and societal role.

With a faculty made of 72% international professors, more than 100 nationalities on our campuses and over 360 academic partners around the world, offer our students a stimulating and culturally diverse learning environment, 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 making this project a reality. Our ambition is the success of our students and graduates, who are the architects of the world of tomorrow. All the teams at NEOMA Business School join me in welcoming you to our CESEM Programme!



**FRÉDÉRIC BEAUMONT**  
*Director, CESEM*

**“Choosing CESEM is giving yourself the means to pursue an academic and professional career with a resolutely international outlook!”**

CESEM, NEOMA's 4-year Bachelor's degree, offers students a high-value learning environment that combines both ambition and care.

All our students complete a double degree programme with NEOMA Business School and one of our partner universities in Europe, the Americas or Asia (i.e. a choice of three geographical and cultural destinations).

Understanding another culture, learning about it through its language, experiencing it through higher education and putting it to use through a long-term placement in a partner country are just some of the possibilities that CESEM offers.

Our excellent network of partner universities, whose schools are among the best in their respective countries, means that our students enjoy optimal study conditions in terms of quality of teaching, facilities and support.

The exceptional success of our graduates over the past 45 years in pursuit of their professional careers and prestigious study programmes is evidence of the effectiveness of our model. CESEM opens the door to a number of renowned Master's programmes in France and around the world for all those who wish to continue their studies after graduation.

Choosing CESEM means choosing a fully supervised international study track, with renowned universities, leveraging the full support of NEOMA and its 65,000 professional graduates worldwide, in all market and non-market sectors of the economy, in hundreds of different professions.

*“With CESEM, develop your understanding of geopolitical issues, understand cultural impacts, become proficient in at least one foreign language and acquire the key skills needed for international employment.”*

# JOIN NEOMA BUSINESS SCHOOL

## An Innovative Business School

As part of the exclusive 1% of triple-accredited international business schools, NEOMA stands out as an innovative global business school whose impact stems from the excellence of its research and instruction. Steered by its strategic plan and led by its esteemed faculty, the School provides skills and knowledge to guide the future of businesses and society in a sustainable and connected world. Through its agile approach, NEOMA encourages a responsible outlook while striving to convey its passion for innovation to the students, business executives and entrepreneurs who will build the world of tomorrow.

**Be passionate. Shape the future.**



**150** years' 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



**9,000** students -  
**100** different nationalities

### Rankings:

**30<sup>th</sup>** place in the international ranking of the prestigious *Financial Times* "Master in Management 2021"  
(**TOP 6** among French Business Schools)

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

### Faculty:

**185** permanent professors

**72%** of the faculty is international

**1,200** professional speakers



**39<sup>th</sup>** worldwide and **9<sup>th</sup>** in France in *Financial Times* "European Business Schools 2021"

### A powerful network:

**1,000+** key corporate partners

A network of over **65,700** graduates

**360+** international academic partners



# A multicultural experience, A UNIQUE ADVENTURE

Since its creation in 1974, CESEM has become a reference among 4-year international programmes and achieved wide recognition through the success of its graduates. The original format, with a period of two years spent abroad with a partner university, in addition to two years spent in France, guarantees all students a double degree and a solid international experience.

**45 years'** experience

**4-year Bachelor degree** approved by the Ministry of Higher Education and Research

**Reims** Campus and **Paris** Campus (Asian Track only)



“



**Yohann BAUDEMONT**,  
2018 CESEM graduate  
(Franco-Irish track)  
International Marketing  
& Communication, FDJ  
(Paris)

I would recommend CESEM's ambitious and comprehensive programme to anyone who is open-minded and enjoys a challenge. During my four years, I enjoyed a highly instructive and human experience, both on a personal and a professional level. The company internships really helped me to define my career plan, whilst living abroad allowed me to develop my ability to adapt, my self-confidence and social awareness. My strongest memory is without doubt the international students and the strong ties I created. I never thought I would learn so much about myself in just 4 years. ”

## AN INTERNATIONAL & MULTICULTURAL PROGRAMME



**100% double degree:** all students are awarded 2 Bachelor's degrees from renowned institutions



**A MULTICULTURAL environment** with 3 international tracks: Europe, the Americas and Asia



**BILINGUAL language of instruction** English-French or **TRILINGUAL** depending on the chosen curriculum



Learn about contemporary **GEOPOLITICAL issues**



**2 internships:** at least one abroad – **almost 100% EMPLOYABILITY rate**



Preparation to **join a Master's degree programme upon graduation**  
A place in one of NEOMA's MSc programmes is guaranteed (see page 11)



## UNLOCK YOUR INTERNATIONAL MANAGEMENT SKILLS

### Develop your ability to adapt in an international environment

If you have the taste for a challenge and are dreaming of an international career, then the CESEM adventure is for you. During the 4-year programme, you will spend two years in France and two years with one of our academic partners in Europe, North America, South America or Asia. It is a truly authentic, immersive experience in a multicultural context, which will help you to develop strong adaptive skills.

By mixing with the host country's students and a multitude of international students on campuses in Reims and Paris, you are guaranteed to experience of a multicultural environment that fosters the ability to understand and adapt to differences. The cultural agility that CESEM helps you to develop will facilitate your professional mobility in other countries and cultures.

### Benefit from a programme that is highly regarded by the corporate world

We aim to help you develop a broad range of transversal skills based on a sound understanding of management fundamentals. Our teaching methods focus on learning by doing, business case studies and interaction, thereby allowing you to develop the skills that are so important in the professional world.

Students work on business cases and simulations in groups, enabling you to learn by solving realistic cases, whilst taking other group members' opinions into account.

You will therefore be expected to integrate aspects of cultural difference into problem-solving approaches and to try out alternative solutions conceived by the group, just like in a business!

As such, companies recognise the ability of CESEM graduates to act responsibly, communicate effectively, negotiate, initiate, manage and work on projects in international and multicultural environments and complex contexts.

### WHAT MAKES THE CESEM PROGRAMME SO UNIQUE

**1018** STUDENTS  
CURRENTLY STUDYING FOR A DOUBLE-DEGREE  
100% of students pursue a double-degree programme, a category in which CESEM ranks #1

**99%**  
PROFESSIONAL EMPLOYMENT RATE IN 6 MONTHS  
80% of which is abroad

**7** FOREIGN LANGUAGES  
A wide range of languages used in an academic and professional context, providing a real opportunity to develop bilingual or trilingual language skills

**44**  
NATIONALITIES  
CESEM includes 30% international students on the Reims campus

# Stand out from the crowd

## WITH A FRANCO-INTERNATIONAL DOUBLE DEGREE

The programme is founded on a network of exceptional international partners, with whom the programme is co-designed. This ensures that the 4-year programme follows a coherent academic curriculum, allowing you to obtain a prestigious double degree and helping your profile to stand out from the rest.

During your 4 years of study, we help you to develop the skills required to find your first job and ensure your employability throughout your career. You will learn to:

- **Draw on your critical analysis** in applying your expertise and data
- **Manage projects effectively in global and multi-cultural contexts**
- **Rally teams** around a common goal
- Develop **creative thinking** and create value in the projects you manage

### CESEM CURRICULUM

### FURTHER STUDIES

#### YEARS 1 & 2

##### ACQUISITION OF MANAGEMENT FUNDAMENTALS

- Cross-cultural management 
- Marketing
- Economics and geopolitical issues
- Data analysis
- Elective (Europe, Asia, Americas)
- Accounting / Finance
- 2 foreign languages (3<sup>rd</sup> language possible)

- ▶ **Long internship** with a company in France or abroad 

#### YEARS 3 & 4



##### FURTHER DEVELOPMENT AND ORIENTATION

- ▶ **A wide range of course options with our partners including:**
  - Strategy / Consulting
  - Marketing / Communication
  - Finance/Audit
  - Entrepreneurship
  - Big Data
  - Human Resources Management

- ▶ **Long internship** with a company in France or abroad 

#### YEAR 5

##### SPECIALISATION

- ▶ **Master's Programmes at NEOMA:**
  - A catalogue of 28 Master's degrees
  - Simplified access guaranteed to CESEM graduates.



### FOCUS on the personal and professional development module

The aim of these courses and workshops is to prepare you for professional life. You will work on developing your transversal skills, broadening your knowledge of the job market and professions, and above all, getting to know yourself better so that you can find an internship in line with your personal career plan.

With the support of a dedicated team of experts, you will work on your CV, cover letter, LinkedIn profile, oral communication skills, e-reputation and meet a wide range of professionals to explore different professional opportunities. You will also learn how to pitch yourself and perform effectively in recruitment interviews.

# Pursue your studies with a one-year Master's degree

70% of CESEM graduates continue their studies on a Master's/MSc/AM/MiM, with 100 or so students doing so at NEOMA.

We are delighted to see so many of our students enrol in a 5<sup>th</sup> year specialisation at NEOMA on our full-time or part-time Master's programmes.

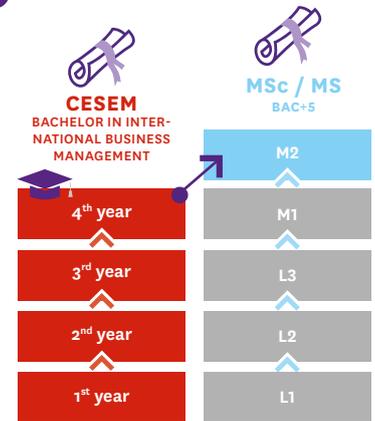
CESEM graduates are guaranteed a place in one of NEOMA's full-time MSc programmes (provided they have the level of English required and have successfully concluded an orientation interview with the Director of the MSc concerned). This guarantee also applies to our part-time MSc programmes.

## OUR FULL-TIME MSC MASTER'S DEGREE PROGRAMMES:

- MSc International Marketing & Brand Management
- MSc Wine and Gastronomy
- MSc Digital Expertise for Marketing
- MSc Marketing French Excellence
- MSc Luxury Marketing
- MSc Corporate Finance
- MSc Financial Markets and Technologies
- MSc Finance, Investment & Wealth Management
- MSc Supply Chain Management
- MSc Entrepreneurship & Innovation
- MSc International Business Development
- MSc Business Analytics
- MSc Cultural and Creative Industries
- MSc Global Management
- MSc International Project Development

## OUR PART-TIME MSC PROGRAMMES:

- MSc Business Development Client Grands Comptes
- MSc Supply Chain & Transformation Digitale
- MSc Management de Projets
- MSc Communication d'Entreprise
- MSc Finance & Big Data (obligation de la réussite d'un test de mathématiques)
- MSc Analyse Financière Internationale



A limited number of places are also available on our part-time and double degree Advanced Master's programmes:

- AM Marketing & Data Analysis (part-time)
- AM Marketing Research and Decision Making (part-time)
- AM Masternova with AgroParisTech (part-time)
- International Master Luxury Management with Politecnico di Milano (full-time)

Upon graduation, some of our students opt to continue their studies outside NEOMA. You will be able to enrol in a University Master's degree, a Master's of Science or an Advanced Master's degree at a Business or Engineering school, or join a Master's in Management programme at a leading institution in France or abroad:

- Abroad: Fundação Getúlio Vargas, Copenhagen Business School, CentraleSupélec, London School of Economics, Aston University, Politecnico Milano, Warwick Business School...
- In France: Master's in Management and AM/MSc programmes at ESSEC, Sciences Po Paris, Dauphine University and ESCP Europe, for example.



**Candela MONGE, 2015 CESEM graduate (Franco-Spanish Track) and MS in Business Development and Key Account Management, NEOMA 2016 Enterprise Business Development Iberia, Salesforce (Irlande)**

Part of CESEM's attraction is undoubtedly the period of immersion in a foreign country and the chance to obtain a double degree, but not only that. Over the course of the 4-year programme, we are in constant contact with people from different backgrounds, learning about their culture and helping them to get to know our own. This is what we like to call the "CESEM spirit". In addition to developing these **interpersonal skills**, my curriculum and internship choices really helped me to shape my career path. That is how I came to specialise in Sales. **I went on to enrol on NEOMA's Advanced Master's in Business Development and Key Account Management on a work-study basis in Paris.** I also worked as an account manager at Webedia, a renowned media and digital company. I am currently working at Salesforce, pursuing a career in business development with a focus on customer satisfaction and growth through innovation. ”

# Develop YOUR MULTICULTURAL OUTLOOK

## THE CESEM SPIRIT

Because they dare to go abroad and immerse themselves in a different cultural and linguistic environment, **the students who choose CESEM have an innate taste for adventure and enjoy a challenge.** If you are daring and would like to be challenged in a climate where everyone helps one another to succeed, come and join us! Be bold and get ready for a fantastic international experience!

## CULTIVATE YOUR LANGUAGE SKILLS

**With CESEM you will develop excellent language skills.**

Instruction is conducted in French and English, but also in German, Chinese, Spanish, Italian, Japanese, Portuguese and Russian, during your time with our partners.

Do you want to follow a programme taught 100% in a foreign language? Then go to Dublin, Reutlingen or Madrid in your first year.

When you return to Reims for your 3<sup>rd</sup> and 4<sup>th</sup> years, all your courses will be taught entirely in English.

Do you want to start learning a new language? Beginners in Chinese, Italian, Japanese, Portuguese and Russian are welcome. Just one more way to enhance your profile!



## AMERICAS TRACK

(Reims Campus then Partner Campus)

11 partner universities in 4 countries, 100% accredited

**Departure: Year 3**



### UNITED STATES:

Language of instruction: English

- The Peter J. Tobin College of Business, Saint John's University, New York 
- The Poole College of Management, North Carolina State University, North Carolina 
- The Knauss School of Business, University of San Diego, California 
- The School of Business, State University of New York Oswego, New York 
- The Martha & Spencer Love School of Business, Elon University, North Carolina 



### CANADA:

- Concordia University, Montreal - Quebec  
Language of instruction: English  
- Goodman School of Business, Brock University, Ontario  
Language of instruction: English 
- Carleton University, Ottawa - Ontario  
Language of instruction: English 
- Université Laval, Quebec City - Quebec  
Languages of instruction: English/French 



### MEXICO:

- UDLAP, Puebla  
Languages of instruction: English/Spanish  
Diploma recognised in the USA



### BRAZIL:

- FGV EAESP, Sao Paulo  
Language of instruction: English  
with the possibility to take courses in Portuguese and Spanish.  
Portuguese beginners accepted.





## EUROPEAN TRACK

(Reims Campus then Partner Campus)

6 partner universities in 6 countries, 71% accredited



### GERMANY:

- ESB Business School, Reutlingen  
> Departure: 1<sup>st</sup> year for 2 years or 3<sup>rd</sup> year for 2 years  
Languages of instruction: German and English



### ITALY:

- Università Cattolica del Sacro Cuore, Piacenza  
> Departure: 3<sup>rd</sup> year  
Languages of instruction: Italian and English  
Italian beginners accepted



### SPAIN:

- Universidad Pontificia Comillas ICAI-ICADE, Madrid  
> Departure: 1<sup>st</sup> year for 2 years or 3<sup>rd</sup> year for 2 years  
Languages of instruction: Spanish and English



### THE NETHERLANDS:

- Avans Hogeschool, Breda  
> Departure: 3<sup>rd</sup> year  
Language of instruction: English  
Dutch Beginners accepted



### IRELAND:

- Dublin City University, Dublin  
> Departure: 3<sup>rd</sup> year  
Language of instruction: English



### UNITED KINGDOM:

- Lancaster University Management School, Lancaster  
> Departure: 3<sup>rd</sup> year  
Language of instruction: English



## ASIAN TRACK

(Paris Campus then Partner Campus)

5 partner universities in 2 countries, 100% accredited



### CHINA:

- University of International Business and Economics, Beijing  
> Departure: 3<sup>rd</sup> year for 2 years (non Chinese beginners)  
or 3 years (Chinese beginners)  
Languages of instruction: Chinese and English.  
Chinese beginners accepted.



- Hong Kong Baptist University, Hong Kong  
> Departure: 3<sup>rd</sup> year  
Language of instruction: English.  
Chinese beginners accepted.



- National Chung Hsing University, Taiwan  
> Departure: 3<sup>rd</sup> year  
Languages of instruction: Chinese and English.



### JAPAN:

- Nagoya University of Commerce & Business, Nagoya  
> Departure: 3<sup>rd</sup> year  
Language of instruction: English (and Japanese for more advanced students).  
Japanese beginners accepted.



- Ritsumeikan Asia Pacific University, Beppu  
> Departure: 2<sup>nd</sup> year for 2 years  
Language of instruction: English (and Japanese for more advanced students).  
Japanese beginners accepted.





## Years 1 & 2:

### PREPARING YOU TO JOIN A BUSINESS IN TRANSFORMATION

#### DEVELOP THE SKILLS COMPANIES LOOK FOR

The digitalisation of the economy, artificial intelligence, demographics, climate change and geopolitical developments are all factors that contribute to the radical transformation of companies. **Recruiters are on the lookout for young talents who have studied and developed the following key skills that will enable them to confront these changes:**

- Native and foreign language skills (Business Communication / Communication skills)
- Computational agility (Quantitative Methods course)
- Methodology and rational thinking (Economics, Accounting, Finance courses)
- Understanding of cultural, legal and ethical issues (Law course)
- Understanding human and organisational behaviour (Management course)
- Creativity and salesmanship (Marketing course)

#### ...IN A REAL-WORLD ENVIRONMENT

Teaching methods are based on a variety of techniques, including lectures, case studies, business games, coaching sessions, company visits and practical application through a 6-month internship in France or abroad.

#### FOCUS on



##### > Immersive virtual reality

During the Marketing course in Year 1, CESEM students work on a **case study using immersive virtual reality.**

Equipped with a virtual reality headset and a smartphone, students are given access to an entire sales outlet specialising in mobile phone repairs, multimedia goods and accessories. Once immersed on location in the sales outlet, they analyse its organisation, understand the impact the premises and the architecture have on customers and employees and come up with a well-argued optimisation proposal. The virtual reality concept that has been set up makes this visit accessible to all the School's students, freeing them all from the constraints of time, travel, availability and accessibility to certain areas.



**Sawsen CLEMENT,  
Marketing Professor**

The use of such a device increases student attention and enthusiasm, whilst enhancing the retention of concepts studied in class. In addition, this brings a much-appreciated playful element to the classroom. ”

# Years 3 & 4:

## ACQUIRING THE HARD AND SOFT SKILLS REQUIRED BY THE COMPANIES OF TOMORROW

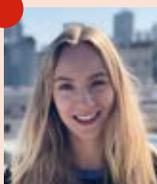
The aim of the final two years is to enhance your understanding of business actions and methods just before you enter the job market. Depending on your course options, you will develop the necessary skills to:

- **Plan and implement** a global marketing & sales, financial or human resources strategy,
- **Head and motivate teams** in the management of innovative projects,
- **Assess and manage** legal, economic, geopolitical and environmental risks,
- **Anticipate business needs** in terms of information systems, digitalisation, artificial intelligence and organisational transformation.

## INTERNSHIP ABROAD

Studying abroad provides you with an ideal on-site opportunity to find a company for your 6-month international internship.

“



**Clarence MOUROT,**  
2019 Graduate, Americas Track,  
Elon University (North Carolina)

I chose CESEM for the opportunity to go abroad on a 2-year immersion programme. I think it's probably one of the best decisions I ever made. Over the 2 years, you can choose advanced business courses (in finance, marketing, etc.), plus a range of other courses aimed at developing your creativity and general culture (computer science, mythology and even photography, to name a few). One of the best opportunities came with my internship in San Francisco. **Without the combined experience of NEOMA and ELON University, I am convinced that I would never have had the opportunity to spend 6 months in such an exciting city and work for such an iconic company (Bank of America Merrill Lynch).** ”

## SPECIALISED COURSE OPTIONS

CESEM is certainly the post-baccalaureate programme offering the widest range of specialisations, thanks to the courses available with our academic partners! Some examples:



### BIG DATA

- Behavioural Analytics Tools (European Track)
- Data Analysis & Business Modelling (Canada, Americas Track)
- Management Information System (China, Asian Track)
- Technology Management (Japan, Asian Track)
- Data Science Basics for Managers (European Track)
- Information Systems (Italy, European Track)
- Business Processes & Information Management (Netherlands, European Track)



### INTERNATIONAL DEVELOPMENT

- Business Strategic Management (China, Asian Track)
- International Logistics (Mexico, Americas Track)
- Innovation & Strategy (Spain, European Track)
- Transnational Business Management (Canada, Americas Track)
- Global Business Simulation (Italy, European Track)
- International Service Management (Ireland, European Track)



### FINANCE

- Planning and Control (Italy, European Track)
- Risk Management (Ireland, European Track)
- Risk Management and Insurance (China, Asian Track)
- Financial Markets Institutions (USA, Americas Track)
- Management Simulation (England, European Track)



### ENTREPRENEURSHIP

- Design Thinking & Innovation (Japan, Asian Track)
- Explorative Business Model Creation and Development (Germany, European Track)
- Venture Business (Japan, Asian Track)
- Business Creation (Spain, European Track)
- New Enterprise Development Project (Ireland, European Track)



### MARKETING

- Digital Marketing (USA, Americas Track)
- Marketing Planning and Management (Spain, European Track)
- Product and Service Innovation (England, European Track)
- Luxury Management (France, CESEM)
- International Brand Marketing (France, CESEM)



# Career Opportunities

## AND PERSPECTIVES

What are the qualities of a CESEM graduate? Agility, adaptability, the ability to manage multicultural teams, share ideas, work effectively with others and, of course, an appetite for overseas mobility. All of these qualities will be useful for your future career.



**Average gross salary:**  
**€38K - €45K**  
**€42K - €50K**  
 4-year degree graduate    MSc NEOMA graduate

### PLACE OF WORK



**75%** International



**25%** France

Source: young graduate survey 2019



### COMPANIES THAT HAVE RECRUITED OUR GRADUATES

Balenciaga – BNP Paribas – Deloitte – Google – Groupe Crédit Agricole – JP Morgan Chase – L'Oréal – Microsoft – Möet & Chandon – Nestlé – Nielsen – OTIS – PwC Luxembourg – Safran – Unilever – etc.

### The Talent & Career Department

helps you put together your career plan, develop and enhance your skills, and therefore optimise your employability in France and abroad.

**105** courses and activities on offer

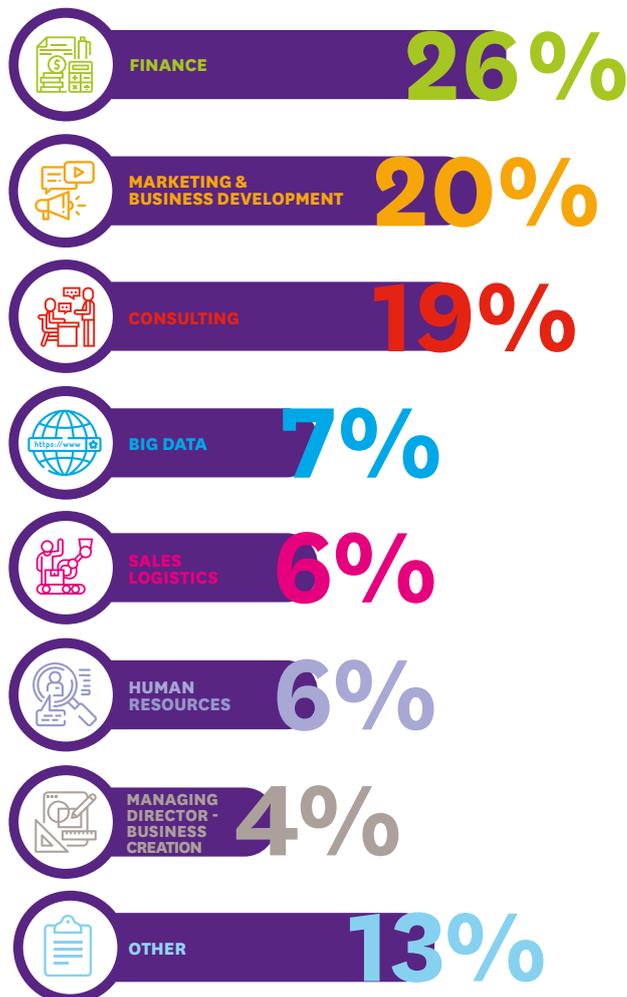
+ **1,500+** individual appointments

**88** associations

**6,400** internship contracts signed each year

**200+** professionals attend our events

### POSITIONS HELD IN



## YOUR NETWORK

# NEOMA ALUMNI

**65,700** Alumni

**25%** employed abroad

**8,000** members

**600** volunteers

**21,000** event participants

**560+** events each year in France  
and abroad

**8,000+** job offers

 **20,000+** alumni & students

 **10,500+** graduates & students

## Some career examples:

### WHERE ARE THEY NOW?

“



**Yann MARTAIL**

CESEM graduate 2019

Master in Digital Strategies

With CESEM, you are completely immersed and as such, have to face the unknown. This will help you to develop and open up to new horizons. ”

“



**Maud MUSCAT**

CESEM graduate 2017

Marketing Innovation Manager,  
Laboratoire Servier (Beijing, China)

Moving abroad means discovering a new culture and a new country, but it also means discovering yourself outside your comfort zone. Today, this ability to adapt is my greatest strength. ”

“



**Emilie ANDREU**

CESEM graduate 2016

Project and Innovation Manager,  
Fabernovel (Shanghai, China)

By opting to spend at least two years abroad, you are truly immersed in the language and culture of your host country. The double degree really helps provide legitimacy to your professional development. ”

“



**Nicolas GRILLOT**

CESEM graduate 2006

Audit Director, PwC (Luxembourg)

The cultural diversity of the students taught me how to work with different nationalities and cultures, which is essential today! ”

“



**Marie-Caroline BODARD**

CESEM graduate 2002

Growth & Development Director,  
Babilou (Paris, France)

The first step on the road towards discovering another culture and yourself, and the secret password to a global network! ”

08:20  
MEXICO

15:20  
ROUEN

15:20  
BERLIN

21:20  
WUHHN

22:20  
TUK

# Student Organisations

## A WEALTH OF EXPERIENCES



**A genuine opportunity to learn and take responsibility in a creative and experimental environment**, joining a student organisation allows our students to thrive and to develop their professional skills by working on group projects.

These are just a few areas in which NEOMA student organisations are involved:



**Art, Culture & Multimedia**



**Business & Entrepreneurship**



**Sport & Adventure**



**Student Affairs**



**Responsibility & Solidarity**

Discover the full range of the School's student organisations at [assos.neoma-bs.fr/](http://assos.neoma-bs.fr/)



### THE STUDENT UNION

is elected by CESEM students and is responsible for the integration of new students, developing intra- and inter-programme cohesion, organising and running student activities.



**€150,000**  
budget

**30** members

**1** induction day

**1** end-of-year gala

### THE INTERNATIONAL BUSINESS WEEKEND (IBWE)

is an event organised each year and held in the country of one of our partner schools, with CESEM students gathering to compete in a series of different sports competitions: football, volleyball, tennis, cheerleading.



**150 - 200**  
participants

**€150,000**  
global budget

### WHU EUROMASTERS

is Europe's biggest sports event for business schools. Held at the WHU school in Germany, the event combines a wide range of competitive sports activities and incredible evening celebrations. The cross-cultural nature of the event also provides an excellent opportunity to develop rewarding career opportunities.



**120**  
CESEM participants

**€20,000**  
global budget

# Great Campuses

## TO LIVE AND WORK

NEOMA Business School's campuses and facilities have been designed so that students and faculty can evolve in a pleasant and stimulating environment.

They are spaces where people can meet and exchange ideas through **conferences, debates, seminars and a multitude of events open to a variety of audiences**, contributing to the School's **intellectual reputation** and to the **cultural life** of the region on a daily basis.

### REIMS CAMPUS

#### EUROPEAN & AMERICAS TRACK

Ideally located in France and central Europe, Reims has developed into a major economic hub. Its proximity to Paris makes it particularly attractive to businesses. And, of course, as the birthplace of champagne, Reims is home to some of the finest Champagne Houses! Cultural venues and events are thriving: concert halls, themed bars, internationally renowned theatres, a variety of museums and numerous festivals are held throughout the year.



#### Location

##### Proximity to city centre and major transport routes:

- > 10 mins. from Reims city centre by tramway
- > 10 mins. from the TGV (high-speed) train station by tramway
- > 30 mins. from Charles de Gaulle airport by train
- > 45 mins. from the centre of Paris by train



### Living in Reims

Finding accommodation in Reims is simple and relatively inexpensive compared to other big cities.

**On campus:** Student accommodation.

**Proximity to the campus or in the city centre:** student accommodation, private rental, room in a youth hostel or you can even opt for an act of solidarity by sharing accommodation with an elderly person.

**NEOMA Business School also has its own housing platform:** you can find / lease a flat, sublet or rent a temporary room, or even join a house-share.

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

## PARIS CAMPUS

### ASIAN TRACK ONLY

Our new Paris campus is located in the Butte aux Cailles district in the heart of 13th arrondissement. With a spectacular view of Paris, it is equipped with the latest educational resources, more than twenty classrooms, an auditorium, co-working spaces, an exhibition area and creativity rooms. An incubator for young entrepreneurs is fully integrated into the building. It is the perfect embodiment of the educational and digital transformation to which the School is committed.



### Location

**5 min. walk from metro stations and bus stops:**

- › Metro stations: Place d'Italie, Tolbiac
- › Bus stops: Place d'Italie, Moulin des Prés, Verlaine, Vandrezanne.

**NEOMA**  
BUSINESS SCHOOL  
REIMS · ROUEN · PARIS



## A gateway to a career in China

Thanks to **NEOMA's Confucius Institute for Business** and its partnership with the University of International Business and Economics in Beijing, you can benefit from a comprehensive programme leading to a career in China. This is a 5-year course: the first two years are spent in France with intensive Chinese language classes, followed by a year in China to continue learning the language. Students who achieve HSK level 5 in France spend 2 years in China. Considered bilingual, you can go on to complete your studies with our partner, UIBE.

## WELLNESS

### An innovative initiative for a business school

For many years, the School has provided individual support to students with disabilities, psychological counselling upon request and also operates a violence prevention unit and anti-violence campaign.

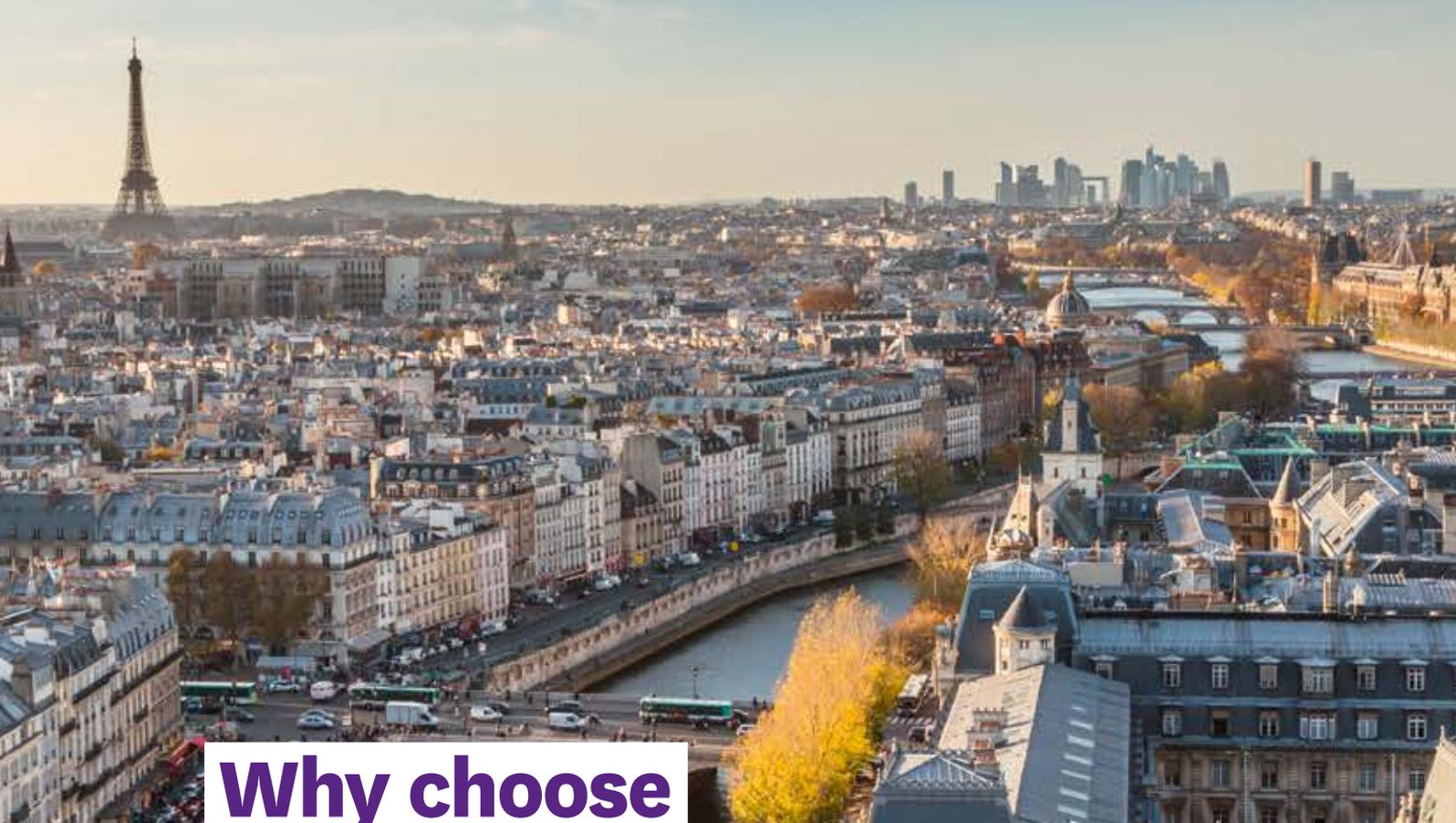
The new WellNess initiative has broadened the range of support services available. Some of the areas where our team of professionals provide help and support include: promoting self-confidence, health, nutrition, the importance of physical activity, sexuality, coping with addiction and financial management advice.

Our care centres provide confidential consultations and nursing care. In addition, Sophrology sessions are provided free of charge on campus.

**All our campuses are accessible to people with disabilities.**

For further information, please contact the Wellness team: [wellness@neoma-bs.fr](mailto:wellness@neoma-bs.fr)





# 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.)
  - > An International Student Services Team to help you prepare 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 its unique cuisine, rich and diverse culture, fascinating history and architecture, and breathtaking 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*
<b>CESEM</b>	High School diploma	IELTS 6.0 or equivalent	B2

Complete the online application: [apply.neoma-bs.fr](https://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, depending on their chosen programme. Early applicants for Fall may also be eligible for the Early Bird campaign.

The number of scholarships is limited and entitles students to reduced tuition fees.

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

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



## CONTACTS

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



**South East Asia**  
**Min WU**  
[min.wu@neoma-bs.fr](mailto:min.wu@neoma-bs.fr)



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Shape the future

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

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