



**DUAL DEGREE**  
**Bachelor in international Business Management « CESEM »**  
**powered by NEOMA BS**

Unique & demanding bachelor with a  
strong team spirit



# NEOMA BS

- 9 500 students – 30% internationals

## #100 Nationalities

- 300 international partners
- 50% of international faculty
- International recognition : AACSB/EQUIS/EMBA

**# triple crowned**



#JECHOISIS  
**NEOMA**  
BUSINESS SCHOOL



# CESEM : A UNIQUE BACHELOR MODEL since 1974

- 4 years spent in two countries
  - # Double Degree
  - # Double network
- A 6 months internship
  - #professionalization
- Courses taught in English/French
  - # bilingual or trilingual
  - # differentiation
- 1 000 students – 75% internationals (Year 3&4)
  - #48 Nationalities



# The CESEM : A unique & demanding bachelor

- Courses co-built with the 15 partner universities of CESEM  
**#Strong partnerships**
- Solid fundamentals of management  
**#Best international standards**
- Motivated and supportive students  
**#Emulation**  
**#teach to aim for better**





## CESEM's Learning goals

- Develop your critical analysis in the use of your knowledge and data.

**# THINK**

- Operate efficiently in global and cross-cultural contexts

**# DO**

- Mobilize teams around a common goal

**# TOGETHER**

- Think creatively and develop added value on work processes and projects

**# INVENT THE FUTURE**



# The CESEM's student background before departure : solid foundations



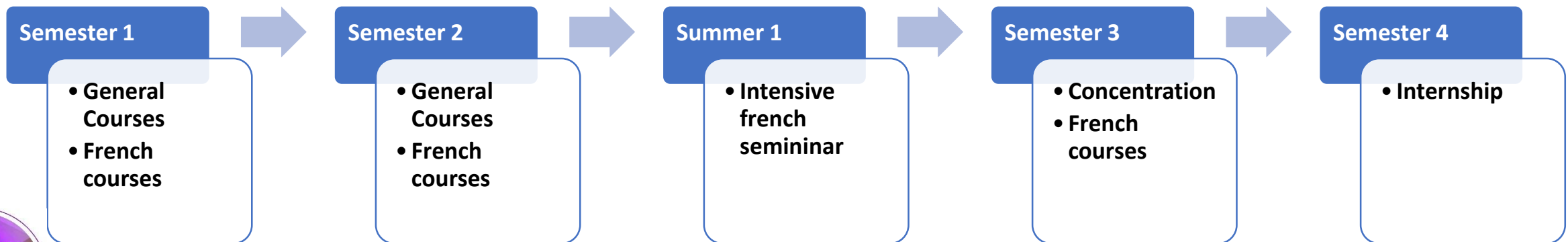
**# Foreign languages : English +  
Chinese/German/Spanish/Russian/Japanese/Italian/  
Portuguese**

**# 6 months Internship**



# The CESEM's course catalogue in Year 3&4 for DD students

COURSE CATALOGUE (taught both in English and French)	
Human Ressource Management (6 ECTS)	The Digital Organisation (6 ECTS)
Strategic Management (6 ECTS)	Innovation Management (6 ECTS)
Business Ethics (6 ECTS)	Introduction to Entrepreneurship (6 ECTS)
Management Accounting and Control (6 ECTS)	Negotiation (6 ECTS)
Globalisation and Innovation (6 ECTS)	Entrepreneurship (c) (12 ECTS)
Corporate Finance (6 ECTS)	Supply Chain Mgt (c) (12 ECTS)
Strategic Marketing (6 ECTS)	International Strategies (c) (12 ECTS)
Operations Management (6 ECTS)	Digital Marketing (c) (12 ECTS)
Data Analysis & Business Intelligence (6 ECTS)	Audit and Consulting (c) (12 ECTS)
Organization Development & leadership (6 ECTS)	Finance (c) (12 ECTS)

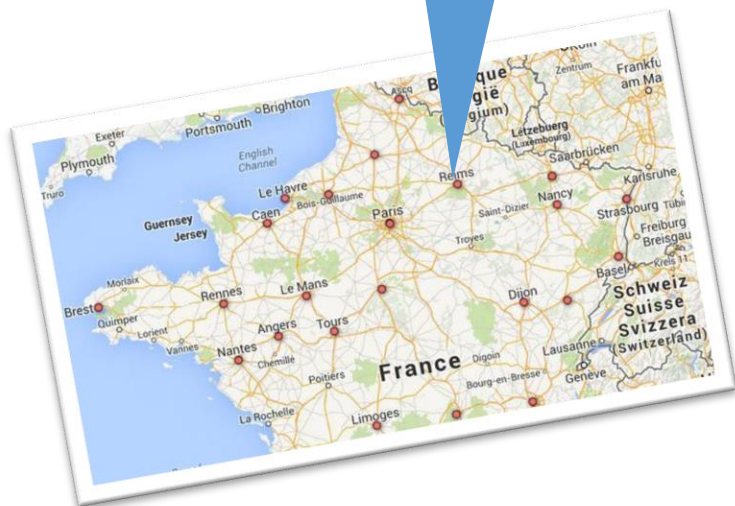


**# 6 months Internship**



# Study in Reims

NEOMA BS  
Reims Campus



A Traditional french city



In the heart of  
« Champagne »



45 mn from Paris by train



And big city in terms of culture



# A stimulating learning environment



10 mn from City Center



1st rate equipment and facilities



62% international teaching staff



More than 40 student associations



And students form 100 nationalities



# Some success stories...



Marc Tassilly  
Graduation 1998  
Senior Vice President  
EFG Bank  
Singapour



Marc Antoine Bazire d'Arguesse  
Graduation 2005  
Vice President , Société Générale  
Chicago



Mark Heraghty  
Graduation 2001  
Vice President at Northern  
Trust Corporation



Shi Weiliang  
Promotion 2004  
CEO  
Huawei France  
Paris



Susanne LIEPMANN  
Graduation 1992  
Directeur Financier Groupe  
Ethypharm  
Paris



Christoph Schell  
Graduation 1995  
President 3D Printing  
and Digital  
Manufacturing at HP,  
Inc.  
Palo Alto



Olivier Dano  
Graduation 2003  
Vice President  
Sumitomo Mitsui Banking Corporation  
London



Christine Claire Graeff  
Graduation 1995  
Directeur Général  
European Central Bank  
Francfort

And more on  #over 2300 alumni recorded on linkedin

