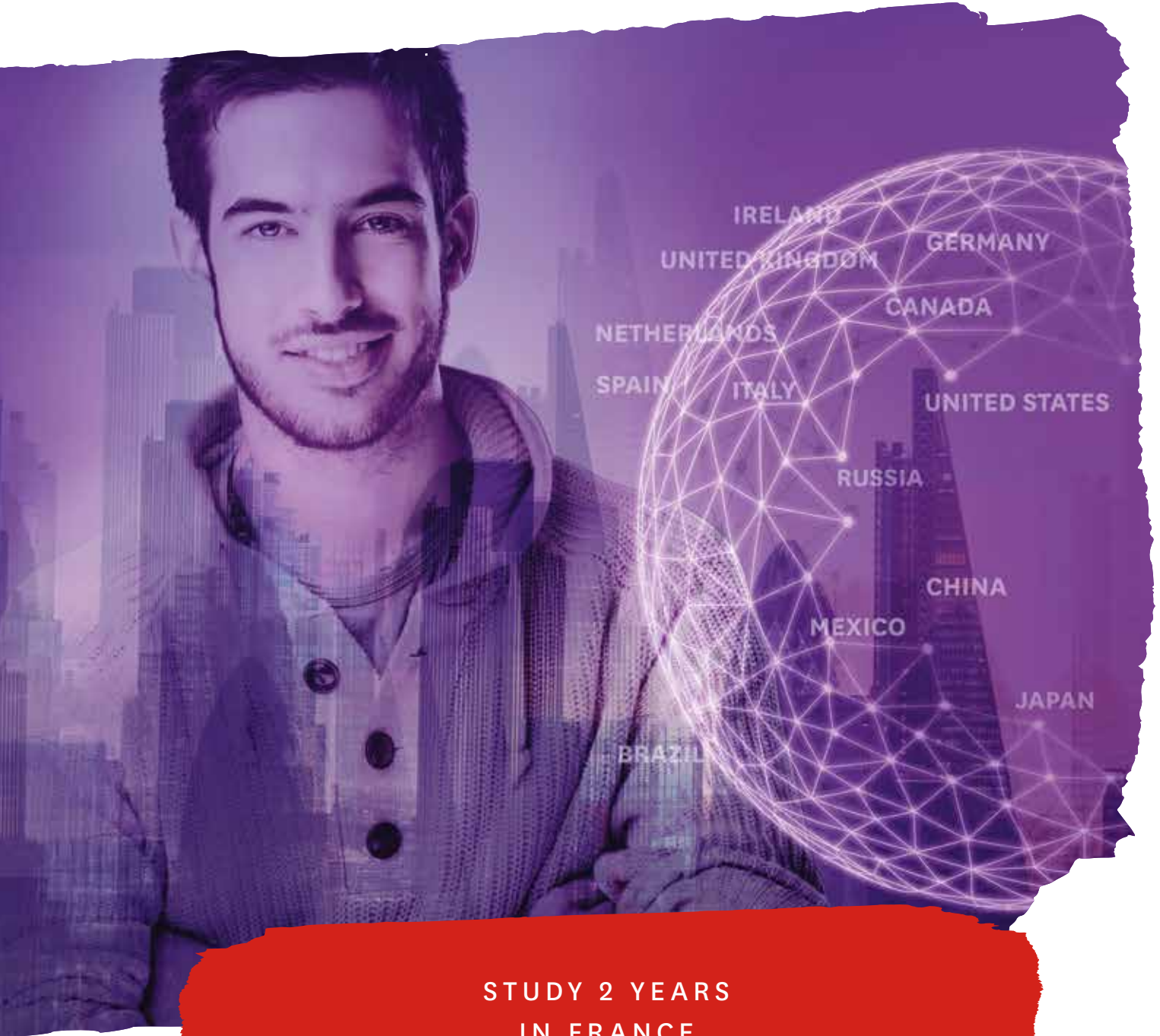


CESEM

BACHELOR IN INTERNATIONAL BUSINESS MANAGEMENT



STUDY 2 YEARS
IN FRANCE

NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS

NEOMA Business School, A MAJOR MANAGEMENT SCHOOL



DELPHINE MANCEAU
DEAN,
NEOMA Business School

INNOVATION AND DEVELOPMENT ARE AT THE HEART OF THE NEOMA BUSINESS SCHOOL PROJECT

In today's rapidly transforming world, NEOMA Business School is firmly focused on harnessing talent, nurturing the projects of each and every individual and fostering a climate of collective excellence.

The School is continuing in its development. Its growing and sustainable success is based on a combination of solid heritage and strong sense of innovation.

In effect, NEOMA Business School is built on the excellence of its two founding Grande Écoles, the first created in Rouen in 1871, the second in Reims in 1928. Today, this has become a powerful network of more than 57,000 graduates worldwide. It also represents a team of almost 600 support staff and 160 professors and researchers, 62% of whom have an international profile, and who create and pass on cutting-edge knowledge in the various fields of business and management.

Since January 1, 2018, the School has taken on the status of a Consular Higher Education Institute (EESC). This new legal structure implies the creation of a new legal personality and a new Board of Directors.

Alongside Michel-Edouard Leclerc, the School's President, we affirm our ambition and determination to continue our innovative approach to teaching and entrepreneurship, social inclusion and international development.

Our ambition lies in the success of our students and graduates. Our criteria for success is the fulfilment they have in realising their projects.

3 international accreditations



6th French school in Business administration category and
10th in Management category
(Shanghai Ranking 2018)

41st En the Financial Times
«Master in Management 2018»
ranking

160 permanent professors,
29 nationalities

1,200
professional speakers
and presenters

590
collaborators

9,500 students,
100 nationalities

1 network of more than
57,200 alumni
in France and around the world

300
international partners
in **52 countries**

200
partner companies



FRÉDÉRIC BEAUMONT,
CESEM Director

Cultivate your curiosity
and your dreams and have
a unique experience abroad.”

CESEM

CESEM OBJECTIVES

- Develop your critical analysis in the application of your knowledge and data. **#THINK**
- Effectively manage projects in a global and intercultural context. **#DO**
- Motivate teams towards a common objective. **#TOGETHER**
- Develop creative thinking and create value in projects and processes. **#INVENT THE FUTURE**
- Become a specialist in the French language and culture. **#OPEN**

YEARS 3 & 4 AT NEOMA BS

COURSE CATALOGUE (taught both in English and French)

- Human Resource Management
- Strategic Management
- Business Ethics
- Management Accounting and Control
- Globalisation and Innovation
- Corporate Finance
- Strategic Marketing
- Operations Management
- Data Analysis & Business Intelligence
- Organisation Development & Leadership
- The Digital Organisation
- Innovation Management
- Entrepreneurship
- Sustainable Business
- Negotiation
- Supply Chain Management
- Sales and Business Development
- Digital Marketing
- Audit
- Finance

SEMESTER 1	SEMESTER 2	SUMMER 1	SEMESTER 3	SEMESTER 4
General courses	General courses	Intensive French seminar	Specialisations	Internship
# 6 months Internship				

GRADING SYSTEM

All course work and examinations are graded out of 20 points. All grades are whole numbers, including grades for MCQ that must not include negative points for false answers.

NEOMA BS applies the ECTS system of grading according to the chart below. The GPA equivalent will appear on student official transcripts.

	NEOMA BS Grade		GPA
EXCELLENT - outstanding performance with only minor errors	17 - 20	A+	4
	15 - 16,99	A	3,75
VERY GOOD - above the average standard but with some errors	14 - 14,99	B	3,5
GOOD - generally sound work with a number of notable errors	12 - 13,99	C	3
SATISFACTORY - fair but with significant shortcomings	11 - 12,99	D	2
SUFFICIENT - performance meets the minimum criteria	10 - 10,99	E	1,5
FAIR - some more work required before the credit can be awarded	8 - 9,99	FX	1
FAIL - considerable work is required	0 - 7,99	F	0

INCREASE YOUR SKILLS AND EMPLOYABILITY

A team of experts will assist you in developing the necessary skills for quickly finding your internship and ensuring your employability throughout your entire career: personal and professional development, Career Services, internships and jobs.

44 years of experience

Founding member of the IPBS network

Students are from **46** different nationalities

A state-approved bachelor's degree **bac+4 years**

15 partners

4 semesters in France

1 semester-long internship

Degrees awarded:

CESEM degree (Bachelor in International Business Management)

And a degree from your university

8 300 graduates in **60** countries

CONTACT US

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France

BORDERING 9 OTHER COUNTRIES,
FRANCE IS A GATEWAY TO EUROPE

Gastronomy, culture, lifestyle, luxury, fashion, ... France offers an excellent quality of life (ranked amongst the top countries in terms of quality of life for the past 5 years by the International Living Association).

As the 5th largest economy in the world, it contributes 5% to the world GDP and 6% to the total commercial trade on the planet.

- World leader in the luxury industry
- European leader and ranked 2nd in the world for mass retail
- Ranked 2nd in the world and 1st in Europe for agriculture
- 3rd in the world in terms of productivity

39 French companies are ranked amongst the 500 largest companies in the world. (Danone, Louis Vuitton, L'Oréal, Renault, Michelin, Thomson, Airbus, Dassault, ...)

3rd in the world for hosting international students

278,000 international students, accounting for 12% of the total student body in French higher education institutions.

The French language in the world:

- Present on 5 continents
- 2nd most spoken language in Europe; 9th in the world
- Ranked 3rd in world business languages, 2nd for international information
- 274 million Francophones
- 2nd most taught language, 125 million students, 900,000 instructors, +7% speaking French daily

Sources and more information:

Campus France <http://www.campusfrance.org>

International Organisation of Francophonie <https://www.francophonie.org/> © OIF





Reims

AN ECONOMIC CROSSROADS

Due to its central location in Europe, Reims has become a major economic crossroads: pharmaceuticals, health care, agro-food industries, agro-bio technology, liquors, etc.

45 minutes from the centre of Paris by train, Reims attracts many companies, and businesses continually choose it as the place for their headquarters.

And of course, Reims is the region where you find the largest Champagne producers (Lanson, Pommery, Mumm, Veuve Cliquot, Taittinger, ...).



*Flash here!
Discover Reims!*

HEALTHY LIVING AND CULTURAL DYNAMICS

Reims is a small city (less than 190 000 inhabitants), but it also offers all the opportunities of a big city in terms of culture, well-being and sport.

Performance venues, a multitude of theme bars, two internationally recognised theatres, an exhibition centre, a conference centre, several museums as well as festivals organised throughout the year... Cultural events and locations are on the increase in Reims.

Many parks and open spaces are available for outdoor activities, along with sports and recreational clubs and facilities. The campus also has its own gym and the student sports clubs are very active.

Living in Reims

The average student budget is €700/750 per month (lodging/food/entertainment).

Lodging

Lodging in Reims is quite affordable : €400/450 per month.

Near the campus or in the city centre, you can also find housing in student residences, a private rented flat, a flat-share, or a room in a boarding house.

NEOMA BS has a housing platform:
<http://housing-platform.neoma-bs.fr>



REIMS CAMPUS

- 10 minutes from Reims city centre by tram
- 10 minutes from TGV train stations by tram
- 30 minutes from the Charles de Gaulle airport by train
- 45 minutes from the centre of Paris by train

First-rate equipment and facilities: interactive white boards, simulation rooms, trading rooms, language labs, student life facilities, multimedia library, etc.

ATAWAD multimedia pedagogic environment: e-learning platform, remote access to e-books, electronic periodicals, specialised databases.

support

The International Student Service Centre and the Student Affairs of NEOMA BS will provide you with all the information you need to make your stay as pleasant and fruitful as possible: housing option, immigration laws and procedures, academic matters (course schedules, learning agreement, ...).



Flash here!
NEOMA BS International Guide

YOUR NETWORK

NEOMA ALUMNI is the 4th largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to networks through more than 300 events organised every year in France and abroad.



66,700

alumni and future alumni

• More than 57,200 alumni

• More than 9,500 current students



22% live and work abroad
(44% for CESEM)



400
volunteers

27 professional and leisure clubs

21 local alumni clubs

54 international alumni clubs

www.neoma-alumni.com

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

REIMS CAMPUS

59, rue Pierre Taittinger
CS 80032 - 51726 Reims Cedex - France

ROUEN CAMPUS

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

PARIS CAMPUS

9, rue d'Athènes - 75009 Paris - France

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