

04:56
NEW YORK

03:56
MEXICO

10:56
ROUEN

10:56
REIMS

16:56
LONDON

NEOMA
BUSINESS SCHOOL

REIMS • ROUEN • PARIS



ROUEN & REIMS CAMPUS

COURSE CATALOGUE ACADEMIC YEAR 2022/23

Be passionate, shape the future!

Our Campuses



Rouen



> Rouen Campus

The campus is a very special 7-hectare location surrounded by woods.

Close to the city centre and major transport routes :

- 10min from Rouen city centre by bus
- 15min from the railway station by bus
- 1h15 from Paris by train or car
- 1h from the Normandy coast by train or car

Both campuses are equipped with state of the art teaching equipment : market room, student society offices, multi-media library, student life areas, fitness room, etc.

A 100% multimedia environment offering Innovative Learning can be accessed on and off campus : e-learning platform, remote access to the School's databases and documentary material (e-books, electronic periodicals, specialised databases, etc).



Normandy



Champagne



Reims



> Reims Campus

The campus is on two sites with a contemporary architectural style, located just five minutes from each other by tramway.

Close to the city centre and major transport routes :

- 10min from Reims city centre by tramway
- 10min from the TGV railway station by tram
- 30min from Charles De Gaulles Airport by train
- 45min from Paris by high-speed train

LEGEND

<i>Semester :</i>	<i>Language of instruction :</i>	<i>Campus :</i>
FA Fall	EN English	RN Rouen
SP Spring	FR French	RS Reims
MMO Mix & Match Offers		
UG : Undergraduate		GR : Graduate

BACHELOR COURSES

Course Title	Y1	Y2	Y3	Y4	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Analyse et gestion financière	X				MMO UG	GBBA	SP	6	FR	RS
Economie	X				MMO UG	GBBA	SP	6	FR	RS
Fondamentaux du droit des affaires	X				MMO UG	GBBA	SP	6	FR	RS
Introduction aux méthodes de recherche en gestion	X				MMO UG	GBBA	SP	6	FR	RS
Marketing Management (FR)	X				MMO UG	GBBA	SP	6	FR	RS
Gestion de la data & CRM		X			MMO UG	TEMA	SP	6	FR	RS
Digital Marketing		X			MMO UG	TEMA	SP	5	EN	RS
OB and Intercultural Management		X			MMO UG	CESEM	SP	6	EN	RS
Consumer Behavior & Market Research		X			MMO UG	CESEM	SP	6	EN	RS
Managerial Accounting		X			MMO UG	CESEM	SP	6	EN	RS
Foundations of Investment		X			MMO UG	CESEM	SP	6	EN	RS
Macroeconomics		X			MMO UG	CESEM	SP	6	EN	RS
Comptabilité de gestion		X			MMO UG	CESEM	SP	6	FR	RS
Macro Economie		X			MMO UG	CESEM	SP	6	FR	RS
Le choix d'investissement et des financements		X			MMO UG	CESEM	SP	6	FR	RS
Comportement du consommateur et recherche appliquée		X			MMO UG	CESEM	SP	6	FR	RS
CO & management interculturel		X			MMO UG	CESEM	SP	6	FR	RS
International Case Study Competition			X		MMO UG	GBBA	SP	2	EN	RN/RS
Financial Data Visualization & Analytics			X		MMO UG	GBBA	SP	6	EN	RN/RS
Virtual Database Business			X		MMO UG	GBBA	SP	6	EN	RN/RS
Integrated Marketing Communication & Digital			X		MMO UG	GBBA	SP	6	EN	RN/RS
International Marketing Strategy			X		MMO UG	GBBA	SP	6	EN	RN/RS

Course Title	Y1	Y2	Y3	Y4	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Corporate Valuation			X		MMO UG	GBBA	SP	6	EN	RN/RS
Corporate Social Responsibility			X		MMO UG	GBBA	SP	6	EN	RN/RS
Brand Marketing			X		MMO UG	CESEM	SP	6	EN	RS
Data Analysis & Business Intelligence			X		MMO UG	CESEM	SP	6	EN	RS
Entrepreneurship			X		MMO UG	CESEM	SP	6	EN	RS
Innovation Management			X		MMO UG	CESEM	SP	6	EN	RS
Leadership and Organization Development			X		MMO UG	CESEM	SP	6	EN	RS
Negotiation			X		MMO UG	CESEM	SP	6	EN	RS
The Digital Orngnization			X		MMO UG	CESEM	SP	6	EN	RS
The Digital Organization			X		MMO UG	GBBA	SP	6	EN	RN/RS
Corporate Finance			X		MMO UG	MIM	SP	5	EN	RN/RS
Digital Literacy (E-learning)			X		MMO UG	MIM	SP	3	EN	RN/RS
Diversity			X		MMO UG	MIM	SP	3	EN	RN/RS
Intelligence Collective			X		MMO UG	MIM	SP	3	FR	RN/RS
Advanced Excel, VBA and Power BI			X		MMO UG	MIM	SP	3	EN	RN/RS
Cost Accounting			X		MMO UG	MIM	SP	3	EN	RN/RS
Multivariate Data Analysis			X		MMO UG	MIM	SP	3	EN	RN/RS
Economics 2			X		MMO UG	MIM	SP	3	EN	RN/RS
Data Analysis & Business Intelligence				X	MMO UG	GBBA	SP	6	EN	RN/RS
Leadership and Organization Development				X	MMO UG	GBBA	SP	6	EN	RN
Strategic Innovation Management				X	MMO UG	GBBA	SP	6	EN	RN/RS
Web Marketing				X	MMO UG	GBBA	SP	6	EN	RN/RS
Sustainable Business				X	MMO UG	GBBA	SP	6	EN	RN/RS
Purchasing, Procurement and Supply Chain Management				X	MMO UG	GBBA	SP	6	EN	RN/RS
Financial Derivatives ans Risk Management				X	MMO UG	GBBA	SP	6	EN	RN/RS
Brand Marketing				X	MMO UG	GBBA	SP	6	EN	RN/RS
Blockchain and Fintech				X	MMO UG	GBBA	SP	6	EN	RN/RS

The course description is available [HERE](#)

MASTER COURSES

If students want to choose a track course, then students are required to choose one program and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.

Students can only take classes within their chosen track and a French language class (optional)..

Course Title	Y4	Y5	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Data Analysis & Business Intelligence	X		MMO UG	GBBA	SP	6	EN	RN/RS
Leadership and Organization Development	X		MMO UG	GBBA	SP	6	EN	RN
Blockchain and Fintech	X		MMO UG	GBBA	SP	6	EN	RN/RS
Financial Derivatives and Risk Management	X		MMO UG	GBBA	SP	6	EN	RN/RS
Sustainable Business	X		MMO UG	GBBA	SP	6	EN	RN/RS
Purchasing, Procurement and Supply Chain Management	X		MMO UG	GBBA	SP	6	EN	RN/RS
Web Marketing	X		MMO UG	GBBA	SP	6	EN	RN/RS
Economic Policy	X		MMO GR	MIM	SP	5	EN	RN/RS
Money and Banking	X		MMO GR	MIM	SP	5	EN	RN/RS
The Economics of Culture	X		MMO GR	MIM	SP	5	FR	RN/RS
Management du Sport	X		MMO GR	MIM	SP	5	FR	RN/RS
Advanced Team Management	X		MMO GR	MIM	SP	5	EN	RN/RS
International Management	X		MMO GR	MIM	SP	5	EN	RN/RS
International Trade	X		MMO GR	MIM	SP	5	EN	RN/RS
Innovation management	X		MMO GR	MIM	SP	5	EN	RN/RS
Leading Change	X		MMO GR	MIM	SP	5	EN	RN/RS
Digital Transformation and Change Management	X		MMO GR	MIM	SP	5	EN	RN/RS
Investments	X		MMO GR	MIM	SP	5	EN	RN/RS
Financial Decisions under Uncertainty	X		MMO GR	MIM	SP	5	EN	RN/RS
Data Science for Finance	X		MMO GR	MIM	SP	5	EN	RN/RS
Behavioral Finance	X		MMO GR	MIM	SP	5	EN	RN/RS
Economic Policy	X		MMO GR	MIM	SP	5	EN	RN/RS
Money and Banking	X		MMO GR	MIM	SP	5	EN	RN/RS
Programming with R	X		MMO GR	MIM	SP	5	EN	RN/RS
Forecasting and Decision Making	X		MMO GR	MIM	SP	5	EN	RN/RS
Supply Chain Management	X		MMO GR	MIM	SP	5	EN	RN/RS
Operations research	X		MMO GR	MIM	SP	5	EN	RN/RS
Strategic Marketing	X		MMO GR	MIM	SP	5	EN	RN/RS
Global Marketing	X		MMO GR	MIM	SP	5	EN	RN/RS
Brand Management and Story Telling	X		MMO GR	MIM	SP	5	EN	RN/RS
Communication Strategies	X		MMO GR	MIM	SP	5	EN	RN/RS

Courses within the catalogue are subject to slight changes

Course Title	Y4	Y5	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Specialisation : Financial Markets & Technologies Operational Risk & Resiliency Mock Training Part II Liquidity Risk Fintech Regulation Financial Data & Machine Learning Big Data for Finance		X	Track	MSc FMT	SP	30	EN	RN
Specialisation : Global Management Smart Operations & Supply Chain Management Digital markets and society Current Issues in Global Governance International Market Risk Management Managerial Accounting Statistics for Business and Economics		X	Track	MSc GM	SP	30	EN	RS
Specialisation : Corporate Finance Corporate Valuation Risk Management and Derivatives Debt Instruments Corporate Restucturing Private Equity & Early Stage Capital Mergers & Acquisitions		X	Track	MSc CF	SP	30	EN	RN/RS
Specialisation : International Marketing and Brand Management Marketing Services Digital Communication Ethics & Critical Marketing Integrated Marketing Communication (IMC) Retail and Channel Management Sales Leadership and Negotiation		X	Track	MSc IMBM	SP	30	EN	RN/RS
Specialisation : Marketing French Excellence Distributive Marketing Fashion Marketing Industrial B2B Marketing Luxury Marketing Millennial Marketing Service Marketing		X	Track	MSc MFE	SP	30	EN	RN

Course Title	Y4	Y5	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Specialisation : International Business Development Social responsibility and ethics Sales Force Management Key account management Psychology & Techniques of International Negotiations Research and forecasting for business development		X	Track	MSc IBD	SP	30	EN	RN

The course description is available [HERE](#)

LANGUAGE COURSES (optional)

Course Title	Level	ECTS credits	Campus
Discovering and Understanding French Culture	A1,A2	5	RN/RS
French for Communication	all except B1/B2	5	RS
French for Communication	all	5	RN
Boosting your Employability in France	B1+	5	RN/RS
French for Business	B1, B2	5	RN/RS
Découvrir et comprendre la culture française	B1,B2	5	RN/RS

Language courses are available at both Undergraduate and Graduate levels

REMINDER : COURSE REGISTRATION

Please note that 1st cycle courses are not compatible with 2nd cycle courses, nor is it possible to mix campuses

Course registration is completed online [on a first-come first served basis](#).

Specific dates for course registration are announced to students [by e-mail](#) :

FALL SEMESTER : June

SPRING SEMESTER : November

ACADEMIC CALENDAR (provisory)

Courses from our :

TEMA programme : 02/01/2023 – 05/26/2023

MIM programme : 01/03/2023 – 04/29/2023

CESEM programme : 01/03/2023 – 04/06/2023

GBBA programme : 01/06/2023 – 04/15/2023

Track MSc : 01/04/2023 – 04/28/2023

To find out more about NEOMA Business School :



Hope to meet you soon on Campus !

