

MASTER IN MANAGEMENT

PROGRAMME GRANDE ÉCOLE



ACCESS A WORLD OF OPPORTUNITIES

NEOMA
BUSINESS SCHOOL
REIMS • ROUEN • PARIS

WELCOME TO NEOMA



DELPHINE MANCEAU
Dean,
NEOMA Business School

“Making our students key players in tomorrow's world: The heart of NEOMA Business School's mission.”

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 73% of international professors, more than 100 nationalities on our campuses and over 400 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 Master in Management!



IMEN MEJRI
Director,
Master in Management

“Your degree will open the door to all sectors and you will be able to leverage one of the strongest alumni networks in Europe throughout your career.”

Our mission at NEOMA is to make our Master in Management a tremendous “creator of opportunities” for all our students: Whatever your aspirations, our programme will enable you to achieve personal and professional fulfilment.

In real terms, this means a great deal of freedom of choice: For example, you can decide to spend up to two years abroad with one of our prestigious academic partners during your course of study, or only six months, according to your preference. You can also choose the number of internships you wish to undertake. More generally, you can adapt your studies as you progress according to your personal career plans and interests: Choice of courses, expertise tracks, choice of specialisation in the final year, double degrees, and more.

The Master in Management programme is supported by its experienced and gifted faculty, committed pedagogy teams and expert professional speakers, as well as its dynamic alumni network.

Our aim is to equip you with skills that go beyond the theoretical in order to meet the ever-changing needs of the business world and to ensure your lasting employability.

Innovation, collective intelligence and open-mindedness are the winning characteristics of this programme. Welcome!



A world of OPPORTUNITIES

NEOMA's Master in Management is a true creator of opportunities:

- **Opportunities to find your calling**, via one of the most powerful alumni networks in France and one of the largest career development services in the sector. This means that 98,000 internships, apprenticeships and jobs are available to you every year.

- **Opportunities abroad**: NEOMA offers a number of immersive international study tracks with our prestigious academic partners, which allow you to build your professional experience and employability abroad. You're in the driver seat of your international experience: Study abroad from six months to two years, depending on your goals, in the countries of your choice.

- **Opportunities for entrepreneurship** through our three incubators and two accelerators.

- **Opportunities to "learn to learn"**: In a world of constant change where the careers of tomorrow do not yet exist, our teaching methods must prepare you for your entire career. This is why we have developed a number of innovative approaches that allow you to become a lifelong learner. These include "gamification" (immersive virtual reality), learning by doing (Starting Days, etc.), peer learning (NeoSmart and the Coding School), and our virtual campus.

- **Opportunities to get involved and take action**: You can invest yourself in the 97 student organisations present on campus.

- **Opportunities to explore tomorrow's challenges**: The research conducted by NEOMA's faculty is entirely devoted to the challenges of tomorrow's world, via 300 research projects based on four major themes: "The Future of Work", "The World We Want", "The Complexity Advantage", "AI, Data Science & Business" and "The Future of Business". You will be able to explore these themes in greater depth through seminars and courses.

NEOMA's Master in Management is recognised both nationally in France and internationally, as evidenced by its constant progression in the rankings:

In France:

> **6th** by *Le Point* - 2023

Abroad:

> **Top 25** worldwide (Master in Management - Financial Times 2023)

3 international accreditations

As one of the exclusive 1% of international business schools with triple accreditation, NEOMA stands out as an innovative global business school.





Learn to MAKE AN IMPACT

ACTIVATE YOUR THINKING ON SOCIETAL ISSUES,
THE CAREERS OF TOMORROW AND THE GREEN TRANSITION

SEMINAR: DIMENSIONS IN SUSTAINABILITY TRANSITIONS

During your first semester of the Master Year 1, a whole week is devoted to the issues of Sustainability Transition. It focuses on 6 key dimensions:

- Economics of the Ecological Transition (FR/ENG)
- Sustainable Finance (FR/ENG)
- Sustainable Reporting (FR/ENG)
- UN Day & International Climate Negotiations
- Sustainable Entrepreneurship
- Sustainable Supply Chain.

NEOMACT, a comprehensive study pathway to enable you to take CSR actions

This initiative will put you in a position to play a positive role right from the start of your studies, thanks to a study programme offered throughout your course and open to all students.

From determining your "eco-profile", through to certification by the "2TONNES" agency, including interactive online training courses to help you better understand climate change and biodiversity issues, NEOMACT equips students to get involved and take tangible action on these vital issues. The scheme also foresees academic recognition for community-based projects carried out by student organisations, as well as the launch of a new role: The 'CSR Representative'.



Learn DIFFERENTLY

Innovative teaching methods to "learn how to learn"

NEOSMART

NEOSMART turns traditional learning methods on their head. In contrast to "vertical teaching" methods, this system is based on a "peer learning" approach: Depending on the subject and your preferences, you can choose to be a "mentor" or "mentee".

In both cases, you will benefit from resources prepared by your professors and support throughout your experience (our studies show that NEOSMART maximises retention and permits you to achieve substantially more advanced stages of understanding).

► NEOSMART LANGUAGES:

International students will be able to participate fully in the system. For example, English-speaking students will be able to become mentors in the English language course.

CODING SCHOOL

Via our digital **NEOMA Coding School** platform, you can learn to code and develop your skills in (almost) all existing languages: Python, SQL, HTML, CSS, PHP, JQuery, or R.

The platform is suitable for beginners as well as the more experienced, and allows you to learn at your own pace and according to your goals.

Recognised by the AACSB, NEOMA's "iLearning courses" have placed the School as among the top 20 academic institutions in Europe.

A fourth campus that is 100% virtual!

NEOMA became the first school in Europe to open a permanent virtual campus in September 2020. This is an unprecedented innovation in Europe in terms of its scale in the world of education technology, illustrating NEOMA's commitment to innovation in higher education and inventing a new learning environment, at the crossroads between the classroom and a remote environment.

A high-quality immersive experience:

- NEOMA's students, professors and staff are embodied in the form of a personalised avatar and interact in virtual spaces
- The ecosystem's services are accessible just like "in real life"
- Collaborative work and exchanges are facilitated.

This innovative project is in partnership with Laval Virtual, experts in immersive VR/AR technologies.



Master in Management

CHOOSE YOUR OWN ACADEMIC JOURNEY

Choose your Campus:
Reims or Rouen

> Choose your start:
September or January (see details page 15)

> Choose your programme length:
At NEOMA, you may choose to complete the Master Year 1 in one or two years. The modular nature of the programme allows you to build your own study path: International immersion, professional experience, you will also have the opportunity to select in-depth study courses of your choice.

> Choose your Master Year 2 specialisation
(see details page 10):

- a NEOMA's Master of Science
- A double degree at one of our academic partners in France or abroad

MASTER 1 - In 1 year

2 ACADEMIC EXPERIENCES

SEMESTER 1

- ▶ Dimensions in Sustainability Transitions seminar
- ▶ Academic semester on campus

SEMESTER 2

- ▶ Academic semester on campus



NEOMACT
ENGAGE FOR SOCIETY



"GRADE DE MASTER"

Level 7 RNCP (French Register of Professional Certifications) - Sheet No. 37683

MASTER 1 - In 2 years

2 ACADEMIC EXPERIENCES & 2 PROFESSIONAL EXPERIENCES

SEMESTER 1

- ▶ Dimensions in Sustainability Transitions seminar
- ▶ Academic semester on campus

SEMESTER 3

- ▶ Academic semester on campus
- or ▶ Academic exchange abroad
- or ▶ Professional experience*

SEMESTER 2

- ▶ Academic semester on campus
- or ▶ Professional experience*

SEMESTER 4

- ▶ Professional experience*
- or ▶ Academic exchange abroad



NEOMACT
ENGAGE FOR SOCIETY

MASTER 2

SPECIALISATION

- ▶ Master of Science at NEOMA
- ▶ Double degree with an academic partner in France or abroad



(*) The professional experience can take the form of an internship, a professional contract in France or abroad, a humanitarian project or company creation.



In Master Year 1, BUILD A STUDY PATH THAT INSPIRES YOU

FOR THE SEPTEMBER COHORT, THE MASTER YEAR 1 CAN BE COMPLETED IN TWO FORMATS: 1 OR 2 YEARS

In its 1-year format, the Master Year 1 consists of two academic semesters on campus.

In its 2-year format, you also benefit from up to two 6-month professional experiences in France or abroad, or one 6-month professional experience and an academic semester abroad.

(see page 15 for details about the January cohort)

A TAILOR-MADE CURRICULUM WITH 40 POSSIBLE COURSE COMBINATIONS

The Master Year 1 will allow you a **guided freedom of choice** and a preliminary level of in-depth study before the choice of specialisation during Master Year 2.

Offering 40 possible course combinations, you will be able to choose a Major (from a choice of 4) alongside a Minor (from a choice of 10). Each Major is made up of 4 courses of expertise and each Minor consists of 2 courses in a complementary subject or in another field, so you will take a total of 6 courses of your choice.



EXPERTISE TRACKS

Choose to specialise with:

- **Chartered Financial Analyst (CFA®)**: A 360° approach to finance, with courses that cover ethics, quants, reporting and financial analysis, economics, asset valuation, portfolio management, and more. Students will prepare to take the CFA® Level I exam in Master Year 1 and the Level II exam in Master Year 2.
- **Financial Markets & Technologies**: A track that prepares students for a challenging and rewarding career in the understanding, measurement and management of financial risks and to discover a world of new technologies. Students will prepare for the Financial Risk Manager (FRM®) certification by the Global Association of Risk Professionals (GARP).

PROFESSIONAL EXPERIENCE

Make your career plan a reality! Depending on your Master Year 1 format, you will be able to complete **up to 12 months of professional experience**. Each year, more than **98,000 internship or job offers** are available to students and the **Talent & Career Development Unit**, a team of **40 experts**, is dedicated to provide you with personalised support.



Choose to specialise

IN MASTER YEAR 1

CHARTERED FINANCIAL ANALYST (CFA®)

Recognised for its excellence in teaching finance and with over 10 years of experience in preparing students for the CFA® exams, NEOMA Business School is one of the few French business schools to be an affiliate of the CFA Institute's CFA® programme.

- > A 360° approach to finance, specifically geared towards the career of Chartered Financial Analyst
- > Courses will cover ethics, quants, reporting and financial analysis, economics, asset valuation, corporate finance, fixed income, derivatives, alternative investments and portfolio management
- > Students will prepare to take the CFA® Level I exam in Master 1 and the Level II exam in Master 2

This course culminates with the MSc International Finance.



NEW:

NEOMA supports its students up to Level III of the CFA® certification!

167,000

CFA® charterholders worldwide

Average salary of a CFA® analyst: **+27 %**
compared to non-certified analysts

CFA® PASS RATES 2021

LEVEL I	Worldwide	41 %
	at NEOMA	70 %
LEVEL II	Worldwide	43 %
	at NEOMA	67 %

“



Mouhammad SENE, MiM '17
Senior Investment Officer, Uhuru Investment Partners
(Abidjan, Ivory Coast)

The Chartered Financial Analyst (CFA®) designation is indeed the most respected credential in today's financial world. It provides you with the additional tools you will need to take up highly sought-after positions in market and corporate finance at the top investment banks. ”

FINANCIAL MARKETS AND TECHNOLOGIES

The Financial Markets & Technologies track provides students with key knowledge in risk management and the technical and managerial skills essential for identifying risks and communicating effectively with stakeholders.

While in the programme, students will prepare for the internationally recognised Financial Risk Manager (FRM®) certification by the Global Association of Risk Professionals (GARP).

The course aims to prepare students for a challenging and rewarding career in the understanding, measurement and management of financial risks and to discover a world of new technologies: Fintech, machine learning, blockchain, cryptofinance, etc.

This track culminates with the MSc International Finance.

Added value:

Prepare for the **Financial Risk Manager (FRM®)**, professional certification and benefit from our partnership with GARP, the leading professional association in the world of finance.





In Master Year 2,

DEEPEN YOUR EXPERTISE AND COMBINE YOUR SKILLS
WITH A DOUBLE DEGREE

More than 85 different tracks to unite your passions with expertise and to boost your profile with a cross-disciplinary approach

- Continue an expertise track at NEOMA: Financial Markets & Technologies, Chartered Financial Analyst (CFA®)
- Obtain a double degree by pursuing one of our Masters of Science (MSc)
- Or a double degree with our academic partners in France and abroad, also awarding a Master's degree

Throughout key partnerships with the best universities in France and abroad, NEOMA offers you the opportunity to enrich your Master in Management with a specialisation or a double degree in Science & Engineering, Law, Healthcare, Industrial Design, Sustainable Business and even the Sports Industry.

NEOMA'S MSc DOUBLE DEGREES

Finance:

- MSc International Finance
- > Corporate Finance & Investment Banking Track
- > Financial Markets & Risk Management Track
- > Real Estate & Wealth Management Track

Marketing:

- MSc Marketing
- > Digital & Data Marketing Track
- > International Brand Management Track
- > Luxury Marketing Track

Management & Strategy:

- MSc Business Analytics
- MSc Entrepreneurship & Innovation
- MSc Global Management
- MSc International Business Development
- MSc International Project Development
- MSc Supply Chain Management
- MSc Sustainability Transformations

Sector Expertise:

- International Master in Luxury Management (Double degree Master programme with POLIMI Graduate School of Management)
- MSc Cultural & Creative Industries
- MSc Wine & Gastronomy



DOUBLE DEGREES IN FRANCE

- **IRIS Sup'** certifications:
 - › Géoeconomie, gestion des risques et responsabilité de l'entreprise
 - › Défense, sécurité et gestion de crise
 - › Géopolitique et prospective
 - › Manager de programmes internationaux – Humanitaire et Développement
- Mastères Spécialisés with **CentraleSupélec**:
 - › MS Technologie et Management
 - › MS Management Industriel, Projets et Supply Chain
- Mastères Spécialisés with the **CESI network**:
 - › MS Management par projets (option Stratégie ou option Industrial Leadership ou option Innovation ou option Transition Numérique)
 - › MS Management de Projets de Construction (option Construction Durable ou option Projets à l'International)
 - › MS Manager de l'Amélioration Continue (option Supply Chain ou option Excellence Opérationnelle)
 - › MS Manager de l'innovation et du développement d'activité
- Diplôme d'université (DU) "Géopolitique" with the **Université de Reims Champagne-Ardenne**
- Master Sciences et Techniques des Activités Physiques et Sportives (STAPS) "Marketing et Management des Structures Sportives Professionnelles" with the **Université de Rouen**
- Masters in Human Resources with:
 - › **Université Paris I** - Ecole de Management (Master 2 GRH en Environnement complexe ; Master 2 GRH Pilotage & Innovation)
 - › **Université Paris Panthéon Assas - CIIFOP** (Master 2 International Human Resources Management)

DOUBLE DEGREES ABROAD

A few examples

Asia:

- China: Tongji University - Master of Management Science Degree // Specialisations: Corporate Management | Technology Economy & Management | Management Science & Engineering; Sun Yat-sen University - MBA Global HR Management; National Taipei University (NTUB) - MBA in Finance; National Tsing Hua University - MiM (Specialisations: Economics | Quantitative Finance | Service Science | Technology Management) | IMBA | MSc Industrial Engineering & Engineering Management
- Japan: NUCB Business School - Master in Management; Rikkyo University - Master of International Business
- Vietnam (Hanoi & Ho Chi Min City): Centre Franco-Vietnamien de formation à la Gestion (CFVG) - MBA
- Malaysia: INCEIF – MBA Sustainable Business | MSc in Islamic Finance | Master in Islamic Finance Practice

America:

- Mexico: Master in International Management at Universidad de Las Américas (UDLAP), Puebla
- United States: Elon University - MSc Business Analytics
University of San Diego - MSc International Finance

Europe:

- Austria: Management Center Innsbruck (MCI) - Master of Arts in Business "Master program International Business & Law"
- Czechia: Prague University of Economics & Business (VŠE) - Master in Management (Minors : Family Business / Consulting / Marketing)
- Germany: Europa-Universität Viadrina Frankfurt (Oder) - Master in Marketing & Management, Master in Finance, Master in Finance & Accounting, Master in Industrial Operations Management | ESB Reutlingen University - MSc Global Management
- Ireland: University of Limerick, Kemmy Business School - MSc Economics & Policy Analysis, MSc Project Management, MSc Marketing, Consumption & Society, MSc International Management & Global Business, MSc Human Resource Management | Dublin City University - MSc Global Management
- Italy: Università di Bologna - Master in Economics & Management - Business Administration or Food System Management, Master Economia e Management, Master Economia e Commercio, Master Management dell'economia sociale | POLIMI Graduate School of Management - International Master in Luxury Management
- Portugal: Universidade Católica Portuguesa (UCP) Porto - Master in Marketing, Master in Business Economics, Master in Management, Master in Finance
- Slovenia: University of Ljubljana – Master in International Business

Broaden your horizons with an INTERNATIONAL EXPERIENCE

NEOMA Business School has always sought to ensure the best possible educational experience for its students, both on campus in France and abroad. We have made this possible by adopting a strategy of working with international partners of the highest quality. Rather than opening our own campuses abroad, NEOMA prefers to rely on a solid network of institutions that share the same rigorous academic standards, values and vision of international immersion.

In the Master in Management, it is you who defines the scope of your international experience: Whether for six months or two years, through internships or academic exchanges with our prestigious academic partners, or during a double degree, you will immerse yourself in the local culture and develop your skills in an authentic international context.

THE AMERICAS:

(A few examples)

NORTH AMERICA:

- Université Laval, Quebec (Canada)
- Graziadio Business School, Pepperdine University, California (USA)
- University of Texas, Dallas (USA)
- Bentley University, Massachusetts (USA)
- University of California, Berkeley (USA)

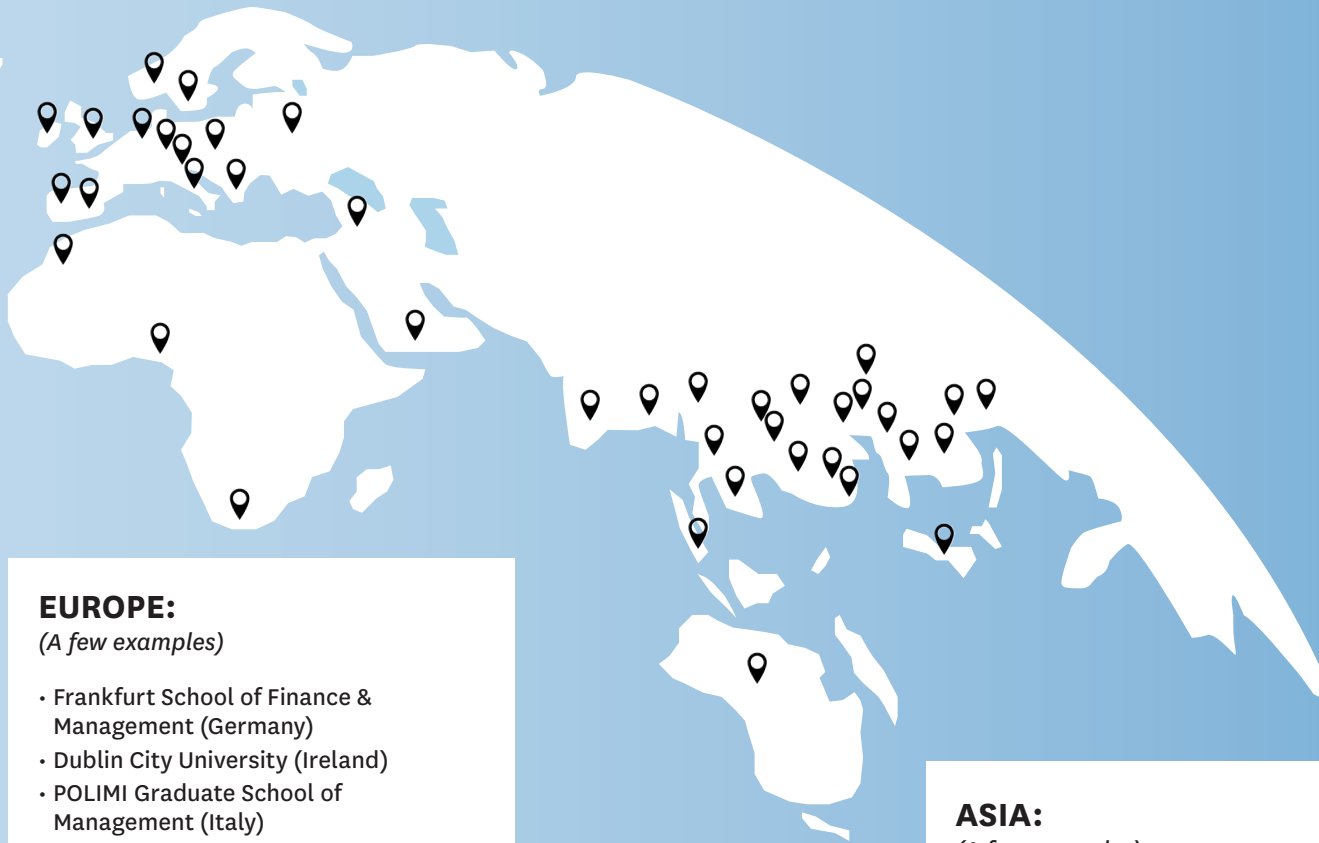
SOUTH AMERICA:

- Universidad de los Andes, Bogotá (Colombia)
- Universidad Adolfo Ibáñez, Santiago (Chile)
- Fundação Getulio Vargas (FGV), São Paulo (Brazil)

Many destinations are possible,
these prestigious partner
universities are just a few
examples.

>>> Scan this QR code
to view to the full list
of our international
academic partners





EUROPE:

(A few examples)

- Frankfurt School of Finance & Management (Germany)
- Dublin City University (Ireland)
- POLIMI Graduate School of Management (Italy)
- Università Bocconi (Italy)
- Rotterdam School of Management (The Netherlands)
- BI Norwegian Business School, Oslo (Norway)
- Universidade NOVA de Lisboa (Portugal)
- IE Business School, Madrid (Spain)
- Universidad Pontificia Comillas ICAI-ICADE (Spain)
- Universität St. Gallen (Switzerland)

AFRICA/MIDDLE EAST:

(A few examples)

- Stellenbosch Business School, University of Stellenbosch (South Africa)
- American University of Beirut (Lebanon)

ASIA:

(A few examples)

- Hong Kong Baptist University (China)
- Hong Kong Polytechnic University (China)
- Nankai University (China)
- Sun Yat-sen University (China)
- Tsinghua University (China)
- Nagoya University of Commerce and Business (NUCB) (Japan)
- KAIST College of Business, Korea Advanced Institute of Science & Technology (South Korea)
- SKK Business School, Sungkyunkwan University (SKKU) (South Korea)
- Singapore Management University (SMU) (Singapore)
- Thammasat University (Thailand)
- Indian Institute of Management (IIM), Calcutta (India)
- XLRI - Xavier School of Management (India)

2 languages of instruction according to your choice

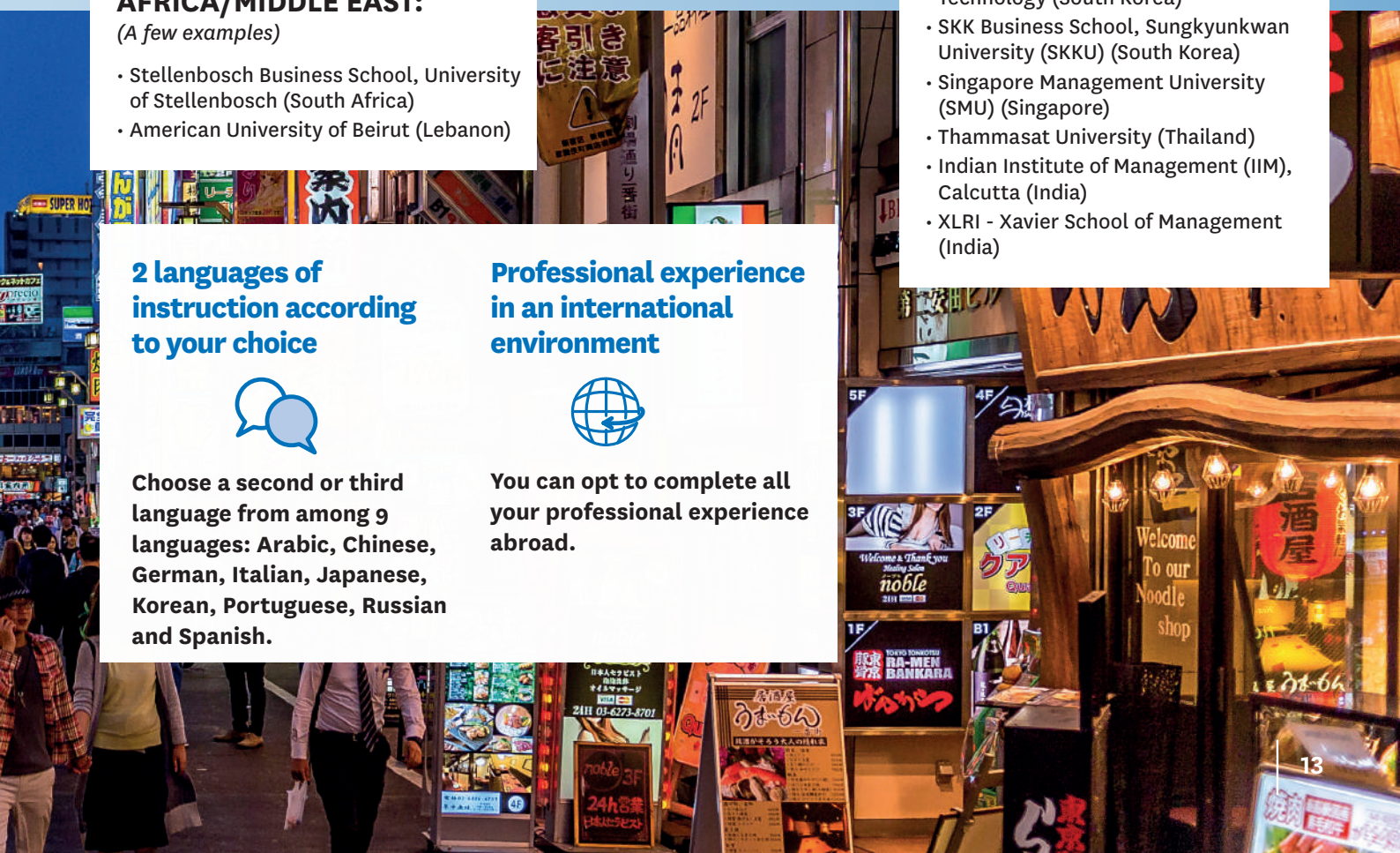


Choose a second or third language from among 9 languages: Arabic, Chinese, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish.

Professional experience in an international environment



You can opt to complete all your professional experience abroad.







Later admission:

JOIN THE PROGRAMME IN JANUARY!

MASTER YEAR 1 In 1.5 year

MASTER YEAR 2

2 ACADEMIC EXPERIENCES

FROM JANUARY TO JUNE

- ▶ Academic semester on campus
 - 1 Major in International Business & Management
 - 1 Minor in Financial Analysis & Accounting

FROM SEPTEMBER TO DECEMBER

- ▶ Academic semester on campus
 - 1 Major (from a choice of 3)
 - 1 Minor (from a choice of 9)

1 INTERNSHIP

FROM JANUARY TO JUNE

- ▶ A 6-month internship to gain professional experience and to help you refine your final year specialisation accordingly, in France or abroad

DOUBLE DEGREE

FROM SEPTEMBER TO JUNE

- ▶ Master of Science at NEOMA
- ▶ Double degree with an academic partner in France or abroad

If you missed the September intake, you can join our Master in Management in January.

In Master Year 1, you will experience:

- **A first semester with a Major in International Business & Management** and a Minor in Financial Analysis & Accounting, whilst gaining an understanding of sustainability issues with NEOMACT.
- **A preliminary level of in-depth study to prepare the Master Year 2 specialisation with a Major in Finance, Marketing or Supply Chain** made up of 4 courses of expertise and a Minor consisting of 2 courses in a complementary subject or in another field (Finance, Marketing, Supply Chain, Quantitative Methods, Management & Organisation, Creative Industries or Economics), for a total of 27 possible combinations offering guided freedom of choice in your studies.
- **Professional experience** through a 6-month internship.

In Master Year 2, you will choose a specialisation with a double degree in France or abroad (same structure as the September cohort).

Entrepreneurship

MAKE YOUR IDEAS A REALITY WITH 3 INCUBATORS AND 2 ACCELERATORS



300+ start-ups
launched since 2011

150+ projects
incubated each year

200+ projects
in pre-incubation every year

FOSTERING AN ENTREPRENEURIAL SPIRIT

- Students benefit from entrepreneurial courses throughout their studies, with full-scale events such as the "NBS Start-up Challenge", opportunities to lead and run the School's student organisations like a start-up, and more...

- A team of faculty, mentors and experts is on hand to support students in their entrepreneurial projects.

- **The MSc Entrepreneurship & Innovation in Master Year 2:** Allowing students to deepen their understanding of the issues involved in the takeover and development of entrepreneurial or intrapreneurial activities using a disruptive approach. At the heart of this MSc, a business creation project allows students to apply their knowledge and test their ideas in front of a panel of professionals. The objective? To launch their project at the end of the programme by joining NEOMA Incubators as an intrapreneur or by joining a company as an intrapreneurship project development manager.

- Since 2011, the **NEOMA Incubators and Accelerators** have provided a 360° support system to enable students to create or take over a company, without taking any share in the start-ups they support.

The support system offers:

- > A co-working space
- > Individualised coaching
- > A mentorship system with experienced alumni-business leaders
- > A support and training programme
- > A Web Lab, a web development unit to help project leaders develop their website or mobile app
- > Countless networking events with experts, financiers and partners
- > Study trips abroad to discover the global hotspots of innovation



SUCCESS STORIES

In 2017, Axel Guidicelli, a Master in Management graduate, launched **Ulysse**, an innovative flight comparison service. In 2019, he raised €1.3 million to boost its international development.

Co-founders Diane Scemama and Claire Chouraqui, both 2014 graduates of NEOMA's MiM, launched **Dream Act** in October 2015 to offer a solution for ethical consumption by highlighting retailers who respect ethical, organic and fair trade standards. In 2018, they recorded one million euros in turnover and have 200,000 individual and corporate customers.

- Our campuses are home to two student organisations dedicated to entrepreneurship: Déclic Entreprendre (in Rouen) and Genius NEOMA Reims. Within these clubs, students hone their entrepreneurial skills while working with local innovation entities.

- Numerous events featuring experienced entrepreneurs and celebrating entrepreneurship are organised by student organisations and the Incubators throughout the year: Pitch competitions, meet-ups with incubated start-ups, talented guest speakers... opportunities to learn more about entrepreneurship abound!



Think Global!

NEOMA is the only school in France to offer a "Global Incubator", a scheme allowing students to develop large-scale business projects with a strong international dimension in optimal conditions.

This track includes a semester at one of our partner universities in Canada, Australia, Ireland, etc. The programme entails entrepreneurship-oriented courses, work sessions within a consortium of incubators and the discovery of a completely different entrepreneurial culture.

Thanks to this scheme, NEOMA was recognised in 2020 as one of the world's top 25 institutions for innovation and entrepreneurship by the prestigious American AACSB certifying body.



**Camille
GUILLEMINOT**
MIM'17,

Co-founder of Calyce
Cider Bar, the first
monthly subscription
cider box

Entrepreneurship is a response to the need to write new stories, to create from scratch, to innovate in order to reshape the world around me for the better. It's a constant adventure where I must constantly reinvent myself, step out of my comfort zone and learn from every situation in order to continue to develop and make my little company grow. ”



Boost YOUR EMPLOYABILITY

Master in Management graduates are positioned in management and executive positions in all sectors and types of companies, from start-ups to high-growth SMEs and large international groups.

Less than 4 weeks on average for young MiM graduates to find a job

35% of MiM graduates start their career abroad

100% of graduates find a job within **6 months** of graduation

€44 K: Average salary after graduation

Strong growth in salary after 3 years: **€76 K**

400 corporate participants in our in-person and virtual fairs

Source: Financial Times 2022 and New Graduate Survey 2022

MAIN SECTORS:



WHERE ARE THEY NOW?

MIM GRADUATES ARE RECRUITED BY:

ACCENTURE • AMAZON • AXA France • BPI • BNP PARIBAS • CAISSE D'ÉPARGNE • CHANEL • COCA COLA • CRÉDIT AGRICOLE • DELOITTE • DOCTOLIB • EDF • EY • IBM • KPMG • L'ORÉAL • LVMH • MAZARS • NATIXIS • ORANGE • PARIBAS • STELLANTIS • PWC • RENAULT • SG • THALES • UBISOFT • UNILEVER • VEEPEE

TALENT & CAREER

The T&C team will support you throughout your studies as you build your career plan, look for internships or work placements and develop the key skills you need to successfully enter the workforce.

TALENT & CAREER department

40 staff members dedicated to supporting students

1,700+ personal advising sessions per year

98,000 internship, apprenticeship and job offers received each year by NEOMA

6,000 internship contracts signed each year
25% of which are abroad

The Talent & Career Development Unit (TCDU) provides you with personalised support, tailored to you:

- Develop the skills to build your career plan
- Learn to "sell" yourself and highlight your experiences
- Master the job market and the different careers and sectors available to you
- Refine your personal branding tools: CV, cover letter, networks.

Diversified and innovative teaching methods:

- Seminars
- Individualised workshops
- Personality type analysis
- Individual coaching
- Mock interviews
- Meetings with companies
- Networking sessions
- Virtual job fairs
- Pre-recorded video interviews
- Coaching by job experts to optimise entry into the workforce
- And more....

Students are supported by a team of career experts specialised by sector of activity or profession and by geographical area: Europe, North America, South America, Asia and the Middle East. Our experts help students individually to gain international professional experience and prepare them for the specific recruitment requirements of each sector.



Popular examples from the Master in Management students

"SPEED INTERVIEWS"

This 5-minute "speed recruitment" exercise is becoming increasingly popular with employers.

The objective: To present yourself in a concise and powerful way to an audience of students and a jury of graduates and career experts.

"TALENT DAYS" - Talent & Career Days

This customised event allows students to better prepare themselves for the challenges of tomorrow's professional world. On the agenda: Round tables, conferences, workshops and case studies on a variety of topics such as the future of recruitment, entering the job market, job application tools and more.

"THE CAREER CENTER BY JOYTEASER"

As a student and then a graduate, you will have access to a free career platform, developed to meet your needs and enable you to better connect with the business world and find your ideal internship or job.

Among all the French and international business schools present on JobTeaser, the leading recruitment platform for students and young graduates, NEOMA ranks fourth this year in terms of traffic.

This platform allows you to access internship, apprenticeship and job offers reserved for NEOMA students.

The resources module brings together a wide range of advice on how to improve your application materials and deepen your knowledge of potential careers and sectors. These resources are available in a variety of educational formats: Examples of CVs, tutorials, videos, student testimonials, etc.



Benefit from a strong ALUMNI NETWORK

CREATE AND MAINTAIN PROFESSIONAL RELATIONSHIPS

“



We put the power of our tremendous network at the service of the employability of our graduates, to support them throughout their lives. ”

Ilan BENHAIM (PGE '01)
President of NEOMA Alumni,
Co-founder & Executive Partner @Veepee_Fr

NEOMA ALUMNI

NEOMA'S ALUMNI ASSOCIATION

For more than 140 years, the NEOMA Alumni community has been gaining new members day after day, who are all talents to be discovered and from whom we can draw inspiration.

The strength of our network lies in its members' strong connection to their degree and school, but also in a certain state of mind that makes every NEOMA alum a unique and remarkable graduate.

NEOMA Alumni unites, connects graduates and students in a lasting way and develops synergies with the School and its Foundation. We continue to innovate by offering quality events and services tailored to your needs to inspire you and help you flourish personally and professionally.

YOUR NETWORK

72,000 alumni

25% work abroad

23,000 event participants

400 events per year

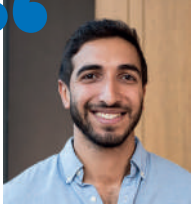
7,000+ job offers

30 clubs

94 international chapters

39 firm managements

“



Youssef EL KADDIOU

MiM'15, Founder & CEO The Scalelab and Co-Founder & CEO Scalelist (China)
Named "Forbes 30 Under 30 - Asia - Finance & Venture Capital 2019"

With the Master in Management, I developed entrepreneurial skills that helped me launch two start-ups while helping others raise funds. I still draw on those skills today. ”

“



Hélène VAUTARD

MiM'20,
Marketing Coordinator,
Parfums Christian Dior (Austria)

I would like to emphasise the power of the word "possible" that this school has given me.

My academic career is proof of the range of possibilities offered at NEOMA Business School and the commitment of the Master in Management programme in helping each student make the best choice for him or herself.

I can say that I benefitted from personalised guidance tailored to my needs during my enriching and challenging studies at NEOMA. Today, NEOMA's reputation and my background in Champagne & Wine Management are highly valued on the the job market. ”

“



Victor MOREL

MiM'04
Business Manager Cloud Sales,
Google (Germany)

Thanks to the Master in Management, I learned how to work in a group and to

challenge the status quo. More than theoretical knowledge, it's the development of these "soft skills" that has paid off the most.

I definitely recommend NEOMA for the quality of the teaching, the scale of the network and the quality of the partner universities.

As an alumnus, I try to participate in local chapter meetings, now in Germany, previously in Zurich. Four years ago I became a lifetime member and I don't regret it. It's always a pleasure to meet other NEOMA alumni at the chapter meetings. ”

“



Laurent LACOSTE

MiM'07,
Marketing Director APAC,
Lindt & Sprüngli (Singapore)

My choice of school was fundamental, it allowed me to gain access to challenging and career-building companies and to build a robust and appealing professional profile. ”

Career journey examples: WHERE ARE THEY NOW?



- > **Anne Broawaeyts** '97, CEO Club Med Markets Europe & Africa, Board Member PMU, Paris
- > **Fanny Moizant** '01, Co-Founder Vestiaire Collective, Paris
- > **Emmanuelle Larroque** '02, Founder & CEO Social Builder NGO, France
- > **Marc Brandsma** '86, Chief Financial Officer - Leboncoin, Paris
- > **Camille Cury** '18, Sustainability Manager at Engie Impact, Singapour
- > **Paul Berthier** '21, BearingPoint Consultant, Paris
- > **Gaëtane Baudry** '01, Global Deputy General Manager, Shu Uemura / Groupe L'Oréal
- > **Charles Boudet** '97, CEO France & BeLux, Southern and Central Europe, JLL
- > **Céline ChereL-Bonnemaison** '03, Associate Partner, Operations and Sustainability practice, McKinsey & Company Switzerland
- > **Diane Deperrois** '89, Managing Director, Axa Santé et Collectives
- > **Jean-Marc Gallot** '88, President-CEO, Veuve Clicquot
- > **Philippine Galtier** '15, Associate Investment Officer, IFC (World Bank), Washington, D.C.
- > **François Gay-Bellile** '90, General Manager-Vice President, Coca-Cola Europacific Partners
- > **Wilfried Guerrand** '93, Executive Vice President Métiers, IT & Data, Hermès
- > **Thierry Guibert** '95, CEO, Maus Frères (Lacoste, The Kooples, Aigle...)
- > **Laurent Kleitman** '88, CEO, Mandarin Oriental Hotel Group
- > **François Quédiniac** '97, Partner and Head of Global Insurance, KPMG
- > **Alix de Sagazan** '07, CEO & Co-founder, AB Tasty
- > **Baptiste Sander** '10, Director Transaction R&Co, Rothschild & Co.
- > **Isabelle Tracq-Sengeissen** '90, Partner, EY
- > **Delphine Vidal de Pracomtal** '17, Real Estate Private Equity Associate, J.P. Morgan, Paris

“



Aliénor DE FEYDEAU

MiM'18,
EU Brand Specialist, Amazon (France)

NEOMA emphasises fundamental values such as good sportsmanship and humility, which encourages positive professional development and openness towards one's

colleagues. The School pushes us to carry these values into the professional world during our internships, but also into inter-school sports events such as the Ecrime challenge.

NEOMA drives us to be open to the world by offering a vast range of academic exchanges. This is a key moment in your career, as it exposes you to different cultures and teaching methods. ”

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.

€3.5
million
annual budget

500
events
per year

2,400
students
involved

97
student
organisations

Getting involved in student organisations allows you to combine passion, talent and performance, and gives you the chance to develop:

- An entrepreneurial mindset
- An ability to take on responsibility
- A driving energy

In each organisation, you will find teams with very different profiles that reflect the great diversity of backgrounds at NEOMA.

EXPERIMENT AND LEARN DIFFERENTLY

As a true testing ground for theoretical knowledge, getting involved in student life at NEOMA serves as a key learning experience in your career as a student, but also in your future professional career.

Scan this code
to discover NEOMA's
student organisations.



VIBRANT AND DIVERSE STUDENT LIFE

Each of NEOMA's student organisations supports its own successful project, from A-to-Z.

Getting involved in a student organisation means stepping into a role of responsibility and taking on the management (both financial and organisational), values and projects of the organisation and bringing them to life on campus.

To meet everyone's interests and motivations, student organisations are structured around five areas of expertise:



Art, Culture & Multimedia



Business & Entrepreneurship



Sport & Adventure



Student Life



Sustainability & Solidarity



Great Campuses to live and work

REIMS CAMPUS

A STIMULATING ENVIRONMENT

NEOMA's Reims campus is made up of two sites located 5 minutes apart by tramway. With its contemporary design, the Reims campus provide students with an ideal learning environment: Interactive whiteboards, simulation rooms, stock trading rooms, a language lab, a multimedia library, a gymnasium and other student life spaces are all available to students.

Close to the city centre and major transport routes:

- 10 min from Reims city centre by tramway
- 10 min from the high-speed railway stations by tramway
- 30 min from Charles de Gaulle Airport by train
- 45 min from the centre of Paris by high-speed train

Take a video tour of the Reims campus



LIFE IN REIMS

City of the coronation of the kings of France and endowed with an incomparably rich historical and gastronomic heritage, Reims is the city of champagne.

Its shopping, culture, sports and natural spaces just 45 minutes by train from Paris make it a very pleasant city to live in.

Reims also stands out for its dynamic local economy, driven in particular by biotechnology, pharmaceuticals and the legendary wine and spirits sector.

THE GRAND EST REGION

As the only region in France to share a border with four other countries (Belgium, Luxembourg, Germany and Switzerland), the Grand Est region is ideally located within both France and the heart of Europe.

With 80% of the region dedicated to agriculture and forestry, six regional nature parks and the Vosges mountains, nature and culture lovers will find plenty to enjoy.

WELLNESS

An innovative initiative for a business school

For many years now, the School has provided personalised support to students with disabilities, psychological support for those who request it, and a prevention unit to combat violence, harassment and discrimination.

NEOMA's Wellness initiative broadens the range of services dedicated to your health and well being: The Wellness team offers workshops and individualised coaching sessions on self confidence, health and nutrition, incorporating physical activity into daily life, sexuality, addiction prevention and



ROUEN CAMPUS

A STIMULATING ENVIRONMENT

Located in a 7-hectare wooded park, about ten minutes by bus from the city centre, the Rouen campus offers an ideal setting for living and learning: A trading room, student association spaces, a multimedia library and numerous student life areas.

LIFE IN ROUEN

Nestled in a bend of the Seine river, Rouen is located within an exceptional natural landscape that has inspired artists for generations.

The economic heart of the Normandy region, this medieval city is part of a vibrant metropolitan area with many shops, cafés, sports clubs, theatres, restaurants, bars and more in its historic city centre.

THE NORMANDY REGION

Ranked in the top 10 most beautiful regions in the world, Normandy is great place to nurture your body and mind. From its iconic gastronomy, its history, culture and arts, Normandy is teeming with treasures.

The Rouen campus is located one hour from the white cliffs of the Côte d'Albâtre coast, just a stone's throw from the Mont Saint-Michel and Claude Monet's gardens. The Normandy region offers a range of activities and opportunities as large as the Impressionist painters that built its reputation.

Close to the city centre and major transport routes:

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

Take a video tour
of the Rouen campus



managing finances as a student, among other topics.

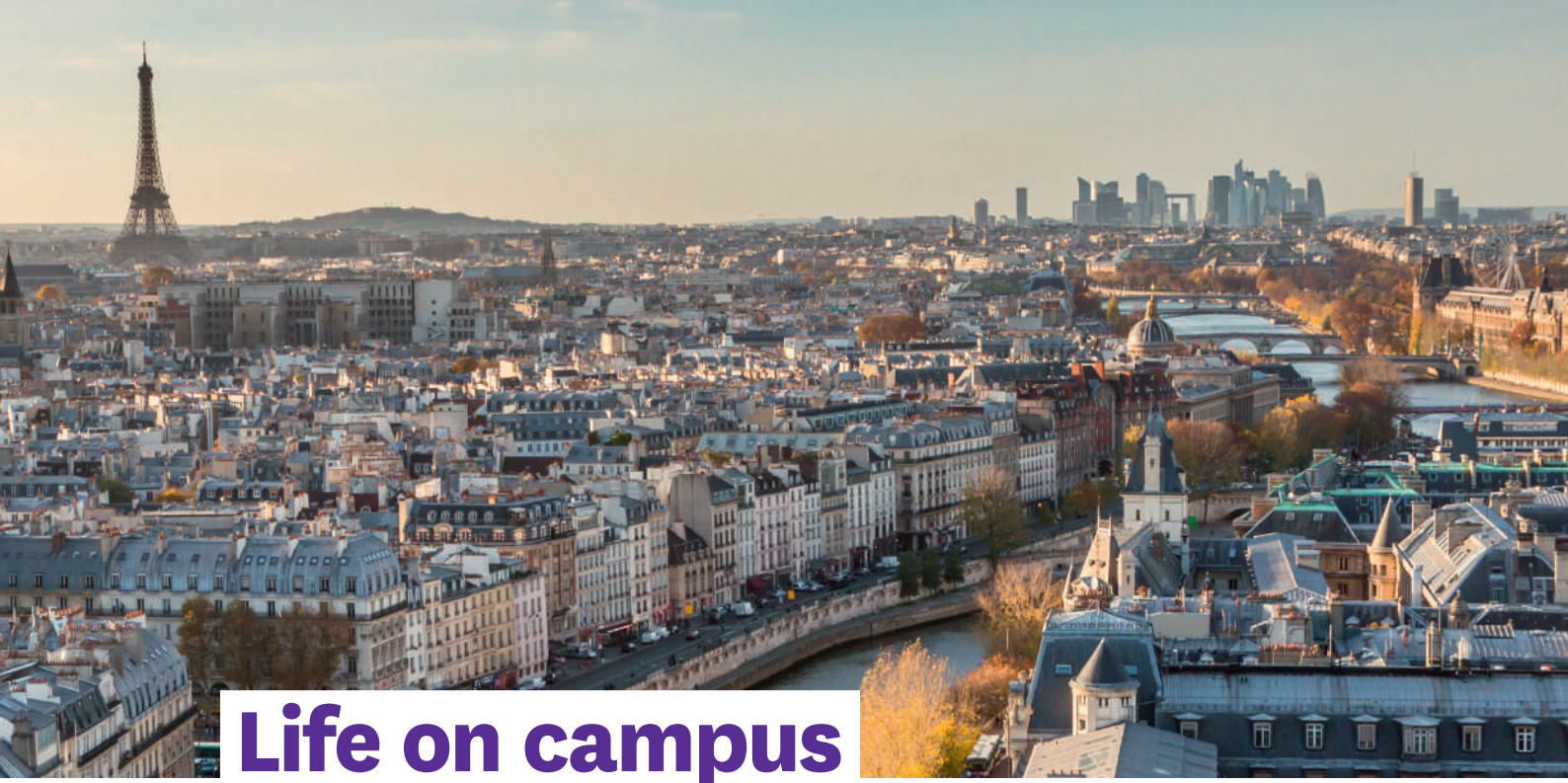
Our health centres offer quality consultations and nursing care in complete confidentiality.

The Wellness Centre is your resource for living a healthier, more balanced life, whatever your situation.

All our campuses are accessible for people with disabilities.

For more information, please contact the Wellness team: wellness@neoma-bs.fr





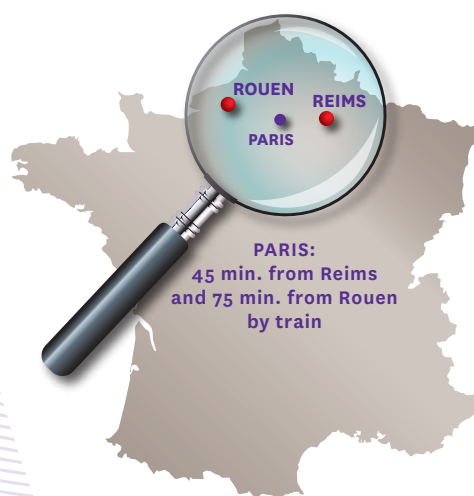
Life on campus AND IN FRANCE

NEOMA Business School has been granted the “**Bienvenue en France**” label by Campus France and the French Ministry of European and International Affairs, recognising the varied and quality services the School offers to international students to help them better settle into life in France and on Campus.



Arrival in France:

The teams at NEOMA's HUB are dedicated to assisting students in preparing their arrival in France and getting settled on campus (housing, visas, orientation, etc.).



WHY STUDY IN FRANCE

With one of the world's leading education systems and a growing wealth of courses being taught in English, there has never been a better time to study in France!

> Start-up nation:

With its thriving ecosystem of start-ups and diversified economy, France is a flourishing capital of commerce for young entrepreneurs and business graduates. From tech, tourism, finance, fashion, food and more, there is a wealth of opportunities in all sectors for young talents!

> A capital of culture:

With its rich history and traditions, France is considered one of the birthplaces of culture. Beyond its renowned food and wine, France is also famous for its considerable contributions to art, architecture, fashion, literature, and more!

> A gateway to Europe:

Not only are NEOMA's three campuses conveniently located one hour away from – or in – France's iconic capital of Paris, but France itself is well situated with easy access to European capitals such as Brussels, Berlin, and more.

Admissions

ELIGIBILITY & APPLICATION

The Master in Management is open to holders of a 3-year Bachelor's degree or longer. MiM candidates should be, above all, outstanding and highly motivated individuals with an excellent academic record and a clear vision of their career goals.

ADMISSIONS REQUIREMENTS

• English track*:

- > IELTS 6.0, TOEFL 83, Cambridge FCE 175, Duolingo 105
- > GMAT or GRE recommended

• French track*:

- > French B2 level and IELTS 5.5 or equivalent
- > TAGE MAGE recommended

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

*Contact us to learn about the required scores for each test.

APPLICATION CALENDAR

Applications are accepted on a rolling basis:

- For September intake: From September to end of June
- For January intake: From August to early November

Applicants will be informed of the admission jury's decision two weeks following the interview.

However, given the limited number of places, candidates are advised to apply as early as possible.

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 €3,000.

Early applicants for Fall may also be eligible for 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

CONTACTS

International Admissions:
admissions@neoma-bs.fr



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





Be passionate. 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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