

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



Normandy

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).



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>
<i>FA Fall</i>	<i>EN English</i>	<i>RN Rouen</i>
<i>SP Spring</i>	<i>FR French</i>	<i>RS Reims</i>

1st CYCLE

Course Title	Y1	Y2	Y3	Semester	ECTS credits	Language of instruction	Campus
Introduction aux Systèmes d'Information	X			FA	5	FR	RS
Marketing Fondamental	X			FA	5	FR	RS
Design Graphique et Numérique	X			FA	5	FR	RS
Comptabilité	X			FA	5	FR	RS
Culture Digitale	X			FA	5	FR	RS
Psychology and Organisation Behaviour		X		FA	6	EN	RN/RS
Macroeconomics		X		FA	6	EN	RN/RS
Managerial Finance		X		FA	6	EN	RN/RS
Operations Management		X		FA	6	EN	RS
Leadership		X		SP	6	EN	RN/RS
Category Management & Experiential Merchandising		X		SP	6	EN	RN/RS
Introduction to Sustainable Finance		X		SP	6	EN	RN/RS
Business Ethics		X		SP	6	EN	RN/RS
OB and Intercultural Management		X		SP	6	EN	RS
Consumer Behavior & Market Research		X		SP	6	EN	RS
Managerial Accounting		X		SP	6	EN	RS
Foundations of Investment		X		SP	6	EN	RS
Macroeconomics		X		SP	6	EN	RS
Stratégies		X		SP	5	FR	RS
Gestion de la Data & CRM		X		SP	5	FR	RS
Digital Marketing		X		SP	5	FR	RS
Economics 1			X	FA	5	EN	RN/RS
The Social Impact of Globalisation and Innovation			X	FA	5	EN	RN/RS
Human Resource Management			X	FA	6	EN	RN/RS
Management des Ressources Humaines			X	FA	6	FR	RS
Management Accounting and Control			X	FA	6	EN	RN/RS

Course Title	Y1	Y2	Y3	Semester	ECTS credits	Language of instruction	Campus
Entrepreneurship			X	FA	5	EN	RN/RS
Marketing Management			X	FA	5	EN	RN/RS
Marketing Management			X	FA	5	FR	RN
Comptabilité Générale			X	FA	5	FR	RN
Droit des Affaires			X	FA	5	FR	RN
Project Management			X	FA	6	EN	RN/RS
Business Ethics			X	FA	5	EN	RS
Contrôle de gestion			X	FA	6	FR	RS
Ethique et Responsabilité Sociale			X	FA	6	FR	RS
Fundamentals of Finance			X	FA	6	EN	RS
Globalisation et Innovation			X	FA	6	FR	RS
Management Stratégique			X	FA	6	FR	RS
Strategic Management			X	FA	6	EN	RS
Strategic Marketing			X	FA	6	EN	RS
Marketing Stratégique			X	FA	6	FR	RS
Finance d'Entreprise			X	FA	6	FR	RS
Integrated Marketing Communication & Digital			X	SP	6	EN	RN/RS
Operations Management			X	SP	6	EN	RN/RS
Corporate Valuation			X	SP	6	EN	RN/RS
Strategic Management			X	SP	6	EN	RN/RS
Strategic Innovation Management			X	SP	6	EN	RN/RS
Strategic Marketing			X	SP	6	EN	RN/RS
The Digital Organisation			X	SP	6	EN	RN
Corporate Social Responsibility			X	SP	6	EN	RN/RS
Brand Marketing			X	SP	6	EN	RS
Data Analysis & Business Intelligence			X	SP	6	EN	RS
Entrepreneurship			X	SP	6	EN	RS
Innovation Management			X	SP	6	EN	RS
Leadership and Organization Development			X	SP	6	EN	RS
Negotiation			X	SP	6	EN	RS
The Digital Organization			X	SP	6	EN	RS

2ND CYCLE

Course Title	Year	Semester	ECTS credits	Language of instruction	Campus
Data Analysis & Business Intelligence	Y4	FA/SP	6	EN	RN/RS
Intrapreneurship and Project Management	Y4	FA	6	EN	RN/RS
Entrepreneurship Project	Y4	FA	6	EN	RN/RS
Leadership and Organization Development	Y4	FA/SP	6	EN	RN
Forecasting and Decision Making	Y4	FA	5	EN	RN/RS
Innovation Management	Y4	FA	5	EN	RN/RS
Strategic Management	Y4	FA	5	EN	RN
Financial Decision under Uncertainty	Y4	FA/SP	5	EN	RN/RS
Data Science for Finance	Y4	FA/SP	5	EN	RN/RS
International Management	Y4	FA/SP	5	EN	RN/RS
Investments	Y4	FA/SP	5	EN	RN
International Trade	Y4	FA/SP	5	EN	RN/RS
Communication Strategies	Y4	FA/SP	5	EN	RN/RS
Brand Management and Story Telling	Y4	FA/SP	5	EN	RN/RS
Advanced Team Management	Y4	FA/SP	5	EN	RN/RS
Reporting with IFRS	Y4	FA/SP	5	EN	RN/RS
Leading Change	Y4	FA	5	EN	RN/RS
Supply Chain Management	Y4	FA/SP	5	EN	RN/RS
The Economics of Culture	Y4	FA/SP	5	EN	RN/RS
Strategic Marketing	Y4	FA	5	EN	RS
Blockchain and Fintech	Y4	SP	6	EN	RN/RS
Brand Marketing	Y4	SP	6	EN	RN/RS
Financial Derivatives and Risk Management	Y4	SP	6	EN	RN/RS
Sustainable Business	Y4	SP	6	EN	RN/RS
Purchasing, Procurement and Supply Chain Management	Y4	SP	6	EN	RN/RS
Web Marketing	Y4	SP	6	EN	RN/RS
Financial Analysis	Y4	SP	5	EN	RN/RS
Global Marketing	Y4	SP	5	EN	RN/RS
Money and Banking	Y4	SP	5	EN	RN/RS
Operation Research	Y4	SP	5	EN	RN/RS
Programming with R	Y4	SP	5	EN	RN/RS
Search Engine Marketing and Community Management	Y4	SP	5	EN	RN/RS

Courses within the catalogue are subject to slight changes

Course Title	Year	Semester	ECTS credits	Language of instruction	Campus
Strategic Marketing	Y4	SP	5	EN	RN/RS
Economic Policy	Y4	SP	5	EN	RN/RS
Leadership and Organization Development	Y4	SP	6	EN	RS
Investments	Y4	SP	5	EN	RS

LANGUAGE COURSES (optional)

Track Title	Level	Semester	Language of instruction	ECTS credits	Campus
Discovering and Understanding French Culture	A1,A2	FA/SP	FR	5	RN/RS
French for Communication	all	FA/SP	FR	5	RN/RS
Boosting your Employability in France	B1+	FA/SP	FR	5	RN/RS
French for Business	B1, B2	FA/SP	FR	5	RN/RS
Découvrir et comprendre la culture française	B1,B2	FA/SP	FR	5	RN/RS

SPECIALIST GRADUATE TRACKS

When choosing a specialised track from a Master of Science (MSc), students can only take classes within their chosen track and a French language class (optional). There is a maximum number of slots available per specialization track.

1. FINANCIAL MARKETS & TECHNOLOGY

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Credit Risk	Y5	FA	EN	5	RN
Market Risk	Y5	FA	EN	5	RN
Fintech & CryptoFinance	Y5	FA	EN	5	RN
Financial Data Visualization	Y5	FA	EN	5	RN
Market Microstructure	Y5	FA	EN	5	RN
Python for Finance	Y5	FA	EN	5	RN

2. SUPPLY CHAIN MANAGEMENT

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Transportation and Logistics	Y5	FA	EN	5	RN
Supply Chain Modeling	Y5	FA	EN	5	RN
Strategic Supply Chain Management	Y5	FA	EN	5	RN
Strategic Purchasing	Y5	FA	EN	5	RN
Industrial Organization	Y5	FA	EN	5	RN
Green Supply Chain and CSR	Y5	FA	EN	5	RN

3. INNOVATION & DIGITAL MANAGEMENT – Intermediate*

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Business Analytics	Y4	FA	EN	5	RS
Change Management in IT Environment	Y4	FA	EN	5	RS
Digital Business Strategy	Y4	FA	EN	5	RS
Project Management Methodologies	Y4	FA	EN	5	RS
SPECIALISATIONS (2x30 hour classes ;Only one can be chosen)					
Disruptive Marketing & New Markets specialisation - Digital Communication & Social Media - Experiential Marketing & Customer Centric Culture	Y4	FA	EN	10	RS
Digital Transformation & New Business Models specialization - Supply Chain Optimization - IS Consulting	Y4	FA	EN	10	RS

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4. INNOVATION & DIGITAL MANAGEMENT – Advanced*

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Big Data	Y5	FA	EN	5	RS
Innovation & Entrepreneurship	Y5	FA	EN	6	RS
Digital Innovation & New Businesses	Y5	FA	EN	5	RS
Leadership	Y5	FA	EN	5	RS
SPECIALISATIONS (2x30 hour classes ;Only one can be chosen)					
Disruptive Marketing & New Markets specialisation - Design Thinking & UX - Disruptive Marketing	Y5	FA	EN	10	RS
Digital Transformation & New Business Models specialization - Digital Governance - E-Supplu Chain Management	Y5	FA	EN	10	RS

**It is also possible to mix these two levels, and to opt for a specialization on each level of this Innovation & Digital Management track, for 20 ECTS.*

5. HUMAN RESOURCES CONSULTING

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Macro Organizational Development	Y5	FA	EN	5	RS
Developing HR Strategy and Creating Value	Y5	FA	EN	5	RS
Sociological and Clinical Approaches of Work	Y5	FA	EN	5	RS
Cross-Cultural Management	Y5	FA	EN	5	RS
Work Psychology and Organizational Behavior	Y5	FA	EN	5	RS
Negotiation and Dispute Resolution	Y5	FA	EN	5	RS

6. GLOBAL MANAGEMENT

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Advance Strategic Toolkit	Y5	FA	EN	5	RS
Cross-Cultural Agility in Global Business	Y5	FA	EN	5	RS
Financial Analysis for Business Decision Making	Y5	FA	EN	5	RS
International Business : Disruption and Challenges	Y5	FA	EN	5	RS
International Negotiation Skills	Y5	FA	EN	5	RS
Service Marketing & Customer Experience Management	Y5	FA	EN	5	RS

7. INTERNATIONAL MARKETING AND BRAND MANAGEMENT

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Marketing Services	Y5	SP	EN	5	RN/RS
Digital Communication	Y5	SP	EN	5	RN/RS
Ethics & Critical Marketing	Y5	SP	EN	5	RN/RS
Integrated Marketing Communication (IMC)	Y5	SP	EN	5	RN/RS
Retail and Channel Management	Y5	SP	EN	5	RN/RS
Saels Leadership and Negotiation	Y5	SP	EN	5	RN/RS

8. CORPORATE FINANCE

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Corporate Valuation	Y5	SP	EN	5	RN/RS
Risk Management and Derivatives	Y5	SP	EN	5	RN/RS
Debt Instruments	Y5	SP	EN	5	RN/RS
Corporate Restructuring	Y5	SP	EN	5	RN/RS
Private Equity & Early Stage Capital	Y5	SP	EN	5	RN/RS
Mergers & Acquisitions	Y5	SP	EN	5	RN/RS

9. MARKETING FRENCH EXCELLENCE

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Distributive Marketing	Y5	SP	EN	5	RN
Fashion Marketing	Y5	SP	EN	5	RN
Industrial B2B Marketing	Y5	SP	EN	5	RN
Luxury Marketing	Y5	SP	EN	5	RN
Millenial Marketing	Y5	SP	EN	5	RN
Service Marketing	Y5	SP	EN	5	RN

10. INTERNATIONAL SALES MANAGEMENT

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Psychology & Techniques of International Negotiations	Y5	SP	EN	5	RN
Sales Tech & Disruption	Y5	SP	EN	5	RN
Retail & Key Account Management	Y5	SP	EN	5	RN
Social Responsibility, Ethics and Sales	Y5	SP	EN	5	RN
Sales Force Management	Y5	SP	EN	5	RN
Human Dynamics : Marketing- Sales Interface, Leadership and Team Dynamics	Y5	SP	EN	5	RN

Courses within the catalogue are subject to slight changes

11. ACCOUNTING, AUDITING & ADVISORY

Track Title	Year	Semester	Language of instruction	ECTS credits	Campus
Advanced Management Accounting	Y5	SP	EN	5	RS
Data & Analytics for Strategic Decisions	Y5	SP	EN	5	RS
Financial Statements Analysis	Y5	SP	EN	5	RS
Managing Social Responsibility, Governance & Ethics	Y5	SP	EN	5	RS
Risk Management & Internal Controls	Y5	SP	EN	5	RS
Strategic Performance Management	Y5	SP	EN	5	RS

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

