

04-56  
NEU-YORK

03-56  
HEA-LU

10-56  
ROUEN

10-56  
REIMS

16-56  
LUMON

# NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS



# COURSE CATALOGUE

Paris - Rouen-Reims

# 2023/2024

*Expand your horizons in the heart of Paris  
with a global education.*

*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
		PS    Paris
<i>MMO   Mix &amp; Match Offers</i>		
<i>UG : Undergraduate</i>		<i>GR : Graduate</i>

## UNDERGRADUATE COURSES

Course Title	Y2	Y3	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Managerial Finance	X		MMO UG	GBBA	FALL	5	EN	RN/RS
Operations Management	X		MMO UG	GBBA	FALL	5	EN	RN/RS
Psychology and Organisational Behaviour	X		MMO UG	GBBA	FALL	5	EN	RN/RS
Strategic Management	X		MMO UG	GBBA	FALL	5	EN	RN/RS
Foundations of Investments	X		MMO UG	CESEM	SPRING	6	EN	RS
Consumer Behavior & Market research	X		MMO UG	CESEM	SPRING	6	EN	RS
OB and Intercultural Management	X		MMO UG	CESEM	SPRING	6	EN	RS
Managerial Accounting	X		MMO UG	CESEM	SPRING	6	EN	RS
Macro Economics	X		MMO UG	CESEM	SPRING	6	EN	RS
Project Management		X	MMO UG	GBBA	FALL	5	EN	RN/RS
Entrepreneurship		X	MMO UG	GBBA	FALL	5	EN	RN/RS
Human Resource Management		X	MMO UG	GBBA	FALL	5	EN	RN/RS
Management Accounting and Control		X	MMO UG	GBBA	FALL	5	EN	RN/RS
The Social Impact of Globalisation and Innovation		X	MMO UG	GBBA	FALL	5	EN	RN/RS
Financial Data Visualization & Analytics		X	MMO UG	GBBA	SPRING	5	EN	RN/RS
International Case Study Competition		X	MMO UG	GBBA	SPRING	1	EN	RN/RS
International Marketing Strategy		X	MMO UG	GBBA	SPRING	4	EN	RN/RS
The Digital Organisation		X	MMO UG	GBBA	SPRING	5	EN	RN/RS
Corporate Valuation		X	MMO UG	GBBA	SPRING	5	EN	RN/RS
Integrated Marketing Communication & Digital		X	MMO UG	GBBA	SPRING	5	EN	RN/RS
Virtual Database Business		X	MMO UG	GBBA	SPRING	5	EN	RN/RS

*Courses within the catalogue are subject to slight changes*

Course Title	Y2	Y3	Type	Program	Semester	ECTS credits	Language of instruction	Campus
CSR 1: Developing business models for a sustainable world		X	MMO UG	GBBA	SPRING	5	EN	RN/RS
Economics 1		X	MMO UG	MiM	FALL	5	EN	RN/RS
Comptabilité générale		X	MMO UG	MiM	FALL	5	FR	RN/RS
Droit des affaires		X	MMO UG	MiM	FALL	5	FR	RN/RS
Humanités et Management		X	MMO UG	MiM	FALL	3	FR	RN/RS
Entrepreneuriat		X	MMO UG	MiM	FALL	3	FR	RN/RS
Marketing management (FR)		X	MMO UG	MiM	FALL	5	FR	RN/RS
Data Analysis		X	MMO UG	MiM	FALL	3	EN	RN/RS
Entrepreneurship		X	MMO UG	MiM	FALL	3	EN	RN/RS
Marketing management (EN)		X	MMO UG	MiM	FALL	5	EN	RN/RS
Advanced Excel, VBA and Power BI		X	MMO UG	MiM	SPRING	3	EN	RN/RS
Cost Accounting		X	MMO UG	MiM	SPRING	3	EN	RN/RS
Multivariate Data Analysis		X	MMO UG	MiM	SPRING	3	EN	RN/RS
Corporate Finance		X	MMO UG	MiM	SPRING	5	EN	RN/RS
Digital Literacy		X	MMO UG	MiM	SPRING	3	EN	RN/RS
Economics 2		X	MMO UG	MiM	SPRING	3	EN	RN/RS
Ethique et responsabilité sociale		X	MMO UG	CESEM	FALL	6	FR	RS
Ethics & Social Responsibility		X	MMO UG	CESEM	FALL	6	EN	RS
Management des ressources humaines		X	MMO UG	CESEM	FALL	6	FR	RS
Human Resource Management		X	MMO UG	CESEM	FALL	6	EN	RS
Management stratégique		X	MMO UG	CESEM	FALL	6	FR	RS
Strategic Management		X	MMO UG	CESEM	FALL	6	EN	RS
Strategic Marketing		X	MMO UG	CESEM	FALL	6	FR	RS
Marketing stratégique		X	MMO UG	CESEM	FALL	6	EN	RS
Management Accounting and Control		X	MMO UG	CESEM	FALL	6	EN	RS
Contrôle de gestion		X	MMO UG	CESEM	FALL	6	FR	RS
Globalization and Innovation		X	MMO UG	CESEM	FALL	6	EN	RS
Globalisation et innovation		X	MMO UG	CESEM	FALL	6	FR	RS
Fundamentals of Finance		X	MMO UG	CESEM	FALL	6	EN	RS
Finance d'entreprise		X	MMO UG	CESEM	FALL	6	FR	RS
Innovation Management		X	MMO UG	CESEM	SPRING	6	FR	RS
Négotiation		X	MMO UG	CESEM	SPRING	6	FR	RS

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Course Title	Y2	Y3	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Brand Marketing		X	MMO UG	CESEM	SPRING	6	FR	RS
Entrepreneurship		X	MMO UG	CESEM	SPRING	6	FR	RS
The Digital Organization		X	MMO UG	CESEM	SPRING	6	FR	RS
Leadership and Organization Development		X	MMO UG	CESEM	SPRING	6	FR	RS
Data Analysis & Business Intelligence		X	MMO UG	CESEM	SPRING	6	FR	RS
Digital innovation & Entrepreneurship			MMO UG	INCO	FALL	6	EN	PS/RN/ RS
International Finance – the European Perspective			MMO UG	INCO	FALL	6	EN	PS/RN/ RS
Luxury Marketing			MMO UG	INCO	FALL	6	EN	PS/RN/ RS
Cross-cultural Management and Intercultural Communication			MMO UG	INCO	FALL	6	EN	PS/RN/ RS
Strategy and Sustainability			MMO UG	INCO	FALL	6	EN	PS/RN/ RS
Cross-cultural Management and Intercultural Communication			MMO UG	INCO	SPRING	6	EN	PS/RN/ RS
Digital innovation & Entrepreneurship			MMO UG	INCO	SPRING	6	EN	PS/RN/ RS
International Finance – the European Perspective			MMO UG	INCO	SPRING	6	EN	PS/RN/ RS
Luxury Marketing			MMO UG	INCO	SPRING	6	EN	PS/RN/ RS
Strategy and Sustainability			MMO UG	INCO	SPRING	6	EN	PS/RN/ RS
Business Ethics I			MMO UG	E-learning	FALL/SPRING	6	EN	E-learning
Excel modelling for finance I			MMO UG	E-learning	FALL/SPRING	6	EN	E-learning
International Management I			MMO UG	E-learning	FALL/SPRING	6	EN	E-learning
Leading & Collaborating in a Competitive World I			MMO UG	E-learning	FALL/SPRING	6	EN	E-learning
Change Management & Digital Transformation I			MMO UG	E-learning	FALL/SPRING	6	EN	E-learning
Digital Literacy I			MMO UG	E-learning	FALL/SPRING	6	EN	E-learning

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# 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
ENT - Entrepreneurship Project	X		MMO GR	GBBA	FALL	5	EN	RN/RS
ENT - Leadership and Organization Development	X		MMO GR	GBBA	FALL	5	EN	RN/RS
ENT - Data Analysis & Business Intelligence	X		MMO GR	GBBA	FALL	5	EN	RN/RS
ENT - Intrapreneurship and Project Management	X		MMO GR	GBBA	FALL	5	EN	RN/RS
ENT - Public Speaking & Advanced English Writing	X		MMO GR	GBBA	FALL	0	EN	RN/RS
MT - Data Analysis & Business Intelligence	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Blockchain and Fintech	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Brand Marketing	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Financial Derivatives and Risk Management	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Leadership and Organization Development	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Purchasing, Procurement and Supply Chain Management	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Strategic Innovation Management	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - Web Marketing	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
MT - CSR 2 : Implementing sustainable and responsible practices in organizations	X		MMO GR	GBBA	SPRING	5	EN	RN/RS
Data Management EL	X		MMO GR	MiM	FALL	5	EN	RN/RS
Economic Policy	X		MMO GR	MiM	FALL	5	EN	RN/RS

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Course Title	Y4	Y5	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Money and Banking	X		MMO GR	MiM	FALL	5	EN	RN/RS
Financial Decisions under Uncertainty	X		MMO GR	MiM	FALL	5	EN	RN/RS
Investments	X		MMO GR	MiM	FALL	5	EN	RN/RS
Behavioral Finance	X		MMO GR	MiM	FALL	5	EN	RN/RS
Data Science for Finance	X		MMO GR	MiM	FALL	5	EN	RN/RS
International Management	X		MMO GR	MiM	FALL	5	EN	RN/RS
International Trade	X		MMO GR	MiM	FALL	5	EN	RN/RS
Digital Transformation & Change Management EL	X		MMO GR	MiM	FALL	5	EN	RN/RS
Innovation Management	X		MMO GR	MiM	FALL	5	EN	RN/RS
Advanced Team Management	X		MMO GR	MiM	FALL	5	EN	RN/RS
Leading Change	X		MMO GR	MiM	FALL	5	EN	RN/RS
Brand Management and Story Telling	X		MMO GR	MiM	FALL	5	EN	RN/RS
Global Marketing	X		MMO GR	MiM	FALL	5	EN	RN/RS
Strategic Marketing	X		MMO GR	MiM	FALL	5	EN	RN/RS
Forecasting and Decision Making	X		MMO GR	MiM	FALL	5	EN	RN/RS
Programming with R	X		MMO GR	MiM	FALL	5	EN	RN/RS
Operations research	X		MMO GR	MiM	FALL	5	EN	RN/RS
Supply Chain Management	X		MMO GR	MiM	FALL	5	EN	RN/RS
Leading Change	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Programming with R	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Operations research	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Supply Chain Management	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Data Management EL	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Innovation Management	X		MMO GR	MiM	SPRING	5	EN	RN/RS
International Trade	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Economic Policy	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Money and Banking	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Financial Decisions under Uncertainty	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Investments	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Behavioral Finance	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Data Science for Finance	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Global Marketing	X		MMO GR	MiM	SPRING	5	EN	RN/RS

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Course Title	Y4	Y5	Type	Program	Semester	ECTS credits	Language of instruction	Campus
Strategic Marketing	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Brand Management and Story Telling	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Advanced Team Management	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Forecasting and Decision Making	X		MMO GR	MiM	SPRING	5	EN	RN/RS
International Management	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Digital Transformation & Change Management EL	X		MMO GR	MiM	SPRING	5	EN	RN/RS
Digital innovation & Entrepreneurship			MMO GR	INCO	FALL	6	EN	PS/RN/RS
International Finance – the European Perspective			MMO GR	INCO	FALL	6	EN	PS/RN/RS
Luxury Marketing			MMO GR	INCO	FALL	6	EN	PS/RN/RS
Cross-cultural Management and Intercultural Communication			MMO GR	INCO	FALL	6	EN	PS/RN/RS
Strategy and Sustainability			MMO GR	INCO	FALL	6	EN	PS/RN/RS
Cross-cultural Management and Intercultural Communication			MMO GR	INCO	SPRING	6	EN	PS/RN/RS
Digital innovation & Entrepreneurship			MMO GR	INCO	SPRING	6	EN	PS/RN/RS
International Finance – the European Perspective			MMO GR	INCO	SPRING	6	EN	PS/RN/RS
Luxury Marketing			MMO GR	INCO	SPRING	6	EN	PS/RN/RS
Strategy and Sustainability			MMO GR	INCO	SPRING	6	EN	PS/RN/RS
International Management II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Designing and Managing organization in a digital era II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Business Ethics II Mc Graw Hill			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Gestion durable des ressources humaines II (Manager les ressources humaines)			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Gestion des ressources humaines environnementales II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning

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Course Title	Y4		Y5	Type	Program	Semester	ECTS credits	Language of instruction
Leading & Collaborating in a Competitive World II Mc Graw Hill			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Excel modelling for finance II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Corporate valuation with Excel II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Markstrat II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Financial reporting II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
Long-term & short-term financing II			MMO GR	E-learning	FALL/SPRING	5	EN	e-learning
<b>TRACK TEMA Intermediate</b> Sales & Business Development IT Project Management Financial Analysis & Forecasting Digital Transformation & Change management Data management  <i>+ choose one of the following specialisation</i>  <b><u>Specialisation Digital Marketing</u></b> Experiential Marketing & Customer Centric Culture Digital Communication & social Media <b><u>Specialization Digital Technology</u></b> Supply Chain Optimization IS Consulting	X		Track	TEMA Int	FALL	35	EN	RS
<b>TRACK TEMA Advanced</b> Personal Branding for Career Management Strategic Purchasing Leadership Critical thinking in a Digital Era Business Intelligence & Analytics <i>+ choose one of the following specialisation</i> <b><u>Specialisation Digital Marketing</u></b> Disruptive Marketing Design thinking & UX		X	Track	TEMA adv	FALL	35	EN	RS

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<b>Specialization Digital Technology</b> Supply Chain Alignment Digital Governance								
<b>Specialisation : Business Analytics</b> Enterprise Data Management Digital Business Strategy Decision Models Data Privacy, Security and Ethics Business, Analytics & Strategy of the firm Data Analytics for Finance, Marketing and SCM		X	Track	MSc BA	FALL	30	EN	RN
<b>Specialisation : Global Management</b> Service Marketing & Customer Experience Management International Negotiation Skills International business : Disruption and Challenges Cross-cultural Agility in Global Business Advances Strategic Toolkit		X	Track	MSc GM	FALL	30	EN	RS
<b>Specialisation : International Business Development</b> Intercultural Theory Selling Strategy Selling in the Digital Age : Digital & Social Selling and the New Paradigms International Marketing Strategy Buyer Behavior Building Relationships		X	Track	MSc IBD	FALL	30	EN	RN
<b>Specialisation : International Finance</b> Sustainable Finance International Finance Simulation FinTech & DeFi Financial Modeling & Valuation Financial Engineering & Derivatives I, II Financial Data Analytics & Programming		X	Track	MSc IFI	FALL	30	EN	RN/RS
<b>Specialisation : International Project Development</b> Managing a project in Marketing Negotiation Strategies and Disrupte Resolution Project Management Methodology & MS project Accounting and Budgets for Project Managing individuals and teams		X	Track	MSc IPD	FALL	25	EN	RN

<b>Specialisation : Marketing</b> Ethics & Sustainability Market Intelligence & Data Science Consumer behavior & insights Global and connected Marketing Creative Design and Innovation Digital Marketing & Communication		X	Track	MSc MKG	FALL	30	EN	RN/RS
<b>Specialisation : Supply Chain Management</b> Transportation and Logistics Supply Chain Modeling Strategic Supply Chain Management Strategic Purchasing Industrial Organization Green Supply Chain and CSR		X	Track	MSc SCM	FALL	30	EN	RN
<b>Course Title</b>	<b>Y4</b>	<b>Y5</b>	<b>Type</b>	<b>Program</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
<b>Specialisation : Global Management</b> Statistics for Business and Economics Smart Operations & Supply Chain Management Managerial Accounting International Market Risk Management Digital Markets and society Current issues in Global Governance		X	Track	MSc GM	SPRING	30	EN	RS
<b>Specialisation : International Business Development</b> Business insight : problem discovery, diagnostic and implications Social responsibility and ethics Sales Force Management Psychology & Techniques of International Negotiations Key account management		X	Track	MSc IBD	SPRING	25	EN	RN

**The course description will be available [HERE](#)  
during March**

## LANGUAGE COURSES (optional)

Course Title	Level	ECTS credits	Campus
Discovering and Understanding French Culture	A1,A2	5	RN/RS
French for Communication	all	5	RN / RS
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 (tbc)**

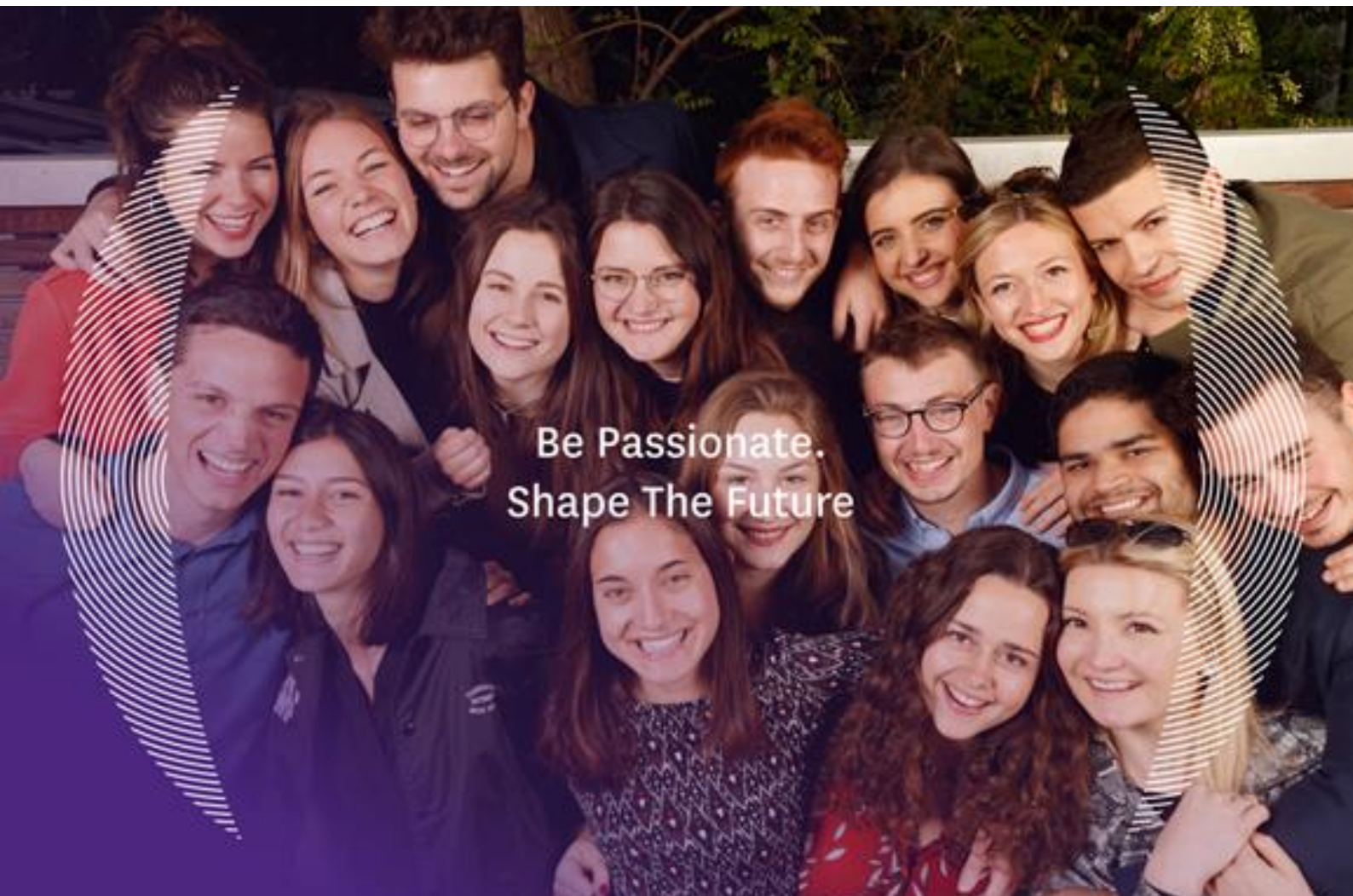
**Fall Semester : Beginning of September – mid December**

**Spring Semester : Beginning of January – End of April**

To find out more about NEOMA Business School :



**Hope to meet you soon on Campus !**



**Be Passionate.  
Shape The Future**