

International Exchange students Double Degree Agreement

Master in Management (Master 2 in a MSc)

Marketing	Specializations
	International Marketing and brand management
	Digital Expertise for Marketing
	Luxury Marketing
	Wine & Gastronomy
	Marketing French excellence
Finance & Accounting	Corporate Finance
	Financial Markets & Technologies
	Finance, Investment & Wealth Management
	Accounting, Auditing & Advisory
Business and Management	International Project Development
	Entrepreneurship and Innovation
	Supply Chain Management
	Global Management
	Cultural and Creative industries
	Human Ressources Consulting

Course period : September to December – January 4th to the end of April

Courses : the student chooses a specialisation ; the set of courses is compulsory. No elective courses. No changes.

Specialization with tracks : the student has common courses and needs to choose one track for the second course period

Credits : 60 ECTS to get the Master in Management diploma

Campus : Rouen, Reims or Paris

List of courses : available in November each year

Application : January 5th to June 5th

Admission : Initial selection of student candidates is made by the home institution. The final selection, after application, is made by the programme director of NEOMA BS.

MARKETING

International Marketing and Brand Management

This specialization aims at preparing students for the diversity of marketing careers around brands, in current international marketplace characterized by a radical digital change. It centers on the efforts to create, communicate and deliver value with brands, products and services attractive for consumers, and on the ways to manage beneficial customer relationships for the organization, in order to develop the business.

Digital Expertise for Marketing

The specialization Digital expertise for Marketing aims to train students in up-to-date digital marketing techniques, as well as give them the ability to adapt to rapidly changing environment in the omnichannel business world. This is achieved by developing strategic vision, market research skills, as well as exposure to the leading digitalization methods.

in Luxury Marketing

Luxury companies need vanguard aspirational marketing content, excellent design skills, outstanding craftsmanship, and the ability to deliver unique customer luxury experiences. Luxury companies have to launch new challenges and master Customer Centric Culture (CCC) to flourish their brand strategies, innovation, digital exclusivity, luxury experience, omni-channel retailing, generational challenges, value creation and sustainable competitive advantage. The MSc in Luxury Marketing prepares to solid and successful careers in the luxury industry. Its major aim is to develop experts and multicultural executives in luxury marketing with innovative perspectives and creative skills.

Marketing French Excellence

The specialization prepares students for an international marketing career, by focusing on the inspiration, creativity and expertise of leading French businesses around the world. Specialties include: fashion, luxury, culture and services, plus a special emphasis on millennial marketing and research techniques essential for the 21st century marketing professionals.

Wine and Gastronomy. Marketing Savoir-Faire & terroir in a disruptive world

This specialization aims to prepare students for marketing careers focusing on gastronomy, wine and champagne industries. These companies need aspirational marketing content, excellent design skills, and ability to deliver unique customer experiences.

FINANCE & ACCOUNTING

Corporate Finance

The specialization Corporate Finance & Investment Banking aims at providing students a solid and a double competence in two complementary fields of finance: corporate finance and investment banking. It prepares them for careers in the areas of investment banking (M&A and Private Equity), corporate banking, financial advisory and firms' financial departments (CFO). It prepares students to Private Equity (Wall Street Prep) et Bloomberg (online only) certifications.

Finance, Investment and Wealth management

Track Real Estate and Wealth Management : The specialization offers a comprehensive training in the entrepreneur and family wealth management with specific highlight on transition and estate planning. In the asset allocation process, the program focuses on the real estate and all its features to understand perfectly this challenging and performing investment.

This program equips students with state-of-the-art techniques that are applied by professionals of asset management.

Track Finance and Investment analysis : pre requisite : CFA level 1

The specialization prepares students to succeed CFA Level 2 examination, as well as providing an introduction for the Level 3 which brings students closer towards earning the CFA Chart – Chartered Financial Analyst.

The CFA is the golden passport towards an international career and becoming an investment analyst dealing with financial analysis and portfolio and asset management.

Financial Markets and Technologies

The objective of the programme is to prepare students for a challenging and rewarding career in financial risk management, the science of measuring risks, and the art of managing them. It offers a sharp specialisation in risk and financial technologies to ambitious students seeking an international career in risk management. The specialization in Risk and Financial Technologies will also help you prepare for the Financial Risk Manager® professional certification (FRM) and benefit from the partnership with the Global Association for Risk Professional (GARP)

This specialization is an advanced program designed to give students an in-depth know-how of the main concepts of theories and practices in finance related to equity, bonds, currencies, derivatives and other alternative investments. With the current transformations in finance, the program also provides a first knowledge on technological tools which are revolutionizing the financial industry, including Artificial Intelligence (providing automatic trading), Robo-Advisers (providing advices in investment process and decision) and Big-Data (providing information to make investment decision more efficient). By teaching students how to structure, price and hedge the risk of financial instruments, the MSc prepares them for an international career in investment banking or in asset management in market activities (sales, structuring, trading, operations) or research.

Accounting, Auditing & Advisory

This specialization AAA prepares students to be an expert in quantitative careers : management, advisory, Control, Accounting, Transaction services, Auditing.....It prepares students to the CMA certification.

BUSINESS & MANAGEMENT

International Project Development

This specialization aims to work on projects, from A to Z, from design to implementation. The international dimension is developed with multiculturalism and also projects dedicated to international market. It prepares students to the Prince 2 certification.

Entrepreneurship and innovation

The specialization in Entrepreneurship & Innovation prepares students for the challenges of establishing and growing a business in today's fast changing environment. The programme helps students build the framework for their new venture and provides them with the skills necessary to start/and or run successfully entrepreneurial projects from scratch or in the context of an existing company. It prepares them for a wide range of positions where entrepreneurial and innovative skills and mindset are crucial.

Supply Chain Management

Track supply chain : It gives a full view of decisions, activities and relationships among different actors in a Supply Chain. The track will emphasize in process and operations design, logistics and development of supply chain strategies. The track will also approach the application of Information Systems in supply chain and how to generate long lasting competitive advantage.

Track Procurement : It gives a full view of supply management since strategical sourcing, international procurement, relationship with retailing, notions of international commerce and custom. The track will transit between several level of strategies and linking them to practices and frameworks. The aim is to create value under procurement challenges such as cross-cultural situations, new business environment and integration with other functions of organization.

Global Management

Master in Management focused on the global events and concerns that drive best practice for the future: social responsibility, sustainability, digital economy

Cultural and creative industries

This specialization focuses on the management of the arts, but also looks at the economic, social and aesthetic issues raised by the current transformation of the creative/cultural industries to prepare students to a career in the arts and an to explore their most striking issues. The MSc courses are taught by academics as well as creative industries professionals tackling all the sectors of the arts (visual arts, publishing, cinema, music, the performing arts, from both private and public organizations).

HR consulting

This specialization aims students who wish to specialize in human resources management and/or internal or external consulting, particularly in the fields of organizational development, human resources strategy, working conditions, employee management relations, talent management, people analytics, and corporate social responsibility. This specialization takes a cross-functional approach to human and social problems linked to organizational development, in a context of almost permanent change

International Marketing and Brand Management				
Campus		Course	Hours	ECTS
Rouen	Reims			
		Semester 1		
✓	✓	Brand strategy	30	4
✓	✓	Consumer behavior & insights	30	4
✓	✓	International Marketing	30	4
✓	✓	Marketing research methods	30	4
✓	✓	Product, Design & Innovation	30	4
✓	✓	Market Intelligence	15	4
✓	✓	Leadership Seminar	15	2
		Semester 2		
✓	✓	Area specific marketing : services	30	4
✓	✓	Digital communication	30	4
✓	✓	Ethics & Critical Marketing	30	4
✓	✓	Integrated marketing communication (IMC)	30	4
✓	✓	Retail and channel management	30	4
✓	✓	Sales leadership and negotiation	30	4
✓	✓	Shape your career	15	2
✓	✓	Final Simulation	30	4
✓	✓	Research Work	12	4
		TOTAL	417	60

Digital Expertise for marketing				
Campus		Course	Hours	ECTS
Rouen	Reims			
		Semester 1		
✓	✓	Digital advertising	30	4
✓	✓	Digital and mobile commerce	30	4
✓	✓	Influence & Social Media Strategies	30	4
✓	✓	Navigating technology and digital disruptions	30	4
✓	✓	Digital B2B Marketing	15	4
✓	✓	Traffic management & Search engine marketing	30	4
✓	✓	Leadership Seminar	15	2
		Semester 2		
✓	✓	Advanced Digital tools for creativity	30	4
✓	✓	Data Analytics	30	4
✓	✓	E-CRM	30	4
✓	✓	Ethics, Consumption and technology	30	4
✓	✓	Unstructured data Analytics	30	4
✓	✓	User experience Design (UX)	30	4
✓	✓	Shape your career	15	2
✓	✓	Final Simulation	30	4
✓	✓	Research Work	12	4
		TOTAL	417	60

Lurury Marketing			
Campus	Course	Hours	ECTS
Paris			
	Semester 1		
✓	Brand as narratives assets in luxury markets	30	4
✓	Consumer Intelligence	30	4
✓	Luxury economics and perspectives	30	4
✓	Managing digital disruption	30	4
✓	Strategic marketing process in luxury companies	30	4
✓	Luxury Brand Challenge	30	4
✓	Leadership Seminar	15	2
	Semester 2		
✓	Ethics in luxury marketing	30	4
✓	Luxury experience in retail	30	4
✓	Luxury experience trough communication	30	4
✓	Product and collection design	30	4
✓	Managing Luxury Wines and Spirits	30	4
✓	Luxury Across the Cultures	15	4
✓	Shape your career	15	2
✓	Final Simulation	30	4
✓	Research Work	12	4
	TOTAL	417	60

Wine & Gastronomy			
Campus	Libellé du cours	Nombre d'heures	ECTS
Reims	Semester 1		
✓	Cross-cultural, International Marketing	30	4
✓	Food culture, anthropology and sociology	30	4
✓	Insights for Business	30	4
✓	Cost Analysis	15	2
✓	Organizational behavior & team management	30	4
✓	Circular Economy: food economics, agribusiness and sustainability	30	4
✓	Consumer Behavior: sensory and experiential marketing	30	4
✓	Leadership Seminar	15	2
	Semester 2		
✓	Geopolitics of food and wine	30	4
✓	Territorial and collective marketing	30	4
✓	Food and drink retailing and logistics	15	2
✓	Food and Beverage Business Law	30	4
✓	Business development and account management	15	2
✓	Communication and branding: building a reputation	30	4
✓	Entrepreneurship - creating a taste business	30	4
✓	Shape your Career	15	2
✓	Final Simulation	30	4
✓	Research Work	12	4
		447	60

Marketing French Excellence			
Campus	Libellé du cours	Nombre d'heures	ECTS
Rouen			
	SEMESTRE 1		
✓	Brand Management	30	4
✓	Consumer Behaviour	30	4
✓	Operational Marketing	30	4
✓	Quantitative Tools for Marketing	15	2
✓	International Strategic Marketing	30	4
✓	Market Intelligence	30	4
✓	Shape your career	15	2
✓	Leadership Seminar	15	2
	SEMESTRE 2		
✓	Cultural Marketing	30	4
✓	Distributive Marketing	30	4
✓	Fashion Marketing	30	4
✓	Industrial B2B Marketing	30	4
✓	Luxury Marketing	30	4
✓	Millennial Marketing	30	4
✓	Service Marketing	30	4
✓	Final Simulation	30	4
✓	Research work	12	4
		447	62

Corporate Finance				
Campus		Course	Hours	ECTS
Rouen	Reims			
		Semester 1		
✓	✓	Advanced Corporate Finance	30	4
✓	✓	Cash Management & Short Term Financing	30	4
✓	✓	Corporate Governance	30	4
✓	✓	Corporate Valuation	30	4
✓	✓	Risk Management and Derivatives	30	4
✓	✓	Statistics	15	4
✓	✓	Leadership Seminar	15	2
✓	✓	Shape your career	15	2
		Semester 2		
✓	✓	Corporate Restructuring	30	4
✓	✓	Debt Instruments	30	4
✓	✓	Digital Finance (Finance 2.0)	30	4
✓	✓	Ethical Issues in Finance	30	4
✓	✓	Mergers & Acquisitions	30	4
✓	✓	Venture Capital & Private Equity	30	4
✓	✓	Final Simulation	30	4
✓	✓	Research Work	12	4
		TOTAL	417	60

Financial Markets & Technologies

Campus			
RN	Libellé du cours	Nombre d'heures	ECTS
SEMESTRE 1			
RN	Big Data for Finance	30	4
RN	Financial Data & Machine Learning	30	4
RN	Financial Data Visualization	30	4
RN	Fintech & CryptoFinance	30	4
RN	Market Microstructure	30	4
RN	Python for Finance	30	4
RN	Shape Your Career	15	2
RN	Leadership Seminar	15	2
SEMESTRE 2			
RN	Credit Risk	30	4
RN	Fintech Regulation	15	2
RN	Liquidity Risk	30	4
RN	Market Risk	30	4
RN	Mock Training Part II	30	4
RN	Operational Risk & Resiliency	30	4
RN	Final Simulation	30	4
RN	Research Work	12	4
		417	60

Finance, Investment and Wealth Management			
Reims	Libellé du cours	Nombre d'heures	ECTS
	SEMESTRE 1		
✓	Behavioral Finance	30	4
✓	Fin Tech	30	4
✓	Financial Modeling & Simulation	45	4
✓	Financial Programming & Data Analysis I	30	4
✓	Financial Programming & Data Analysis II	30	4
✓	Sustainable Finance	30	4
✓	Wealth management and Estate Planning	30	4
✓	Shape your Career	15	2
✓	Leadership Seminar	15	2
	SEMESTRE 2		
	Research Proposal	12	4
	Track CFA level II		
✓	Corporate Finance and Equity Investments	30	4
✓	Derivatives & Alternative Investments	30	4
✓	Economics & Financial Reporting Analysis	30	4
✓	Ethics & Quantitative Methods	30	4
✓	Fixed Income II	30	4
✓	Mock Training Level 2	30	4
✓	Portfolio Management	15	2
	Track Real Estate and Wealth Management		
✓	Real Estate Industry	30	4
✓	Real Estate Valuation	30	4
✓	Real Estate Law and Taxation	15	2
✓	Ethics and sustainability in the real Estate Industry	30	4
✓	Alternative Investments	30	4
✓	Corporate Finance and Wealth Creation	30	4
✓	Risk Management and Derivatives	30	4
		462	60

Accounting, Auditing & Advisory				
Campus		Course	Hours	ECTS
Rouen	Reims			
		Semester 1		
✓	✓	Consulting Services	30	4
✓	✓	External Financial Reporting Decisions	30	4
✓	✓	Introduction to Financial Reporting	30	4
✓	✓	Managing Financial Decisions	30	4
✓	✓	Planning, Budgeting and Forecasting	30	4
✓	✓	Statistics	15	4
✓	✓	Leadership Seminar	15	2
✓	✓	Individual Trajectory	15	2
		Semester 2		
✓	✓	Advanced Management Accounting	30	4
✓	✓	Data & Analytics for Strategic Decisions	30	4
✓	✓	Financial Statement Analysis	30	4
✓	✓	Managing Social Responsibility, Governance & Ethics	30	4
✓	✓	Risk Management & Internal Controls	30	4
✓	✓	Strategic Performance Management	30	4
✓	✓	Final Simulation	30	4
✓	✓	Research Work	12	4
		TOTAL	417	60

International Project Development			
Campus	Course	Hours	ECTS
Rouen			
	Semester 1		
✓	Cases in International Project Development	30	4
✓	Project Management Methodologies	30	4
✓	Financial Issues for Project Management	30	4
✓	Managing Individuals and Teams : an Experiential Approach	30	4
✓	Multi-project Portfolio Management	30	4
✓	Strategies of Development Across Countries and Cultures	30	4
✓	Negotiation Strategies and Dispute Resolution	30	4
✓	Leadership Seminar	15	2
	Semester 2		
✓	Business Planning and Global Innovation	30	4
✓	Making the Transition from Academia to the Business World	30	4
✓	New Venture Development	30	4
✓	Project Management Life Cycle	30	4
✓	Strategic Marketing Management	30	4
✓	Business Ethics and CSR for International Projects	15	2
✓	Shape your Career	15	2
✓	Final Simulation	30	4
✓	Research Work	12	4
	TOTAL	447	60

Entrepreneurship and Innovation				
Campus		Course	Hours	ECTS
Rouen	Reims			
		Semester 1		
✓	✓	Design Thinking	30	4
✓	✓	Building & Leading teams	15	4
✓	✓	Innovation : from plan to action	30	4
✓	✓	Entrepreneurial Journey	30	4
✓	✓	Technology & Digital Opportunities for Business Development & Transformation	30	4
✓	✓	Boosting Creativity	15	2
✓	✓	Leadership Seminar	15	2
		Semester 2		
✓	✓	Business Model Innovation	30	4
✓	✓	Managing Digital Transformation	30	4
✓	✓	Market Research	30	4
✓	✓	Entrepreneurial Operations	15	2
✓	✓	Entrepreneurial Marketing	15	2
✓	✓	Entrepreneurial Finance	30	4
✓	✓	Inclusive Innovation and Entrepreneurship	30	4
✓	✓	Ethics, innovation & Entrepreneurship	15	2
✓	✓	Shape Your Career	15	2
✓	✓	Final Simulation	30	4
✓	✓	Research Work	12	4
		TOTAL	447	60

Supply Chain Management			
Campus	Course	Hours	ECTS
Rouen			
	Semester 1		
✓	Industrial Organization	30	4
✓	Transportation and Logistics	30	4
✓	Green Supply Chain and CSR	30	4
✓	Strategic Purchasing	30	4
✓	Strategic Supply Chain Management	30	4
✓	Supply Chain Modeling	30	4
✓	Leadership Seminar	15	2
	Semester 2		
✓	Information Systems for Supply Chain Management	30	4
✓	Sustainable Operations and Process Management	30	4
✓	Project and Risk Management	30	4
✓	Workshop on programming for SCM	15	2
✓	Shape Your Career	15	2
✓	Final Simulation	30	4
✓	Research Work	12	4
	Option 1 : Purchasing track		
✓	Lean Management	30	4
✓	International Procurement	30	4
✓	International Finance	30	4
	Option 2 : Supply Chain Management track		
✓	Simulation	30	4
✓	Revenue Management	30	4
✓	Quality Management for SCM	30	4
	TOTAL	447	60

Global Management			
Reims	Libellé du cours	Nombre d'heures	ECTS
	SEMESTRE 1		
✓	Cross-cultural Agility in Global Business	30	4
✓	Financial Analysis for Business Decision Making	30	4
✓	Service Marketing & Customer Experience Management	30	4
✓	International Negotiation Skills	30	4
✓	International Business : Disruption and Challenges	30	4
✓	Advanced Strategic Toolkit	30	4
✓	Current Issues in Global Governance	15	2
✓	Shape Your Career	15	2
✓	Leadership Seminar	15	2
	SEMESTRE 2		
✓	Digital Socio-Economic Environment	30	4
✓	Statistics for Business and Economics	30	4
✓	Global Innovation Management	30	4
✓	International Market Risk Management	30	4
✓	Managerial Accounting	30	4
✓	Smart Operations & Supply Chain Management	30	4
✓	Final Simulation	30	4
✓	Research Work	12	4
		447	60

Cultural and Creative Industries			
Campus	Course	Hours	ECTS
Rouen			
	Semester 1		
✓	Cultural marketing and digitization	30	4
✓	Intellectual property and contracts in the creative industries	30	4
✓	Majors and independents: the movie industry	30	4
✓	Artistic movements and aesthetics	15	4
✓	The art market in the world	30	4
✓	The music industry: strategies and opportunities in the digital revolution	30	4
✓	Leadership Seminar	15	2
	Semester 2		
✓	Contemporary Issues of the Publishing Industries	30	4
✓	CSR and Innovation for Social Change	30	4
✓	Cultural Policies and Cultural Institutions Management	30	4
✓	Strategies in the arts: Organizations, Strategies and Aesthetics	30	4
✓	The Performing Arts: Project Management and Organization Agility	30	4
✓	Value and reputation: how to create value in the arts	30	4
✓	Shape Your Career	15	2
✓	Final Simulation	30	4
✓	Research Work	12	4
	TOTAL	417	60

Human Resources consulting			
Campus	Course	Hours	ECTS
Reims			
	Semester 1		
✓	Developing HR strategy and creating value	30	4
✓	Cross-Cultural Management	30	4
✓	Macro Organizational Development	30	4
✓	Negotiation and Dispute Resolution	15	4
✓	Sociological and clinical approaches of work	30	4
✓	Work Psychology and Organizational Behavior	30	4
✓	Leadership Seminar	15	2
	Semester 2		
✓	Consulting in HR and organization	30	4
✓	Equity, diversity and inclusion	30	4
✓	HR Work and Work Organization	30	4
✓	Managing Employee relations	30	4
✓	People analytics, Big Data and HR	30	4
✓	Talent Management	30	4
✓	Shape your Career	15	2
✓	Final Simulation	30	4
✓	Research Work	12	4
	TOTAL	417	60