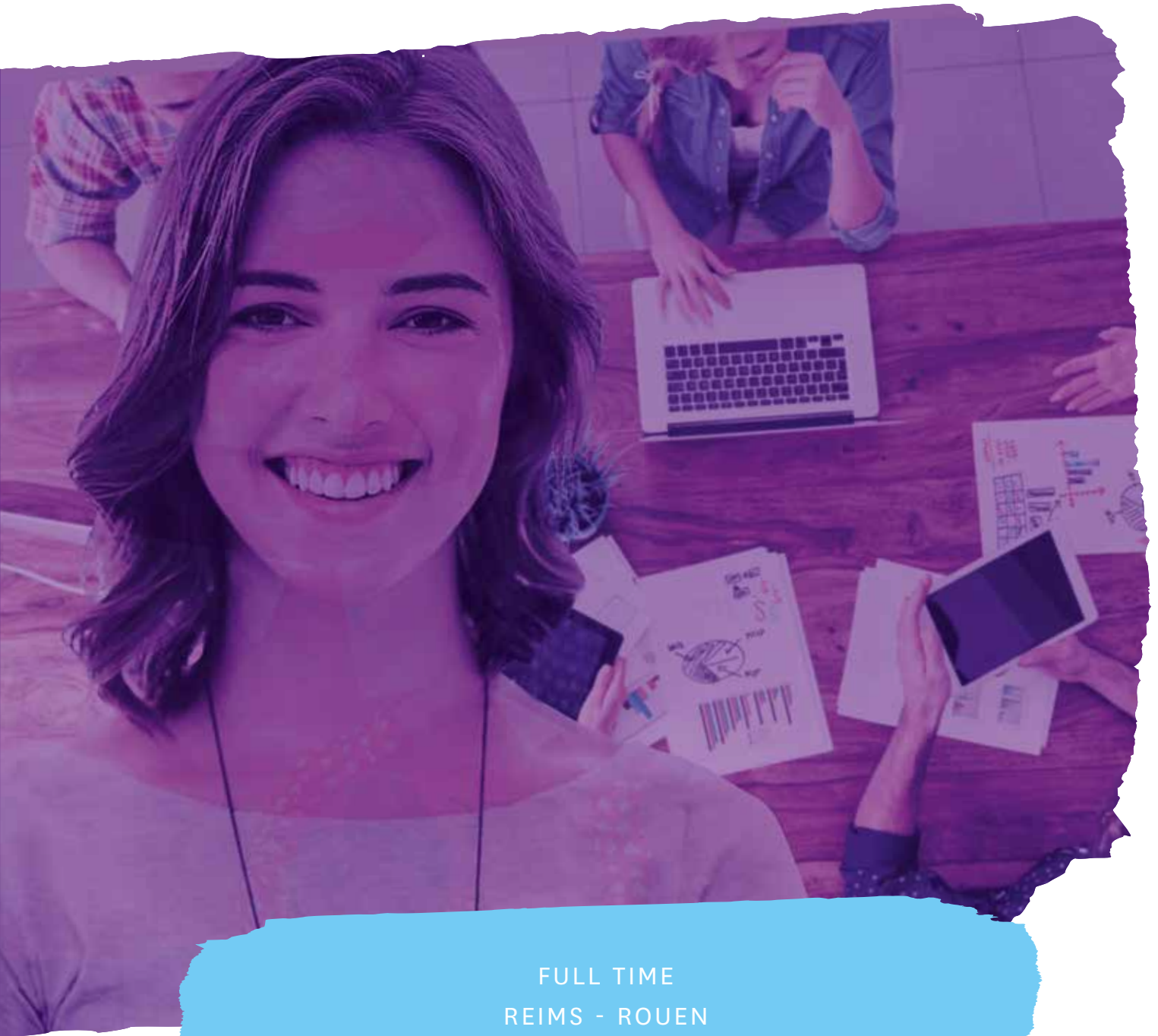


# FULL TIME MASTERS®

KICK-START YOUR INTERNATIONAL EXPERIENCE FROM FRANCE



FULL TIME  
REIMS - ROUEN

## NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS

# NEOMA Business School, A MAJOR MANAGEMENT SCHOOL

## PROVEN EXPERTISE AND A PROLIFIC TRACK RECORD...

Drawing from the wealth of its 150-year history, NEOMA Business School benefits from the assets originating from its founding schools (in 1871 at the Rouen school and in 1928 at Reims). Marketing, Finance, Commerce, Supply Chain... there are numerous disciplines based on NEOMA Business School's proven expertise and teaching methods. The exceptional careers of several thousand graduates, brought together to create one of the strongest networks is the strongest proof of NEOMA Business School's excellence. Our incomparable academic network and the strength of our links with the international business world are what make NEOMA Business School a major school for management studies.

“

We nurture and support the managers and entrepreneurs of tomorrow, those who are capable of providing responsible leadership and going beyond the dominant models of our day”

## ...COMBINED WITH A NEW VISION OF LEADERSHIP

Today in a constantly shifting world where change has become the norm, ensuring stable, long-lasting employability is about knowing how to turn those changes into an opportunity for development. Going beyond individual success, it is a matter of knowing how to deploy talent and apply it to the greater performance of many. The essence of our profession has remained the same for 150 years: to train and instruct students in a collection of management science disciplines to develop leading edge skills and knowledge.

**3** campuses:  
Rouen, Reims and Paris

**3** international  
accreditations



**160**  
permanent professors

**1,200**  
professional speakers  
and presenters

**590**  
collaborators

**9,500**  
students

1 network of more than  
**57,000** alumni  
in France and around the world

**300**  
international partners  
in **52** countries

**200**  
partner companies

**A large portfolio  
of programmes,**  
from Bachelor degrees to  
Executive Education courses.

# Our state of mind: **#Humanship**



RESHAPE THE NORMS



LISTEN TO EMOTIONS



STAY CONNECTED

## **Three strategic orientations, applied in an original, transversal way, reflecting genuine expertise:**

### **Leadership and agility**

We coach you to develop shared leadership skills to generate greater business efficiency and performance. This approach to assuming leadership can reinvent a company and unify collective forces to expand boundaries and emphasize new opportunities for innovation.

### **Entrepreneurship**

We aim to instill within you the desire to strive for innovation, creation, and experimentation that goes beyond traditional company building and takeovers.

### **Personal and professional development**

We prepare you for successful and stable professional integration through our emphasis on the foundation of key managerial skills that match the needs of various companies and the business world in general.

## **A “made by NEOMA BS” experience**

**NEOMA Business School invests predominantly in three areas which rely on the many positive attributes upon which we have built our reputation:**

- **A strong network** of professional, academic and alumni partners located throughout the world. NEOMA Business School is the most connected school in terms of its associations with all the management schools in France, and you will be one of the primary students to benefit from this multi-connected environment.
- **Strong, close relationships with companies**, which are recognised in numerous rankings and surveys and which guarantee the solid merits of our pedagogy (through internships, apprenticeship contracts, study tours, visiting professional speakers...).
- **Innovative, experience-based teaching** with a culture of original real-life professional simulations and genuine immersion into a business environment: integration seminars, business games, case studies, etc.

**ANNE-SOPHIE COURTIER**  
*DIRECTOR OF FULL TIME  
MASTERS PROGRAMMES*



Backed by over 30 years of expertise, the Master's programmes at NEOMA Business School are perfectly adapted to the constantly-evolving requirements of the corporate world.

Teaching students to be agile, whilst providing innovative solutions to employers, is core to the mission and commitment of NEOMA BS. Combining a solid focus on academic excellence, and an experiential approach to learning and the development of leadership skills, NEOMA Business School's Master's programmes provide the knowledge and abilities required to enable students to pursue their professional ambitions and achieve their personal goals in a stimulating multicultural environment.

“

Develop the knowledge and skills essential for the leaders of tomorrow's globalised professional environment.”

# The Philosophy behind NEOMA Business School FULL TIME MASTERS' DEGREE PROGRAMMES

**NEOMA Business School has established an international reputation thanks to its expertise in a variety of key disciplines: Supply Chain, Marketing, Management, Luxury, Project Development, or Finance.**

Predominantly taught in English and designed for students of all nationalities, NEOMA Business School Full Time Masters' degree programmes (Master of Science and Advanced Master) offer you the ideal gateway to the world of international business. Drawing on the school's well-established reputation for research and academic excellence, our Masters' degrees are constantly reviewed and developed, to respond to the ever-changing requirements of a continually evolving corporate world.

NEOMA Business School campuses provide the ideal international learning environment in which to discover and experience diversity at every level (faculty, class, student clubs and associations...) and to study and learn in an environment designed to maximise the student experience and prepare you for the professional world.

Studying for a full-time Master's degree at NEOMA Business School is an opportunity to:

- Complete and/or add value to an existing academic education or professional situation
- Develop personal and professional agility, adaptability and leadership skills
- Develop specialised knowledge and culture, related to the international business environment
- Increase managerial and professional potential
- Enhance employability

Join one of our Full-Time Masters, and take full advantage of a blended experience that will develop your agility and employability!

Full-time Masters degrees strengthened by expertise of over **30** years

**International certifications:**  
CFA, PRINCE2, MS PROJECT, PMI, Six SIGMA

A **4-to-6 month** internship experience

Programmes lasting from **12 to 15** months

**International programmes**  
taught in English and French

Over **75%** international students and **100** nationalities

**Campuses: Reims, Rouen and Paris**

**Diplomas accredited or labelled CGE\*, RNCP level 1\*\***

\*Conférence des Grandes Ecoles (or CGE) brings together higher education and research institutions in France and abroad which train their graduates with a view towards excellence, in partnership with the business world, economic representatives and civic society.

\*\* French National Framework of Qualifications.



# A large portfolio FOR YOU TO SPECIALISE

## M.Sc. INTERNATIONAL MASTER IN LUXURY MANAGEMENT ..... p. 12

**Become a blue-ribbon manager in the demanding luxury industry.**

- Duration: 12 months
- Campus: Reims and Milan
- Double-degree with MIP Politecnico di Milano
- Tuition fees: €16,000

In partnership with GUCCI and Champagne Taittinger.

*#4 in the Eduniversal 2018 Best Masters and MBA Rankings*

## M.Sc. IN MARKETING FRENCH EXCELLENCE\* ..... p. 18

**Leveraging French Excellence to develop the professional marketing skills essential for a successful international career.**

- Duration: 15 months
- Campus: Rouen
- Tuition fees: €16,000

*#6 in the Eduniversal 2018 Best Masters and MBA Rankings, Marketing category*

## M.Sc. IN SUPPLY CHAIN MANAGEMENT\* ..... p. 24

**An international intensive programme structure designed to train you as a future expert in logistics and procurement.**

- Duration: 15 months
- Campus: Rouen
- Tuition fees: €16,000

*#8 in the Eduniversal 2018 Best Masters and MBA Rankings, Logistics category*

## M.Sc. IN GLOBAL MANAGEMENT\* ..... p. 30

**Become an expert in crosscultural business transactions; build a global profile and key strategic skills.**

- Duration: 15 months
- Campus: Reims
- Double Degree Option, D'Amore McKim School of Business Northeastern University
- Tuition fees: €16,000 for Single degree, \$36,000 for Double degree

*#11 in the Eduniversal 2018 Best Masters and MBA Rankings, International Management category.*



## M.Sc. IN INTERNATIONAL PROJECT DEVELOPMENT\* ..... p. 36

**Get ready for an evolving international career in Business development.**

- Duration: 15 months
- Campus: Rouen
- Tuition fees: €16,000

*#8 in the Eduniversal 2018 Best Masters and MBA Rankings, International Management category*

## MS ANALYSE FINANCIÈRE INTERNATIONALE ..... p. 48

**Finance internationale, management et éthique : 3 composantes clés du cursus.**

- Durée : 12 mois
- Campus: Reims
- Tuition fees: €16,300

*8<sup>ème</sup> dans la catégorie Finance de Marché et Gestion de Portefeuille du classement 2018 Eduniversal des meilleurs Masters, MS et MBA*

## M.Sc. FINANCE ..... p. 42

**Become a first-rate Chartered Financial Analyst® as sought out by the major financial institutions!**

- Duration: 16 or 24 months
- Campus: Reims
- Tuition fees: €16,300 for the 15-month programme / €24,000 for the 24-month programme

*Innovation Award (Prix de l'Innovation) in the Eduniversal 2018 Best Masters and MBA Rankings*

\* Two-year Msc Option available: additional €9,000.

# Why choose AN ADVANCED MASTER OR A MASTER OF SCIENCE FROM NEOMA BUSINESS SCHOOL?

## ADVANCED MASTER

### > **International Financial Analysis.**

An Advanced Master is a high-level Bachelor's degree (equivalent to a 6-year Bachelor's degree by French education standards). It is designed to train experts in a specific field of study. Accredited by the Conférence des Grandes Ecoles, the Advanced Master brings a guarantee of dual skills and boosts career prospects. This label is based on criteria of selectivity and academic quality. It is delivered upon successful completion of a rigorous auditing procedure and is highly valued by employers and the corporate world.

## MASTER OF SCIENCE

### > **International Luxury Management • Supply Chain Management • Global Management • International Project Management • Marketing French Excellence • Finance**

Originally devised for international students or students who wish to join a multicultural class, these programmes are taught entirely in English. They are designed for students eager to acquire a high-level specialisation in an international environment. This degree requires the completion of both research work and a thesis or dissertation.

These masters do not compete with one another. On the contrary, they complement each other or are a different route to the same destination: the guarantee of life-long and worldwide employment with the added bonus of proof of an expert area of knowledge.

## 5 good reasons

### TO OPT FOR THE NEOMA BUSINESS SCHOOL FULL-TIME MASTERS

- Choose a Full-time Master ranked in the Top 15 in its category\*
- Longstanding expertise developed with an international outlook: 15 months to specialise in your chosen subject in English or French, in Supply Chain, Marketing, Management, Luxury, Project Development, or Finance.
- Innovative teaching methods fostering an experiential approach: 4-to 6-month internship and a variety of business cases and simulations
- Integrate an international environment: 75% of students, 55% of the faculty
- Join the 4th biggest network of French Business Schools with over 55,000 Alumni based all around the world.

\*Eduuniversal ranking 2016





## PARTICIPANT PROFILE, Diversity as an asset

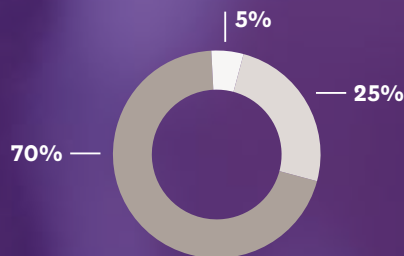
### NATIONALITIES

**75% of NEOMA Business School Full Time Masters students come from outside of France, mainly Asia, Europe, Latin America, and Africa.**



### ACADEMIC BACKGROUND

- Arts, Humanities
- Engineering & Sciences
- Business & Economics



*NEOMA Business School's Masters classes promote interaction with fellow students in an international environment where open-mindedness, experience and passion prevail.*

## TWO-YEAR M.Sc. OPTION

Specially designed for students who are completing a three-year Bachelor's degree, or who are from a non-business background, this two-year option provides the ideal opportunity to obtain a Master of Science from NEOMA Business School. During the first year M.Sc., students from all the M.Sc. disciplines work together in a highly internationalised environment, to cultivate a Master's mind-set: the ability to work independently and in groups, academic rigour and objective-based learning. Emphasis is placed on personal and professional development, as well as critical thinking, language and analytical skills.

Upon successful completion of the first year, students continue their studies in their selected M.Sc. specialisation:

- M.Sc. in Global Management
- M.Sc. in International Project Development
- M.Sc. in Marketing French Excellence
- M.Sc. in Supply Chain Management

*Subject to additional fees*

# An immersive teaching experience

## DESIGNED TO BOOST EMPLOYABILITY

### FULL-TIME TRAINING PROVIDING A STRONG THEORETICAL BASIS

Depending on the Master you choose, the curriculum spreads over 12 to 15 months on a full-time basis (a duration ranging from 350 to 480 hours).

The pace of the programmes allows you to focus on the theoretical dimension of the courses and work in teams to implement various projects. The first 6 to 7 months are commonly dedicated to the delivery of core courses, interspersed with a series of in-company immersions and field trip studies either in France or abroad.

Courses are designed by NEOMA Business School international professors, leaders in their area of research and expertise; professional teachers also participate in the design and delivery of classes. Taught in English and in French, courses are enriched with the companies' input in order to be aligned with real-world business expectations and the School's vision of leadership.

### AN EXPERIENTIAL PEDAGOGY

In a world of constant change, we prefer to help you "learn how to learn" so that throughout your career you continue to acquire the knowledge, skills, methods, and tools that will give you the best chance to be successful and help your future employers develop.

We believe that there is no better way of truly understanding the corporate world than by involving yourself in a real case study (business cases, simulations, challenges, etc.). Engaging students in innovation is achieved by interaction with the professional field. This may take different forms.

At NEOMA Business School, students are confronted by highly challenging situations, such as the creation of a brand, how to launch and market a product from scratch, and finding innovative solutions to adapt and anticipate various international contexts.

#### FOCUS ON...

A group of selected students from the M.Sc. in International Luxury Management worked on the Geoffroy Champagne challenge: to devise a communication strategy for a specific "champagne" or create new packaging.

In 2016, the whole class of the M.Sc. in International Project Development literally isolated itself in a bus to work under pressure, out of their comfort zone. The goal: to yield innovative solutions on how to remain a leader on the Safety market.

## INTERNSHIP & FINAL DISSERTATION: REAL CORPORATE EXPOSURE

The remaining months of study are dedicated to a 4-to 6 month internship and the preparation of the final dissertation. This period in a company is highly recommended but not mandatory. However, nearly 100% of NEOMA Business School full time Masters' students go on an internship to complete their experience of the programme and implement the expertise of their choice. As a result of the in-company project or mission, the student must obtain official approval before he or she enters the company and accepts the mission. The trainee is supervised by a corporate tutor who will make sure that the project and the related activities are in line with the specialisation pursued in the Masters' degree.

### **A key step towards obtaining the full time Master: the final dissertation**

The dissertation serves to perform research on a specific subject. It demonstrates the knowledge acquired through the programme and applied during the in-company project-work, mission or internship. The participant is assisted in the definition of the subject-matter by the supervisor. The participant will be taught how to conduct research thanks to methodology courses delivered in the curriculum. The Master's degree is validated provided all the modules, mission, internship and the professional dissertation are completed.

## DEDICATED UNIT TO SERVE YOUR EMPLOYABILITY

Students are supported by NEOMA Business School Career Centre. This unit is organised by geographical zone (Europe, Asia, North America, and Latin America) and it provides the student with personal guidance in multiple ways (CV, motivation and speculative letters, personal branding, etc...) all adapted

to his or her profile in order to help in the search for internships and employment. Based on the expectations and best practices of companies and on research conducted by our professors, this unit supplies all the tools and advice the student needs to succeed in his or her professional career.

“



**HAMZA EL ALAMI**  
Supply Chain  
Management  
graduate 2016

The tools provided by the school were helpful along my journey to reaching my academic goals. Starting from the daily emails about internship offers from more than 200 companies in France, the library for research, field trips offering a more realistic view and experience of the material, and most importantly, the Enterprise Forum organised within the school... The Enterprise Forum was the opportunity to prove myself as a worthy candidate. I got to be interviewed by a great number of high-level companies such as BMW, Microsoft, and DANONE, and I found my internship with BMW. All in all, I had a very positive experience being a NEOMA Business School student, and I would not trade that for anything in the world. ”

# M.Sc.

# INTERNATIONAL MASTER IN LUXURY MANAGEMENT

In partnership with

GUCCI



DURATION: 12 MONTHS  
CAMPUS: REIMS AND MILAN

Luxury companies need excellent and cutting-edge design skills, outstanding craftsmanship, the ability to deliver unique customer experience by interacting with customers and creating meaningful interaction through branding and creation of value. Helping companies to develop and manage such competencies and abilities in order to succeed in Luxury markets requires specialised skills and knowledge. These areas are often not covered by more traditional general management programmes. In order to fill this gap NEOMA Business School and MIP Politecnico di Milano have jointly developed the “International Master in Luxury Management”. A model of value creation, this 12-month full-time programme awards an internationally-recognised degree from each school (double degree). During the programme, students have the opportunity to become acquainted with key players in the luxury industry and gain hands-on knowledge of the major aspects of luxury management through active learning and project work. They will be in close contact with companies thanks to the unique partnership with GUCCI and Champagne Taittinger.

# “

Become a blue-ribbon manager in the demanding luxury industry.”



**EMMANUELLE RIGAUD-LACRESSE**  
*Head of the M.Sc. International Master in Luxury Management, NEOMA Business School*



**FABRIZIO MARIO PINI**  
*Head of the M.Sc. International Master in Luxury Management, MIP Politecnico di Milano*

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)

# MP

POLITECNICO DI MILANO  
GRADUATE SCHOOL  
OF BUSINESS

# Why choose

## THE NEOMA BUSINESS SCHOOL'S M.Sc. INTERNATIONAL MASTER IN LUXURY MANAGEMENT?

Joining our M.Sc. International Master in Luxury Management is to enter a unique double-degree programme created jointly by NEOMA Business School and MIP Politecnico di Milano. It delivers a curriculum specialised in how to understand, create and manage value in the luxury sector.

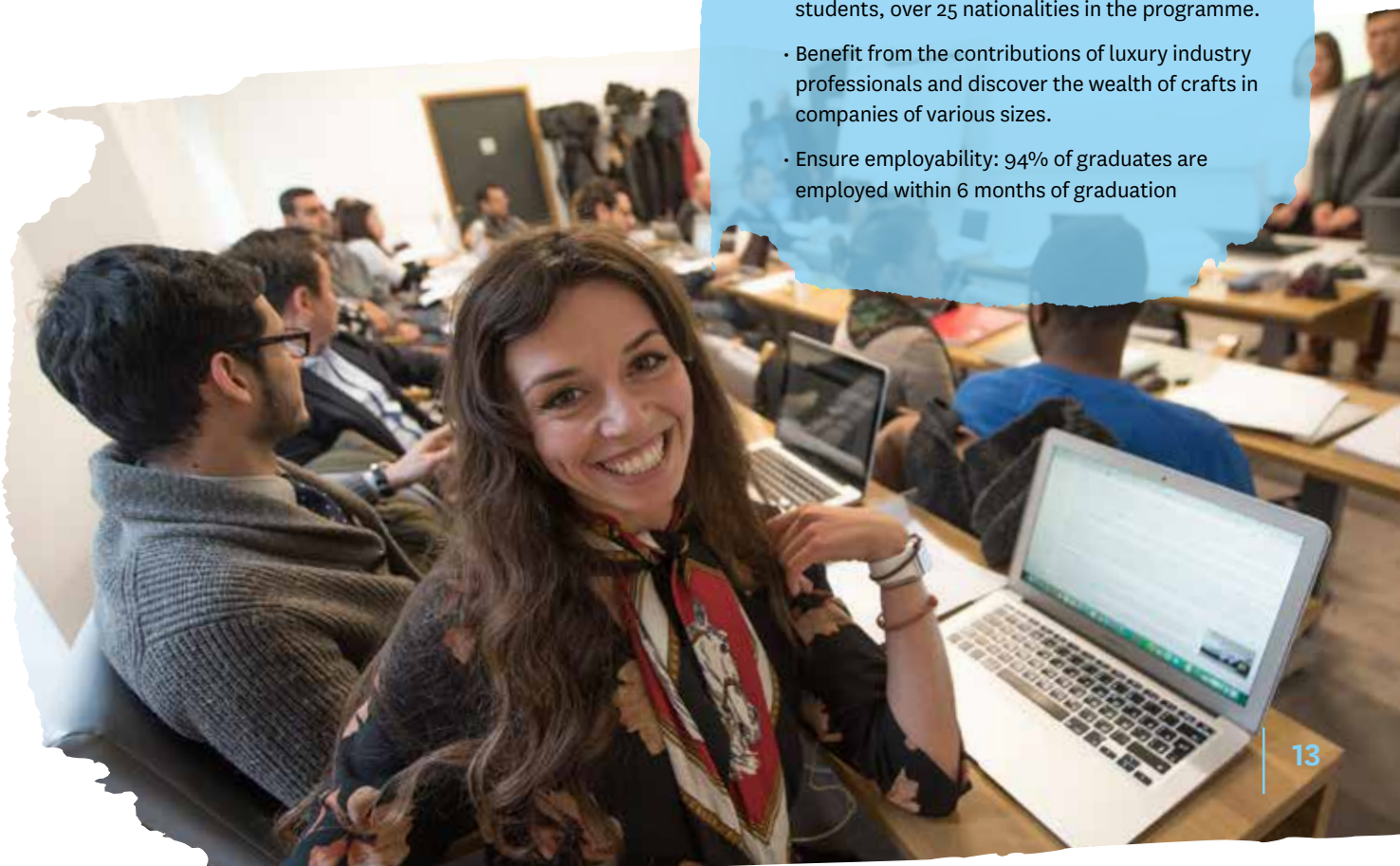
Thanks to close relationship with major actors of industry representatives, this full time Master's delivers you the most recent best practices and developments in the luxury industry.

**Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)**

### 5 good reasons to choose

#### THE NEOMA BUSINESS SCHOOL'S M.Sc. INTERNATIONAL MASTER IN LUXURY MANAGEMENT

- Obtain an internationally-recognised double Master's degree (NEOMA BS and MIP Politecnico di Milano) in partnership with Gucci and Champagne Taittinger.
- Discover Italy and France, recognised as the cradles of the luxury industry and benefit from the complementary expertise of both schools and faculty.
- Study in an international class: 82% of foreign students, over 25 nationalities in the programme.
- Benefit from the contributions of luxury industry professionals and discover the wealth of crafts in companies of various sizes.
- Ensure employability: 94% of graduates are employed within 6 months of graduation





## MASTER THE CHAIN OF VALUE IN THE WORLD OF LUXURY

**Benefit from the complementarity of NEOMA BS and MIP Politecnico di Milano in their respective expertise: understanding and managing value creation in the luxury industry, from conception to delivery through the Luxury value chain.**

TERM I	TERM II	TERM III
<p><b>NEOMA Business School (France)</b> September - December</p> <p><b>UNDERSTANDING VALUE CREATION FOUNDATION</b></p>	<p><b>MIP POLITECNICO DI MILANO (Italy)</b> January - June</p> <p><b>CREATING AND DELIVERING VALUE</b></p>	<p><b>NEOMA Business School (France)</b> &amp; <b>MIP POLITECNICO DI MILANO (Italy)</b> July - December</p>
<p><b>FOCUS ON PEOPLE AND ORGANISATIONS: LUXURY COMPANIES AND ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>• Discovering fundamentals of luxury management and leadership</li> <li>• Understanding luxury markets: a multicultural perspective</li> <li>• Understanding assets in luxury companies: turning brands into assets</li> <li>• Exploiting assets in luxury markets: defining the potential for growth</li> </ul>	<p><b>FOCUS ON PROCESSES: CREATING, TRANSFORMING AND DELIVERING LUXURY PRODUCTS AND EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• Turning design culture into luxury products and collections</li> <li>• Turning superior craftsmanship into operational excellence</li> <li>• Creating luxury experience through communication and retail</li> <li>• Exploiting assets in luxury markets: defining the potential for growth</li> </ul>	<ul style="list-style-type: none"> <li>• Project work</li> <li>• Final dissertation</li> <li>• Optional internship (4-6 months)</li> </ul>

“

**SURBHI CHADHA - M.Sc. in INTERNATIONAL LUXURY MANAGEMENT 2014**

The International Master in Luxury Management (IMLUX) at NEOMA Business School in partnership with MIP Politecnico di Milano, is a perfect platform for students aspiring to a career in the Luxury Industry. The programme covers all operations in the luxury industry such as Marketing, Business Strategy, Brand development, and Retail merchandising. The interaction with senior managers from corporate partners such as Krug, Taittinger, Cartier, Interparfums, Zadig & Voltaire to name but a few, provides unparalleled insight from professionals at the heart of the world of luxury. I am glad I chose IMLUX as this one-year extensive programme provided me with opportunities to upgrade my skills and learn about every aspect of the luxury industry.”



## PROGRAMME HIGHLIGHTS

### **The international dual experience in two complementary countries renowned for their expertise in the field of luxury: France and Italy**

Students are plunged into the specificities of the luxury industry relying on the core know-how of both schools: leadership and management delivered by NEOMA Business School and production and transformation of products delivered by MIP Politecnico di Milano.

### **A holistic approach to the luxury industry**

Students explore the world of luxury management industry through a 360° vision based on the understanding of the creation of value on supply chain. Students will study various sectors and different size of companies to gain a complete vision of the luxury field.

### **The experiential laboratory**

Students are encouraged to develop a different outlook and critical views on the various facets of the luxury companies, be they small, medium or large organisations. This is achieved thanks to an innovative pedagogy mixing lectures, case studies, games and simulations and assignments, with the main objective of engaging students in manual operational activities:

Examples of simulation-based games:

- The T-Shirt game: participant will simulate the production of a T-Shirt.
- The Control Chart game: the participant will simulate the activities in the cutting department of a leather shoe company.

**EXPERIENCE**  
made by  
NEOMA BS

### **The end-of-studies mission: Project, Final dissertation, Business Plan**

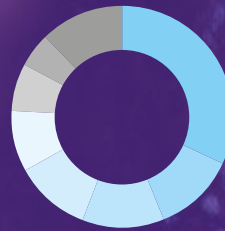
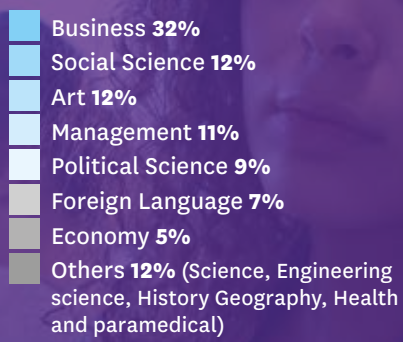
Students are taken through a hands-on experience with a firm involved in luxury management or may discover first-hand the professional world thanks to an optional 4-to-6 month internship, either in France or abroad. Beyond the discovery of diverse crafts and jobs that make the wealth of the luxury industry, students are offered to interact, commit and engage in innovation.



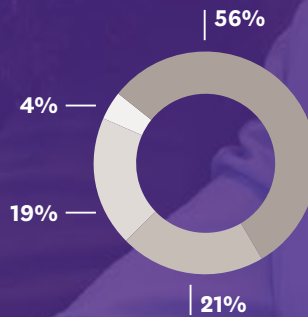
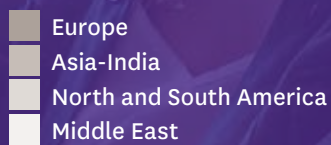
## PARTICIPANT PROFILE

NEOMA Business School's IMLUX class of 2016-2017

### ACADEMIC BACKGROUND



### NATIONALITIES





# Take your career TO A NEW LEVEL

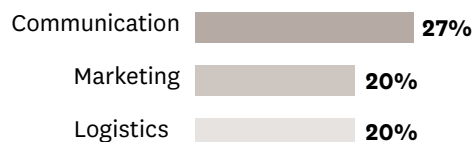
The programme trains specialist managers in the luxury industry for senior positions in Luxury Goods companies.

**€35K**  
average base salary

**35%** employed  
before leaving the school

**94%** employed  
within 6 months after graduation

## WHERE DO THE GRADUATES WORK?



**Our graduates are mostly employed by large companies. A few of the possible jobs to which you can aspire:**

- Product & Brand Manager
- Retail Merchandising Manager
- Purchaser
- Management Controller
- Packaging and Development Manager

“



**KAROLIINA PELTOLA**  
Finland, IMLUX 2013-2014,  
Commercial Manager – The Orange  
Square Company

As a Commercial Manager at The Orange Square Company, the official UK distributor for niche luxury perfume brands like Creed and Atelier Cologne, I develop new beauty product lines and manage the brand expansion strategy. IMLUX programme definitely boosted my career and I would not have had all these amazing opportunities without it. ”

## YOUR NETWORK

NEOMA ALUMNI is the 4<sup>th</sup> largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to network through more than 500 events organised every year in France and abroad.



**66,700**

- alumni and future alumni
- More than 57,200 alumni
- More than 9,500 current students



**22%**

live and work abroad



**400**

volunteers

**29** professional and leisure clubs

**21** local alumni clubs

**50** international alumni clubs

[www.neoma-alumni.com](http://www.neoma-alumni.com)

# M.Sc. in MARKETING FRENCH EXCELLENCE

DURATION: 15 MONTHS

CAMPUS: ROUEN

The pursuit of excellence in an aggressively competitive international environment is the challenge faced by business school graduates all round the world. In an increasingly globalised world, the notion of national branding is rapidly gaining importance, as a lever to develop and promote commercial, political and cultural differentiation. France occupies a unique position in the global landscape, excelling in cultural diversity, scientific endeavour, hospitality, and business acumen. The M.Sc. in Marketing French Excellence provides the specialist tools and techniques to maximise these strengths on the world stage. It is intended for students interested in working for established international and multinational businesses, whether in France or elsewhere, and for those seeking to acquire the skills and know-how that equip them to make a significant contribution to the adoption and development of the Marketing discipline within developing economies around the world.

“

Leveraging French Excellence to develop the professional marketing skills essential for a successful international career.”



**EWAN ORMISTON**  
*Head of the M.Sc. in Marketing  
French Excellence programme*

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)

# Why choose

## THE NEOMA BUSINESS SCHOOL'S M.Sc. IN MARKETING FRENCH EXCELLENCE?

France occupies a unique position, excelling in cultural diversity, scientific endeavour, hospitality, and business acumen. The programme uses examples from global industries in which France excels to teach advanced marketing theory and techniques. It provides a unique, challenging experience for students, while maximising their opportunities for long-term personal and career development.



### 5 good reasons to choose

#### THE NEOMA BUSINESS SCHOOL M.Sc. IN MARKETING FRENCH EXCELLENCE

The M.Sc. in Marketing French Excellence prepares students for a career in international marketing by:

- Focusing on French Centres of Excellence, as benchmarks for the development of wide-ranging knowledge and understanding of France's outstanding position in international marketing.
- Analysing the marketing strategy and tactics of different French industries, to develop distinctive applicable techniques.
- Developing the managerial and operational skills required to excel in the world of international marketing.
- Studying recent developments in French academic research and practical problem-solving, to develop the ability to adapt and innovate in real time.
- Participating in an innovative module dedicated to Millennial Marketing and the special challenges posed by the digital generation



**VICTORIEN MARDELET**  
**M.Sc. in MARKETING**  
**FRENCH EXCELLENCE**  
**2011,**  
**Brand Manager -**  
**KFC Spain**

The Master of Science in Marketing French Excellence provided me with the theories and practical tools to prepare for my career in Marketing. The first semester helped to consolidate my global marketing management knowledge (strategy, brand management, etc.) before going on to specialise in “French Excellence” after the Christmas break, with classes and lectures from specialised teachers, professional consultants and real-life case studies. The mix of cultures within the Master was really stimulating and helped to make the discussions and exchanges between the students, and the different experts who taught us, more productive and interesting. Moreover the different activities organised by the school, including company visits, were definitely relevant and meaningful for all the students. I have been putting into practice the learning achieved during this year through my first experience in Schweppes and now as Brand Manager Assistant for KFC in Spain. ”



# LEVERAGING FRENCH EXCELLENCE TO DEVELOP ESSENTIAL MARKETING SKILLS

In an increasingly complex and competitive global environment the M.Sc. in Marketing French Excellence at NEOMA BS offers academic excellence “made in France”.

OCTOBER TO DECEMBER	JANUARY TO MAY	JUNE TO DECEMBER
<b>FUNDAMENTALS OF MARKETING</b>	<b>FRENCH MARKETING</b>	<b>MARKETING IN PRACTICE</b>
<ul style="list-style-type: none"> <li>• Millennial Marketing</li> <li>• Operational Marketing</li> <li>• International Strategic Marketing</li> <li>• Quantitative Tools for Marketing</li> <li>• Consumer Behaviour</li> <li>• Leadership</li> <li>• Talent Management</li> <li>• Language skills</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Management</li> <li>• Market Intelligence</li> <li>• Luxury Marketing</li> <li>• Distributive Marketing</li> <li>• High-Tech Marketing</li> <li>• Cultural Marketing</li> <li>• Service Marketing</li> <li>• Leadership</li> <li>• Talent Management</li> </ul>	<ul style="list-style-type: none"> <li>• Professional experience. It can take the form of an internship (4-6 months), a job, the creation of a start-up company...</li> <li>• Final dissertation</li> </ul>



**LUCA MANGINI**  
M.Sc. in **MARKETING FRENCH EXCELLENCE 2012**  
International Travel Coordinator at Groupon, Italy

I was looking for a top Marketing programme and this matched my requirements perfectly: great ranking, 100% in English, good balance between theory and practice and a very international environment. I especially enjoyed the “learning-by-doing approach” and all the challenging group work we carried out throughout the year, since they significantly improved my teamwork skills.

I am now responsible for the coordination of a new project at Groupon Travel EMEA, which is designed to centralise the whole getaway offer import/export process. The project has been extremely interesting and I am happy to see how my team is succeeding in its mission. This programme clearly gave me the necessary tools to deal with all the professional difficulties I had to face over the last few months. ”

“



**CLARISSE DE SCHUTTELAERE**  
**M.Sc. in Marketing French Excellence 2015**  
**Digital Marketing Consultant at ATOS Consulting**

For my research dissertation, I wanted to explore new horizons by handling a cutting-edge topic in Marketing: the digitalisation and rise of multi-channel shopping patterns. The multidisciplinary aspect of the M.Sc. in Marketing French Excellence programme was a key feature in the writing of my final dissertation. Core courses such as brand management, distributive management, merchandising and consumer studies helped me deal with the whole subject in a professional manner, despite my lack of knowledge in digital marketing. At the end of my internship, I had the great opportunity to join a major consulting organisation thanks to my final dissertation and the 360° nature of the Marketing in French Excellence programme. I am currently working as Digital Marketing Consultant and I am fully satisfied in this business sector. ”

## PROGRAMME HIGHLIGHTS

### Internship (4-6 months)

An essential opportunity to apply the theoretical and practical skills learnt during the first two semesters in a professional environment. You are free to carry out your internship in France or abroad, subject to approval by the internship director, based on its relevance to the M.Sc. programme and course content.

### Final Dissertation

You will be assigned a research tutor and guided in your choice of research topic that you will research and develop throughout the second and third semesters.

### NEW FOR 2017: the Millennial Marketing module

Millennial Marketing will explore how the digital revolution has changed the field of marketing and how the most cutting-edge tools are impacting marketers globally (i.e., web marketing, social media marketing, big data, apps, netnography...)

EXPERIENCE  
*made by*  
 NEOMA BS



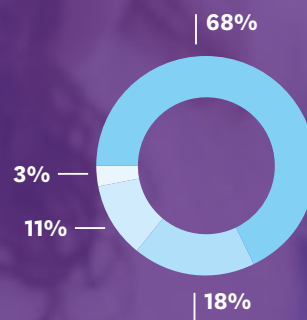


## PARTICIPANT PROFILE

NEOMA Business School's Marketing in French Excellence class of 2016-2017

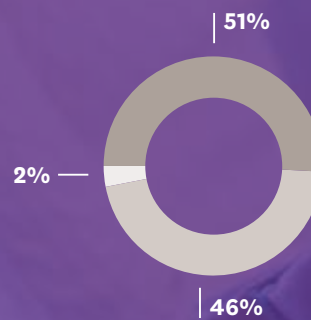
### ACADEMIC BACKGROUND

- Business
- Liberal Arts
- Others
- Engineering



### NATIONALITIES

- Europe
- Asia
- Africa



# Take your career TO A NEW LEVEL

The M.Sc. in Marketing French Excellence prepares students from any country for a career in International Marketing.

**€47K**  
average base salary

**60%** employed  
before leaving the school

**100%** employed within  
6 months after graduation

**70%** of our graduates  
are employed abroad

## WHERE DO THE GRADUATES WORK?

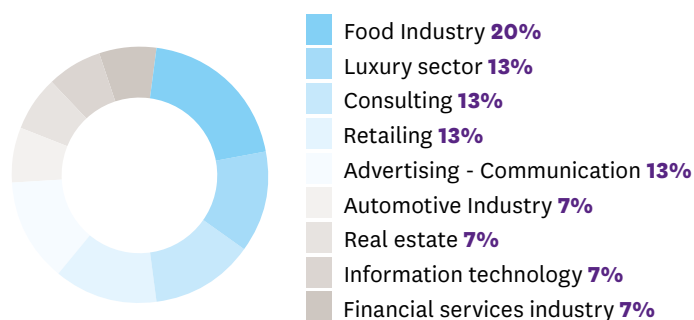
### OCCUPIED POSITIONS



### A few of the possible jobs to which you can aspire:

- Marketing Manager
- Category Manager
- Brand Manager
- Event Manager
- Marketing Operations Manager

## SECTORS OF EMPLOYMENT



## YOUR NETWORK

NEOMA ALUMNI is the 4<sup>th</sup> largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to network through more than 500 events organised every year in France and abroad.



**66,700**

alumni and future alumni

- More than 57,200 alumni
- More than 9,500 current students



**22%**

live and work abroad



**400**

volunteers

**29** professional and leisure clubs

**21** local alumni clubs

**50** international alumni clubs

[www.neoma-alumni.com](http://www.neoma-alumni.com)

# M.Sc. in

# SUPPLY CHAIN MANAGEMENT

DURATION: 15 MONTHS

CAMPUS: ROUEN

Since the mid 1990's, globalisation and technological advancement have transformed logistics and cooperative business into a new concept: Supply Chain Management. Supply chain has resulted in the extension of the perimeter of business operations and logistics, creating the need for more interaction between the various logistics stakeholders (financial, organisational, customer service...). Calling for more collaborative relations and adequate partnerships, corporate and industrial entities constantly aim to reduce costs and optimise services. The more complex the relationship, the more transversal professional profiles have to become. The NEOMA BS Master of Science in Supply Chain Management meets these changing market demands. Thanks to its inter-disciplinary teaching approach, the programme not only focuses on the core disciplines of supply chain management and correlated subjects such as strategic purchasing and information systems for supply chain, but it also puts the emphasis on soft skills in order to fine tune students' professional profile and training.

“

An international intensive programme structure designed to train you as a future expert in logistics and procurement. ”



**FOUAD BEN ABDELAZIZ**  
*Head of the M.Sc. in Supply Chain  
Management Programme*

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)



# Why choose

## THE NEOMA BUSINESS SCHOOL'S M.Sc. IN SUPPLY CHAIN MANAGEMENT?

Joining the NEOMA BS M.Sc. in Supply Chain Management is to benefit from a strong local industrial network with one of the largest ports in Europe (Rouen and Le Havre). The programme will equip you with both technical and managerial skills that will enable you to face unconventional and challenging problems in Supply Chain and train you to work in international companies.



### 5 good reasons to choose

#### THE NEOMA BUSINESS SCHOOL M.Sc. IN SUPPLY CHAIN MANAGEMENT

- Benefit from the **close connections with main supply chain infrastructures and representatives** such as Port de Rouen, SNCF, Rungis Market...
- Participate in a **5-day intensive seminar** (SNCF simulator, Le Havre Port visit, Rungis market visit, SAP training etc.) to understand the mechanisms of Supply Chain Management
- Prepare for **recognised professional qualifications**: PMI (Project Management Institute) and Six Sigma through extensive use of information technology tools including Ms Project, SAP, Visual Basic training for SCM applications and professional courses.
- **Apply for membership of the Association for Operations Management (APICS)** and of the Chartered Institute of Purchasing and Supply Management (CIPS).
- Develop **leadership and project management skills** in a varied multi-cultural environment through an **innovative and intensive structure programme** to become an expert in Supply Chain Management





## HONE YOUR MANAGERIAL AND SPECIALIST SKILLS, BUILD A STRONG PROFILE IN SUPPLY CHAIN MANAGEMENT

PHASE 1 OCTOBER	PHASE 2 NOVEMBER TO FEBRUARY	PHASE 3 FEBRUARY TO APRIL	
<b>INTRODUCTION TO THE PROGRAMME</b>	<b>CORE COURSES</b>	<b>PROFESSIONAL COURSES</b>	<b>END OF STUDIES</b>
<ul style="list-style-type: none"> <li>• Introduction to Management Sciences</li> <li>• Strategic Purchasing</li> <li>• Industrial Organisation and Technology Innovation</li> <li>• Leadership and Talent Management</li> </ul>	<ul style="list-style-type: none"> <li>• Operations and Process Management</li> <li>• Introduction to Strategic Supply Chain Management</li> <li>• Information Systems for Supply Chain Management</li> <li>• Logistics and Transportation</li> <li>• Revenue Management</li> <li>• Research Methodology</li> </ul>	<ul style="list-style-type: none"> <li>• Risk and project Management</li> <li>• Managing Quality for Supply Chain Management</li> <li>• International Procurement</li> </ul> <p><b>TRAINING AND SEMINARS:</b></p> <ul style="list-style-type: none"> <li>• Maritime logistics with a visit to Le Havre Port and Rouen Port</li> <li>• Distribution seminar with a visit to Rungis market</li> <li>• Pharmacy Logistics with a visit to a pharmaceutical company</li> <li>• Railway Transportation Seminar</li> <li>• SAP Training</li> <li>• Visual Basic Training (VBA)</li> <li>• How to write a paper Seminars</li> </ul>	<ul style="list-style-type: none"> <li>• Professional experience. It can take the form of an internship (4-6 months), a job, the creation of a start-up company...</li> <li>• Final dissertation</li> </ul>

EXPERIENCE made by NEOMA BS

EXPERIENCE made by NEOMA BS

EXPERIENCE made by NEOMA BS

EXPERIENCE made by NEOMA BS



**Tais Helena MILIONI PAGAN**  
**M.Sc. in SUPPLY CHAIN MANAGEMENT 2016**  
**Corporate trainers - Miami**

The Master of Science in Supply Chain Management programme brought me all the tools I had missed in my career, and what would make me stand out from the others in the industry. The practical application that we have during the programme focused on showing how companies and ports articulate supply chain's role. For me, NEOMA Business School was the most unique and important school, because the programme was aligned with the topics that I considered priorities to boost my knowledge. The location was also the most attractive aspect of this

investment. I was always attracted to French culture, and this incredible combination for me was the perfect trifecta for my final decision in choosing NEOMA BS. ”

## PROGRAMME HIGHLIGHTS

**The M.Sc. in Supply Chain Management offers a specialisation in the realm of the management of the supply chain, planning and strategy within an international environment. The programme is based on technical and managerial courses which put into action theory and practice in the same module. The emphasis is on immersion and corporate relations (for instance, field trip to chemical and pharmaceutical sites).**

### **A strong experiential and immersive approach**

The 60-hour “**Capstone and Seminars**” module offers you more than an introduction to NEOMA Business School’s experiential approach; it blends theory (hard skills), discovery (soft skills) and immersion (practice) to give you some real-time learning style.

This module includes an 18-20 hour seminar, dedicated to the introduction of practical and theoretical research. The research can revolve, for example, around issues on planning and scheduling in pharmaceutical industry.

A series of **visits of main supply chain infrastructures** complete the theoretical courses and invite you to explore and discover supply chain activities. Over the months of March and April, students visit infrastructures.

**EXPERIENCES**  
*made by*  
**NEOMA BS**

- **The Port of Rouen:** Through topics dedicated to the fluvial and river approach of supply chain, you tour the infrastructure, considered as a major player in global shipping. You find out how this river port the activities of which are originally dedicated to cereals operates and connects with the multimodal system (railways and roads).
- **The SNCF simulator:** You are integrated into a realistic simulator developed by SNCF (one of the top, if not the first worldwide group of people transportation and mobility). You are confronted with a key issue in supply chain: scheduling (planning) and the role of the railway system in the European transport landscape.
- **The Port of Le Havre:** You discover the specific characteristics of a maritime/river port (ranked as one of the top four ports in Western Europe) with an emphasis on the aspects of warehousing. Supervised by a specialist in maritime geography from the CNRS (Centre National de la Recherche Scientifique), you learn how important is the maritime strategy in the world today. You experience a guided tour and benefit from an hour-presentation on the global function of Le Havre Port and explore the docks and warehouses.
- **Rungis Market “by night”:** Immersed in the biggest market of fresh produce in the world, you discover a different angle of logistics and transportation, namely how the river mode is built in order to serve the whole infrastructure of Rungis Market. The emphasis is chiefly put on the operations of transport and warehousing.



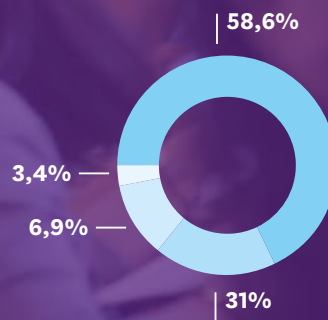
## PARTICIPANT PROFILE

Towards more and more international visibility for students seeking a specialisation combining technical and managerial knowledge

NEOMA Business School's Supply Chain Management class of 2016-2017

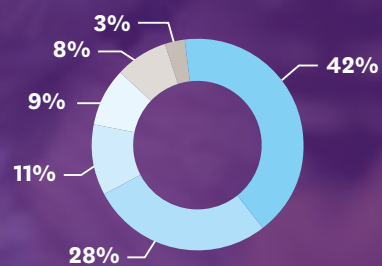
### ACADEMIC BACKGROUND

- Engineering
- Business
- Liberal Arts
- Others



### NATIONALITIES

- Asia
- India
- Americas
- Europe
- Africa
- Middle East



# Take your career TO A NEW LEVEL

The programme trains future specialist managers in international supply chain management and procurement.

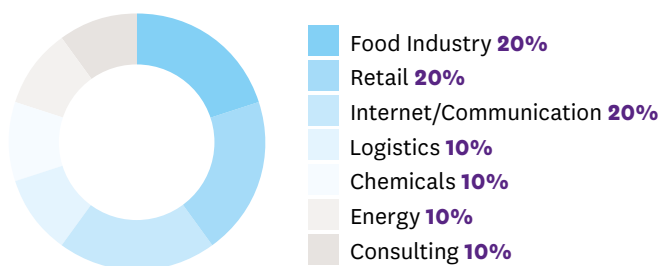
**€45K**  
average base salary

**64%** employed  
before leaving the school

**100%** employed within  
6 months after graduation

**80%** of our graduates  
are employed abroad

## SECTORS OF EMPLOYMENT



### A few of the possible jobs to which you can aspire:

- Procurement Manager
- Warehouse Manager
- Logistics Manager
- Forecast Coordinator
- Information Systems Manager

## YOUR NETWORK

NEOMA ALUMNI is the 4<sup>th</sup> largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to network through more than 500 events organised every year in France and abroad.



**66,700**

alumni and future alumni

- More than 57,200 alumni
- More than 9,500 current students



**22%**

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**400**

volunteers

**29** professional and leisure clubs

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**50** international alumni clubs

[www.neoma-alumni.com](http://www.neoma-alumni.com)

“

**Hamza EL ALAMI**  
M.Sc. SUPPLY CHAIN MANAGEMENT 2015

I am currently working as a Forecast Coordinator for the Chocolate segment at Mondelēz International (Previously known as KRAFT Foods. I am in charge of figuring out how many products, we – as a company – are going to sell during the month and over an 18-month period. Previously I was an intern at BMW France for six months in a similar role, where I was forecasting how many cars we were going to sell monthly, quarterly, and annually. In addition, I took on a project designed to monitor the performance of all the BMW Network with a sea of data, graphics and tables. It turned to be one of my greatest life experiences as I learnt a great deal of techniques and developed my skill sets acquired during my Master's programme, all of which helped me get the job I am in currently.”

# M.Sc in GLOBAL MANAGEMENT

NEW!

DURATION: 15 MONTHS

CAMPUS: REIMS - BOSTON, MASSACHUSETTS, USA

School of Business  
**D'Amore-McKim**  
Northeastern University

Operating successfully in today's global environment is closely linked to making sense of the way people communicate and connect in multicultural frameworks.

The M.Sc. in Global Management is designed to enlighten your international outlook, while sharpening your hard skills related to finance and management in the corporate world.

The team of academic and administrative staff, NEOMA BS infrastructure and I personally focus our energy on putting you on a fast track to prestigious professional positions. Shaping your operational skills and feeding inspiration through exemplary leadership, we accompany you through an intensive process of personal and professional development.

To graduate from the M.Sc. in Global Management is to stand confident atop an open horizon, targeting a wealth of job opportunities.

If you are courageous, curious, and steadfast in the pursuit of distinction, come and join the M.Sc. in Global Management.

“

Become an expert in cross-cultural business transactions; build a global profile and key strategic skills.”



MARINA BASTOUNIS  
*Head of the M.Sc.  
in Global Management*

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)

# Why choose THE NEOMA BUSINESS SCHOOL'S M.Sc. IN GLOBAL MANAGEMENT?

To become a successful manager in a global organisation, it is critical to master fundamental business principles as well as cultural nuances that affect business interactions.

The M.Sc. in Global Management is designed to enhance your international outlook, while sharpening your hard skills in strategy, marketing, logistics, human resources, and corporate and market finance. The M.Sc. in Global Management programme joins with D'Amore McKim School of Business, Northeastern University to provide students with the extra opportunity to enhance their international outlook thanks to the Double Degree Option programme.

By choosing to study at NEOMA Business School in France (Reims) and at D'Amore-McKim School of Business, USA (Boston), you will be awarded:

- > The Master in International Management, D'Amore-McKim School of business
- > The MSc in Global Management, NEOMA Business School

Classes take place in a multicultural environment, where you develop the cross-cultural skills you need to employ effective business practices worldwide.

The M.Sc. in Global Management broadens your perspectives and opens up your opportunities of entering the global work arena.

**Challenge your assumptions and come up with new solutions!**

## 5 good reasons to choose

### THE NEOMA BUSINESS SCHOOL M.Sc. IN GLOBAL MANAGEMENT

- **Earn a double degree** in Business and Management and join two worldwide, powerful alumni networks
- **Master the key functions of a company** - strategy, finance, marketing - and benefit from the expertise of two institutions breaking ground in innovation, entrepreneurship and leadership
- **Build a comprehensive, professional experience** by studying in two countries, immersed in multicultural environments
- **Take advantage of the guidance and support** of two leading business schools
- **Boost your employment opportunities** across France, the European Union and the USA. Possibility to become eligible for an F-1 visa sponsorship (US) or visa APS (EU) after graduation to seek professional experience



“



**James MORGAN**  
M.Sc. in Global  
Management 2017

The comprehensive scope of the Global Management programme at NEOMA Business School and the opportunity to work with students from across the globe has been instrumental to my understanding of international businesses operations. By working with students from different cultural backgrounds, I now appreciate how acknowledging cultural differences can help future managers embrace the global opportunities and overcome unprecedented business challenges. This experience has prepared me to join a transnational business and collaborate with multinational teams to embrace global market opportunities and make a meaningful impact throughout my career. ”



# GAIN A DOUBLE DEGREE FROM TWO TOP-RANKED BUSINESS SCHOOLS, AND OPEN YOUR PROFESSIONAL HORIZONS TO THE GLOBAL ARENA !

## ONE CURRICULUM – TWO POSSIBILITIES

<b>BOSTON</b> D'Amore Mc Kim	<b>REIMS</b> NEOMA BS	<b>THE GLOBE</b>
SEPTEMBER-DECEMBER	JANUARY-APRIL	MAY-DECEMBER
<ul style="list-style-type: none"> <li>• Business Statistics</li> <li>• Managerial Finance &amp; Accounting</li> <li>• Choose 3 electives               <ul style="list-style-type: none"> <li>&gt; Global Managerial Economics</li> <li>&gt; International Business Management</li> <li>&gt; International Marketing</li> <li>&gt; Global Family Business Management</li> <li>&gt; Corporate Entrepreneurship</li> <li>&gt; Negotiations</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Leadership &amp; Management Competences</li> <li>• Global Strategy &amp; Innovation</li> <li>• Operations &amp; Supply Chain Management</li> <li>• Global Governance &amp; Trade</li> <li>• Global Socio-economic Environment</li> </ul>	<ul style="list-style-type: none"> <li>• 4 to 6 months internship in France, USA or other country</li> <li>• Final thesis</li> <li>• Opportunity to apply for an APS visa after graduation to seek professional experience in France for 12 months</li> </ul>

**OR**

<b>REIMS</b> NEOMA BS	<b>BOSTON</b> D'Amore Mc Kim	<b>THE GLOBE</b>
SEPTEMBER-DECEMBER	JANUARY-APRIL	MAY-AUGUST
<ul style="list-style-type: none"> <li>• Business Statistics</li> <li>• Financial Analysis</li> <li>• International Negotiation</li> <li>• International Marketing</li> <li>• Responsibility, Sustainability &amp; Organisational Misconduct</li> <li>• Leadership &amp; Talent Management</li> </ul>	<ul style="list-style-type: none"> <li>• Becoming a Global Leader</li> <li>• Strategic Decision-Making in a Global Environment</li> <li>• Choose 2 electives               <ul style="list-style-type: none"> <li>&gt; Power and Influence</li> <li>&gt; Supply Chain Management</li> <li>&gt; Global Workforce Metrics and Analytics</li> <li>&gt; Doing Business in Emerging Markets</li> <li>&gt; Enterprise Growth &amp; innovation</li> <li>&gt; Global Talent Management</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Strategy Implementation Project</li> <li>• Final thesis</li> </ul>
		AUGUST-DECEMBER
		<ul style="list-style-type: none"> <li>• Internship in France, USA or abroad</li> <li>• With an F-1 visa you can apply for OPT after graduation. Extend your stay in the USA for 12 months to seek professional experience</li> </ul>



**NILS SCHNEIDER**  
M.Sc. in GLOBAL MANAGEMENT 2015

With our international class we were well prepared for possible differences and already had a good background. The great experiences I gathered in our diverse class were also the reason I looked for an internship in Africa. Through a friend from the Finance Master I was able to secure a great internship in the Ivory Coast with French-speaking Africa's biggest retailer. Again, it was only through our diverse programmes that we could build this connection. Here three people in key roles studied in France. When I asked them where exactly, all three of them told me in NEOMA BS, which of course made it easy for us to

connect and I saw how far our School reaches. I am now working as Area Sales Director with a leading FMCG company in Germany. ”



## PROGRAMME HIGHLIGHTS

### Lectures and practical exercises provide different teaching and learning experiences:

- > A field seminar at the headquarters of the European Union, including lectures at EU institutions, company visits and conferences (covered by the tuition fees).
- > An optional study trip in China organised by NEOMA Confucius Institute for Business, the first in France. The trip takes place during the spring term at our partner institution, Nankai University, in Tianjin.
- > Leadership and Talent Management workshops developing self-awareness, communication skills, public speaking and personal branding.
- > Career Management workshops, including job search strategies and networking and an assessment centre with the participation of hiring companies.
- > French for international students, and the possibility to study Chinese or other languages for French-speakers. The opportunity to prepare for the French Chamber of Commerce Language Certification is given to international students.

EXPERIENCE  
*made by*  
NEOMA BS

EXPERIENCE  
*made by*  
NEOMA BS



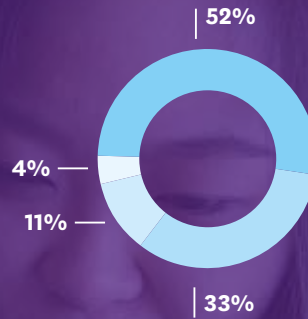


## PARTICIPANT PROFILE

NEOMA Business School's Global Management classes of 2016-17

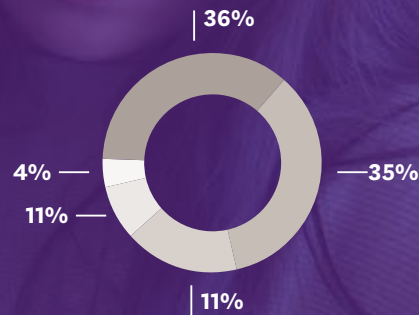
### ACADEMIC BACKGROUND

- Business
- Liberal Arts
- Engineering
- Others



### NATIONALITIES

- Asia
- Europe
- India & Pakistan
- Africa
- Middle East



**Mounia OUHAMMOU**  
**M.Sc. in Global Management 2016**  
**Sales Solution Professional -**  
**Microsoft Corporation North Africa**

After graduating with a Bachelor's degree in Business Administration in Marketing and Management, I joined the M.Sc. in Global Management programme which was one of my best life experiences. Studying in a multicultural environment helped me grow personally and professionally and opened a lot of doors for me. I was fortunate to take on an internship in Brussels with Renault, and soon after graduation I joined Microsoft Corporation as a Sales Solution Professional for North Africa. The MGM programme gave me all the tools necessary to achieve that goal. I believe that to be successful you have to be passionate about what you want, be confident and believe that you can. I truly encourage you to apply and join the MGM programme and not miss out on this amazing experience. ”

# Take your career TO A NEW LEVEL

The M.Sc. in Global Management is geared to providing you with advanced professional skills to become an international manager with solid practical experience and an expert in intercultural business relations with a global vision and outlook.

**€40,5K**  
average base salary

**43%** employed  
before leaving the school

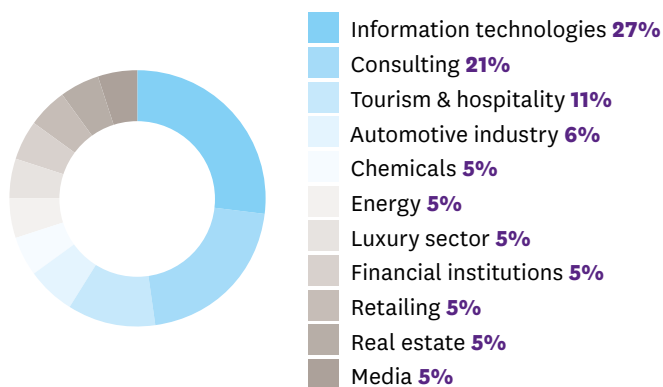
**100%** employed within  
6 months after graduation

**80%** of our graduates  
are employed abroad

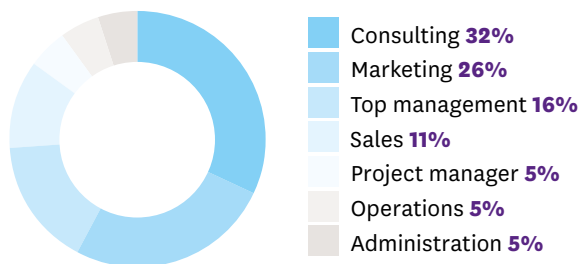
## A variety of international corporate functions to which you can aspire:

- Account Manager
- Accounting and Finance Manager
- Human Resources Manager
- Sales Manager
- International Development Manager

## SECTORS OF EMPLOYMENT



## WHERE DO THE GRADUATES WORK?



## YOUR NETWORK

NEOMA ALUMNI is the 4<sup>th</sup> largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to network through more than 500 events organised every year in France and abroad.



**66,700**

alumni and future alumni

- More than 57,200 alumni
- More than 9,500 current students



**22%**

live and work abroad



**400**  
volunteers

**29** professional and leisure clubs

**21** local alumni clubs

**50** international alumni clubs

[www.neoma-alumni.com](http://www.neoma-alumni.com)

# M.Sc. in

# INTERNATIONAL PROJECT DEVELOPMENT

DURATION: 15 MONTHS

CAMPUS: ROUEN

Companies have a limited amount of resources that need to be controlled and optimised without jeopardising the very essence of their activity and without compromising their *raison d'être*, i.e., to grow and flourish by predicting and seizing business opportunities. To achieve this goal in an effective manner, corporate strategy supported by proven methodologies such as project-based management and confirmed field-based professionals such as business development directors, export or area managers are key contributors to the prosperity of a business organisation. The NEOMA BS M.Sc. in International Project Development programme truly offers a unique and tangible approach to handling international project development issues. Providing leverage to match market expectations, the programme delivers solid expertise and in-field experience to future graduates. To study at NEOMA BS is to commit to a curriculum taught 100% in English, in a multicultural environment where interaction between students enriches the learning experience. Make the M.Sc. in International Project Development programme part of your life-based project, and join the diverse community of professors and students, for 18 months at least at NEOMA Business School.

“

Get ready for an evolving international career in Business development.”



**ANNE-SOPHIE COURTIER**  
*Head of the M.Sc. in  
International Project  
Development*

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)

# Why choose

## THE NEOMA BUSINESS SCHOOL'S M.Sc. IN INTERNATIONAL PROJECT DEVELOPMENT?



The M.Sc. in International Project Development prepares future managers to develop international business projects from design to implementation. Mainly characterised by a strategic and inductive approach, the programme enables you to progress fast during your career in Business Development.

### 5 good reasons to choose

#### THE NEOMA BUSINESS SCHOOL M.Sc. IN INTERNATIONAL PROJECT DEVELOPMENT

- Gain PRINCE2 Test® (PROject in Controlled Environments) certification in project management and train in MS PROJECT.
- Experience real business situations throughout the programme
- Enhance your strategic skills with the Case Study Competition: all along the course, you are immersed in a genuine, multi-dimensional corporate project.
- Learn by doing: design and implementation of projects with local and international companies
- Enrich your cross-cultural skills in a diverse, multi-cultural environment: nearly 90% of students are international, the faculty is international

*\*Conférence des Grandes Ecoles*



## DEVELOP AND CONTROL A PROJECT FROM A TO Z!

SEPTEMBER TO APRIL	
CORE COURSES	ACTIVITIES
<ul style="list-style-type: none"> <li>• Strategies of development across countries and cultures</li> <li>• Financial analysis of multinational companies</li> <li>• Managing the Legal Dimension of Business</li> <li>• Multidimensional Project Management</li> <li>• Project Management Life Cycle</li> <li>• Business planning and new venture development</li> <li>• Strategic marketing management</li> <li>• Managing financial risks in an international context</li> <li>• Negotiation strategies and dispute resolution</li> </ul>	<div style="text-align: center;"> </div> <ul style="list-style-type: none"> <li>• Leadership &amp; Talent Management Seminar</li> <li>• Managing Individuals &amp; Teams: an experiential approach</li> <li>• Making the transition from academia to the business world</li> <li>• Project Management methodologies (PRINCE2, MS PROJECT)</li> <li>• Project X-Culture</li> <li>• Cases in IPD</li> </ul>
<p>Language courses: intensive French language courses or another language for native French speakers</p> <p>Job and internship search (shaping your career workshops)</p>	<p>Professional experience. It can take the form of an internship (4-6 months), a job, the creation of a start-up company...</p> <p>Preparation and defence of a final dissertation: deepen your expertise, develop your professional project</p>

### NEW!

### PROJECT MANAGEMENT LIFE CYCLE MODULE

A new Project management life cycle module is integrated into the programme, based on the leadership and agility expertise of NEOMA Business School.

This module helps you to develop your capacity to anticipate the change and thrive in a turbulent professional context. This module is based on mechanisms of PMI (Project Management Institute).

## PROGRAMME HIGHLIGHTS

### A strong experiential approach

The M.Sc. in International Project Development curriculum is based on an integration approach that you experience throughout the year. While building skills through courses related to international business development, company cases and project management specific training (including PRINCE2 certification), the M.Sc. in International Project Development programme fosters learning experiences in real-life settings.

#### > Business project

On the basis of an actual corporate problem, the aim of the business project is to place you in a real-life situation, in which the company has to remain the leader by innovative teaching. The project leads to the development of concrete recommendations to the partner company concerning the feasibility and implementation of the teaching innovation project (process, investments, financial fallout, competition, etc.).

#### > X-Culture challenge: an international consulting and project management experience

As part of your curriculum, you participate in the X-culture project and competition for two months along with 3,000 students worldwide. You collaborate within virtual and multicultural teams on business challenges presented by corporate partners. All business solutions provided by these teams will be assessed by several independent experts. The X-culture project specifically helps you learn about the best practices of cross-cultural international collaboration by confronting you with challenges such as time-zone management, cross-cultural differences and virtual communication.

EXPERIENCES  
*made by*  
NEOMA BS

### Professional certification to serve your employability

#### > Preparation for PRINCE2 certification (Projects IN Controlled Environments)

PRINCE2 is a scalable, flexible project management method. Derived from professional Project Managers' experiences, it has been steadily refined thanks to its application in a wide variety of contexts. During the M.Sc. in International Project Development, you attend an intensive session that introduces you to this internationally-recognised method, aimed at all types of projects. At the end of the session, you have the opportunity to obtain the PRINCE2 international certificate in project management. You take the examination on campus in Rouen.

“

**ERIC DE FOLLEVILLE**  
Head of SI2P (2016 business case)

With its knowledge of the business environment and its multicultural approach, NEOMA Business School was clearly the best equipped organisation for our project: a regional school with an international dimension for a regional problem with international repercussions. We are attempting this innovative approach to go beyond received ideas and other dominant models and to benefit from a fresh look at a topic that we already understand well. ”

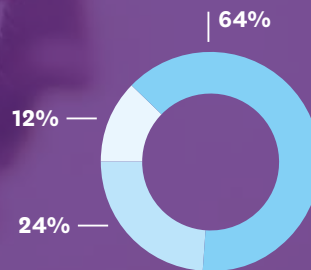


## PARTICIPANT PROFILE

NEOMA Business School's Global Management classes of 2016-17

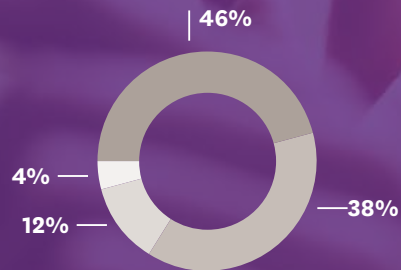
### ACADEMIC BACKGROUND

- Business
- Engineering
- Liberal Arts



### NATIONALITIES

- Europe
- Asia
- North Africa
- South East Asia



**Habofanoe POLAKI**  
M.Sc. in INTERNATIONAL PROJECT DEVELOPMENT 2016

I am a 24-year-old student from Maseru Lesotho, currently pursuing a Master of Science in International Project Development. I selected NEOMA Business School in Rouen because of its standing as a one of the top Business Schools in France.

Furthermore, the school has an amazing programme structure for my M.Sc.

During the first semester I got to be involved in an international consultancy virtual team called X-Culture, where we solved business problems from all across the globe. ”



# Take your career TO A NEW LEVEL

**€45K**  
average base salary

**54%** employed  
before leaving the school

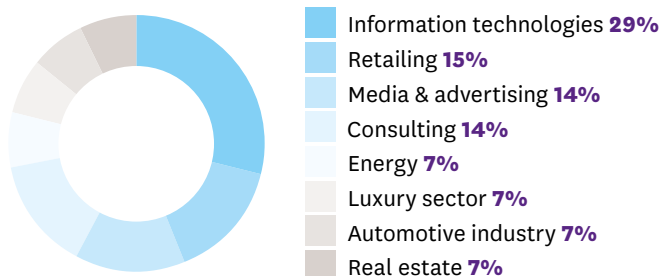
**100%** employed within  
6 months after graduation

**65%** of our graduates  
are employed abroad

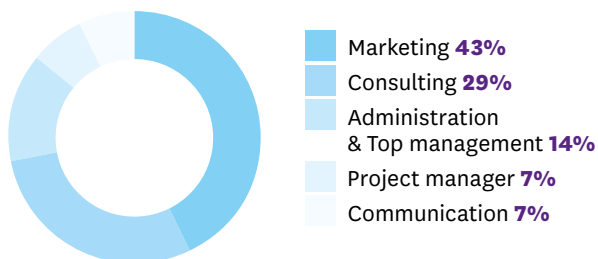
## A few of the possible jobs to which you can aspire in the field of project management and business development:

- Business Development Executive
- Project Manager
- Key Account Manager
- Export Manager
- Area Manager

## SECTORS OF EMPLOYMENT



## WHERE DO THE GRADUATES WORK?



## YOUR NETWORK

NEOMA ALUMNI is the 4<sup>th</sup> largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to network through more than 500 events organised every year in France and abroad.



**66,700**

alumni and future alumni

- More than 57,200 alumni
- More than 9,500 current students



**22%**

live and work abroad



**400**

volunteers

**29** professional and leisure clubs

**21** local alumni clubs

**50** international alumni clubs

[www.neoma-alumni.com](http://www.neoma-alumni.com)

# M.Sc. FINANCE

NEW!

DURATION: 16 or 24 MONTHS

CAMPUS: REIMS



MARIA RUIZ  
CFA

HEAD OF THE M.Sc. FINANCE

“

NEOMA Business School possesses a first-class teaching body in our Finance department: the exceptional career paths of thousands of graduates, now in banks, auditing companies and large businesses throughout the world, illustrate this unparalleled knowledge of the current market economy. On the courses leading up to CFA Levels I and II, more than 60% of the instructors are CFA Charterholders. Our programme will not only provide you with a Master's degree – MSc Finance - but also prepare you efficiently for CFA® Levels I and II. Within this teaching framework, you will experience a 360° understanding of the world of finance and relevant professions. You will get to grips with all of the necessary competencies, including Advanced Finance, as well as Programming, Leadership and Negotiation. You will also learn strong foundations of Advanced Investment Analysis and real-world Portfolio Management skills.

The MSc is rounded up by a professional experience via an internship or job, in either a company or financial institution.

You will thus acquire the capacities sought by companies and be immediately able to manage important projects and portfolios. ”

“

The curriculum of our M.Sc. Finance is founded on the learning goals covered by the Chartered Financial Analyst® (CFA programme) which is a key designation in the finance industry. It provides students with the fundamentals and skills in financial analysis, securities valuation and portfolio management. It is a real career accelerator.

We have been a university partner of the CFA Institute for a long time and we were one of the first business school in the world to include the CFA® curriculum in our programmes, 12 years ago. We are experts in preparing our students to take the CFA® exam and our results are on average 70 % vs 43 % average for the world pass rates. The CFA® designation will give you relevant foundations in finance, with high level of ethics, and is an indicator of excellence when working in financial analysis and asset management. ”



STÉPHANE DUBREUILLE  
HDR, PHD, CFA

HEAD OF THE M.Sc. FINANCE  
DIRECTOR OF DEVELOPMENT  
EXEC ED & PROGRAMMES

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)

# Why choose THE NEOMA BUSINESS SCHOOL'S M.Sc. FINANCE?

The M.Sc. Finance is intended for ambitious finance students who want to work in the investment management profession. Courses put a strong emphasis on the preparation for the CFA® examination: become a first-rate Chartered Financial Analyst® as sought out by the major financial institutions!

## 5 good reasons to choose

### THE NEOMA BUSINESS SCHOOL M.Sc. FINANCE

- Experience a 360° teaching approach, giving you a global vision of Corporate Finance
- Obtain the most coveted certification in Financial Analysis, worldwide, in a school with highly competitive scores
- Benefit from the best exam preparation and support from one of the few French Business schools to be an official partner of the CFA Institute in France
- Increase your chances of obtaining the Level II thanks to a tenured CFA® certified faculty and gain further insights into CFA® Level III. Eventually become CFA® Charterholder!
- Accelerate your career thanks to the CFA® designation




# The curriculum

The Full-Time M.Sc. Finance provides rigorous training in finance, helping you to develop your analytical and financial management skills. The programme puts a strong emphasis on preparation for the CFA® examinations.

## TWO TRACKS ARE POSSIBLE

### 1. CFA® Level II track:

you have already passed the CFA® Level I examination and will work towards obtaining Level II (course starts September 2018)

CFA® LEVEL II TRACK 450 HOURS AND 90 ECTS / 16 MONTHS			
SEPTEMBER - DECEMBER	JANUARY - MAY	MAY - JUNE	JUNE - DECEMBER
TRAINING AND THEORY	TECHNIQUES AND SKILLS	REVISION AND EXAM	HANDS-ON EXPERIENCE
<p>Introduction to a 360° approach to Finance and the holistic characteristics and aspects of finance.</p> <ul style="list-style-type: none"> <li>• Fin Tech</li> <li>• Entrepreneurial Finance</li> <li>• Behavioural Finance</li> <li>• Basics in programming</li> <li>• Complex problem solving in Finance (advanced programming)</li> <li>• Leadership seminar</li> <li>• Individual trajectory</li> </ul>	<p>Learn strong foundations of advanced investment analysis and real-world portfolio management skills.</p> <p>Preparation for the CFA® Level II exam.</p> <p>Introduction to the CFA® Level III.</p> <ul style="list-style-type: none"> <li>• Ethics &amp; Quantitative Methods</li> <li>• Corporate Finance &amp; Equity Investments</li> <li>• Economics &amp; Financial Reporting Analysis</li> <li>• Fixed Income II</li> <li>• Derivatives, Alternative Investments &amp; Portfolio Management</li> <li>• Mock examinations Level II</li> <li>• Building Investments Policy Statements: CFA® Level III</li> <li>• Capital Market Expectations</li> </ul>	<p>A crucial period for personal review of the exercises.</p> <p>Mock exam (CFA® France) around mid-May.</p> <p>Official CFA® exam Level II in June.</p>	<p>Professional experience (internship or job) in either a company or financial institution.</p> <p>Final dissertation.</p>
<p>INVESTMENT PROJECT </p>			



## 2. CFA® Level I + II track:

you will work towards obtaining CFA® Levels I and II (course starts January 2019)

CFA® LEVEL I+II TRACK 450 HOURS AND 120 ECTS / 24 MONTHS				
JANUARY - JUNE	JULY-DECEMBER	JANUARY - MAY	MAY - JUNE	JUNE - DECEMBER
EXAM PREPARATION	TRAINING AND THEORY	TECHNIQUES AND SKILLS	REVISION AND EXAM	HANDS-ON EXPERIENCE
<p>Preparation for CFA® Level I exam. Official exam CFA® Level I in May.</p> <ul style="list-style-type: none"> <li>• Corporate Finance and Equity</li> <li>• Derivatives and Alternative Investments</li> <li>• Economics &amp; Quantitative Methods</li> <li>• Ethics &amp; Portfolio management</li> <li>• Financial reporting analysis</li> <li>• Fixed Income I</li> <li>• Mock Training Level I</li> <li>• Strategic resource allocation I</li> </ul>	<p>International academic exchange Or Finance courses in Reims: Introduction to a 360° approach to finance and the holistic characteristics and aspects of finance.</p> <ul style="list-style-type: none"> <li>• Fin Tech</li> <li>• Entrepreneurial Finance</li> <li>• Behavioural Finance</li> <li>• Basics in programming</li> <li>• Complex problem solving in Finance (advanced programming)</li> <li>• Leadership seminar</li> <li>• Individual trajectory</li> </ul>	<p>Learn strong foundations of advanced investment analysis and real-world portfolio management skills. Preparation for the CFA® Level II exam. Introduction to the CFA® Level III.</p> <ul style="list-style-type: none"> <li>• Ethics &amp; Quantitative Methods</li> <li>• Corporate Finance &amp; Equity Investments</li> <li>• Economics &amp; Financial Reporting Analysis</li> <li>• Fixed Income II</li> <li>• Derivatives, Alternative Investments &amp; Portfolio Management</li> <li>• Mock training Level II</li> <li>• Building Investments Policy Statements: CFA® Level III</li> <li>• Capital Market Expectations</li> </ul>	<p>A crucial period for personal review of the exercises. Mock exam (CFA® France) around mid-May. Official CFA® exam Level II in June.</p>	<p>Professional experience (internship or job) in either a company or financial institution. Final dissertation.</p>
<p>INVESTMENT PROJECT <span style="float: right;">EXPERIENCE made by NEOMA BS</span></p>				

## CFA®: BENCHMARK CERTIFICATION

The title of Chartered Financial Analyst® is a professional certification in finance awarded by the CFA Institute.

“CFA Institute is the global association of investment professionals that sets the standard for professional excellence and administers the industry gold standard CFA charter.

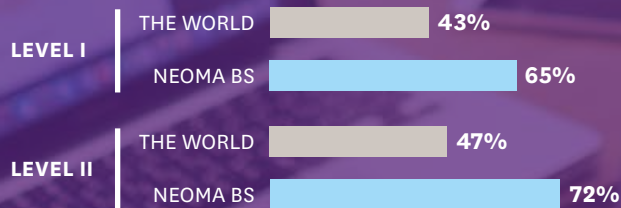
The organization is a champion for ethical behaviour in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors’ interests come first, markets function at their best, and economies grow. CFA Institute has more than 148,000 members in 163 countries and territories, including 142,000 CFA Charterholders.”

[www.cfainstitute.org](http://www.cfainstitute.org).

NEOMA Business School is one of the few French business schools to be an official partner of the CFA Institute in France.

The two organisations share the same vision of international finance, the same ambition for their students and both lay claim to a strong common value; that of ethical practice. The CFA® certification is the gold standard, especially for the professions of Financial Analyst and Portfolio Manager.

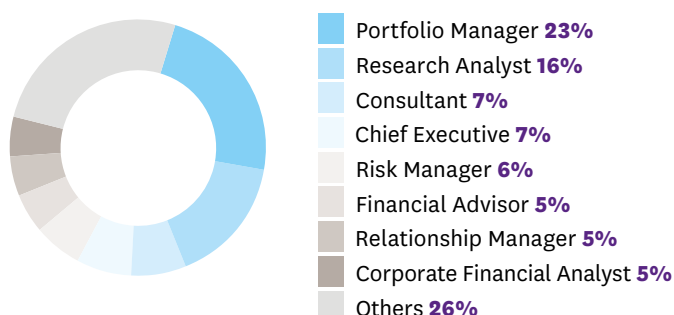
### CFA® PASSING RATES 2017



# Take your career TO A NEW LEVEL

The M.Sc. Finance awards an extra competitive edge to a graduate's career. The skills acquired will allow you to be operational from the very start of your career, enabling you to work on major projects and portfolios. The reputation and recognition of the CFA® are a real advantage, both in France and internationally, as this designation is often referred to as the 'gold standard'.

SOME OF THE POSSIBLE JOB POSITIONS THAT THE M.Sc. FINANCE GRADUATES CAN ASPIRE TO:



**LIOR KATZ**  
Vice President, BlackRock

The preparation for the CFA examination during my studies was a unique advantage. It hasn't only provided me with an excellent understanding of the Finance industry, but has also given me a certification that is well recognized world-wide, and often called the "Gold standard". I remember when I had interviews for summer internships in London, I knew most of the answers to the technical questions thanks to the CFA preparation. Today, as a salesperson, the CFA title gives me more credibility in front of clients, and I benefit from a huge network by being a member of the CFA UK society.

## YOUR NETWORK

NEOMA ALUMNI is the 4<sup>th</sup> largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. NEOMA Alumni offers great opportunities to network through more than 500 events organised every year in France and abroad.



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[www.neoma-alumni.com](http://www.neoma-alumni.com)

# Mastère Spécialisé

## ANALYSE FINANCIÈRE INTERNATIONALE

DURÉE : 12 MOIS

CAMPUS : REIMS

Depuis plus de dix ans, avec un positionnement au croisement de la finance internationale, du management et de l'éthique, le Mastère Spécialisé Analyse Financière Internationale forme des financiers rompus à l'analyse.

Pour cela, le programme s'appuie sur une formation académique solide dispensée par des enseignants-chercheurs à la pointe des techniques, complétée par une forte dimension de mise en pratique à travers l'intervention de spécialistes et professionnels renommés dans tous les métiers bancaires, boursiers et financiers.

En rejoignant notre Mastère Spécialisé Analyse Financière Internationale, vous développez les compétences clés pour faire carrière dans les métiers de l'analyse financière à travers un cursus reconnu dans le cercle de la finance internationale.

A nos côtés, devenez un analyste financier certifié, doté d'un vrai sens éthique et capable de manager dans un environnement devenu instable et complexe !

“

Finance internationale,  
management  
et éthique :  
3 composantes clés  
du cursus.”



Dr. CATHERINE KARYOTIS, HDR  
Professeur de banque et finance,  
Responsable du Mastère Spécialisé  
Analyse Financière Internationale

*Auteur de nombreux ouvrages  
académiques et professionnels*

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)



# Pourquoi rejoindre LE MS ANALYSE FINANCIÈRE INTERNATIONALE DE NEOMA BUSINESS SCHOOL ?

## **Devenir l'expert capable d'allier finance internationale, management et éthique !**

Le MS Analyse Financière Internationale forme des analystes financiers certifiés et éthiques, capables de manager dans un environnement devenu instable et complexe. Les techniques enseignées permettent d'éclairer la réalité des entreprises (via des documents et des analyses) afin d'établir un diagnostic financier rigoureux pour les banques, les investisseurs ou les industriels,

Le cursus repose sur une pédagogie équilibrée, associant cours théoriques, applications pratiques, simulations et jeux d'entreprises, assise sur un écosystème reposant sur un équilibre entre professeurs et professionnels.

## **5 bonnes raisons de rejoindre LE MS ANALYSE FINANCIÈRE INTERNATIONALE**

- L'excellente insertion professionnelle à 3 mois (94% des diplômés) notamment saluée par le classement « Global Masters in Finance » Financial Times 2018 (25<sup>ème</sup> rang)
- L'obtention de certifications internationales et renommées : Bloomberg, AMF
- Une étroite collaboration avec le CFA – Chartered Financial Analyst Institute
- Un partenariat avec la SFAF - Société française des analystes financiers et la ACIIA - Association of Certified International Investment Analysts®.
- Un Study tour au Baruch College à New York au cœur de la Finance Mondiale

**Ce séjour d'exception en immersion vous permet de mieux appréhender les spécificités de la première place financière internationale.**



## DÉVELOPPER SON EXPERTISE EN FINANCE INTERNATIONALE EN 12 MOIS

**Vous souhaitez compléter votre formation ou vous spécialiser dans les métiers de la finance internationale ? Le Mastère Spécialisé répondra à vos attentes avec un diplôme accrédité Conférence des Grandes Ecoles et un titre RNCP de niveau I (Bac + 5).**

Cette formation de 400 heures dont un tiers en anglais et en salle de marché se déroule en 2 temps sur une année :

- une période de 4 mois de cours intensifs de septembre à fin décembre
- une mission en entreprise en France ou à l'international, possible dès janvier et d'une durée de 4 mois minimum

La thèse professionnelle axée autour d'une problématique d'entreprise conclut le programme avec une application concrète des concepts et outils acquis. Elle fait l'objet d'un suivi par un tuteur académique avec plusieurs points d'étapes (méthodologie, rapport intermédiaire...) avant la remise finale et une soutenance orale.

### SES OBJECTIFS :

Cours académiques dispensés par des enseignants-chercheurs et des professionnels en interaction permanente	Certifications professionnelles internationales et simulations pour mise en situation en salle de marché	Management & Leadership
De septembre à décembre, puis une semaine en mai	A partir de septembre	De septembre à décembre
<p><b>THÉORIE &amp; PRATIQUE</b></p> <ul style="list-style-type: none"> <li>• Comptabilité financière et normes internationales</li> <li>• Analyse et politique financières internationales</li> <li>• Basics in programming</li> <li>• Marchés et post-marché</li> <li>• Evaluation et théories financières</li> <li>• Wealth &amp; Portfolio Management</li> <li>• Behavioral Finance</li> <li>• FinTech</li> <li>• Entrepreneurial Finance</li> <li>• Ethique &amp; Compliance</li> </ul> <p><b>STUDY TOUR NEW YORK (mai)</b></p>	<ul style="list-style-type: none"> <li>• Bloomberg (décembre)</li> <li>• AMF / SFAF (novembre – février)</li> <li>• Préparation CFA Level 1 (décembre – janvier)</li> <li>• Préparation CIIA</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership &amp; Talent Management seminar (septembre)</li> <li>• English &amp; Business (novembre)</li> <li>• Passage TOEIC (novembre)</li> <li>• Simulation Grant Thornton</li> </ul> <p><b>EXPERIENCE made by NEOMA BS</b></p>

# LES TEMPS FORTS DU PROGRAMME

## LES CERTIFICATIONS

### > Le CFA Niveau 1

Cette certification professionnelle, délivrée par le CFA Institute est reconnue dans le monde entier. Elle se positionne à un haut niveau et atteste de vos compétences en analyse financière. Le MS Analyse Financière Internationale inclut dans son cursus une préparation au 1<sup>er</sup> niveau du CFA. Vous pourrez passer les niveaux 2 et 3 une fois diplômé.

### > La certification AMF

Vous passez la certification professionnelle de l'Autorité des Marchés Financiers (AMF) grâce à une formation proposée par la Société Française des Analystes Financiers (SFAF), association qui regroupe les professionnels des métiers de l'analyse financière.

### > Bloomberg Market Concepts

Bloomberg est le spécialiste des services d'informations financières et économiques. Vous aurez la possibilité de vous former pour le test vous permettant d'accéder au réseau mondial des recruteurs en finance

### > Un partenariat prestigieux avec la SFAF

Cet accord permet aux apprenants de ce cursus de préparer dans des conditions privilégiées le diplôme CIIA (Certified International Investment Analyst), diplôme professionnel de haut-niveau d'analyse financière et de gestion de portefeuille. Reconnu à l'échelle nationale comme internationale, le CIIA participe à ouvrir à nos diplômés les portes d'une carrière d'exception dans les métiers de l'analyse financière et de la gestion de portefeuille.

**NEOMA Business School devient la première institution classée par le Financial Times à proposer la formation à ce diplôme.**

Grâce aux cours de préparation au CFA et au CIIA, la formation du MS couvre tous les continents.

## L'IMMERSION AU CŒUR DE LA FINANCE MONDIALE

EXPERIENCE  
made by  
NEOMA BS

### > Le Study Tour à New York

Une semaine au cœur de la finance mondiale passée à rencontrer des gérants de portefeuille et présidents de hedge funds et à visiter des instances financières internationales.

### > Salle de Marché

Des professionnels en poste en salle des marchés dans les grands établissements bancaires viennent faire part de leur technicité et pratiques des marchés.

“ **STÉPHANE DUBREUILLE - CFA, Docteur en Sciences de gestion, professeur de finance, co-auteur avec Catherine Karyotis de l'ouvrage Introduction à la finance de marché, Pearson 2015**

J'ai créé le cursus CFA – Chartered Financial Analyst à Reims, une certification professionnelle reconnue mondialement dans la profession que je coordonne au sein du programme permettant aux étudiants d'obtenir le level I de cette certification et de concourir à l'IRC – Investment Research Challenge. Plus encore, j'intègre dans tous mes cours du MS les dimensions techniques et opérationnelles nécessaires à l'obtention de la certification grâce à mes liens permanents avec le monde professionnel et ma propre expérience du CFA. ”

“ **PIERRE-YVES DOMENEGHETTI  
Managing Director Responsable des activités de marchés chez BBVA France,  
Intervenant en Salle de Marché**

Une mise en situation concrète d'émission d'emprunt obligataire : les étudiants, par équipe, effectuent les travaux et décisions de l'émetteur, des investisseurs, et du banquier arrangeur (origination, syndication, vente et recherche crédit).

Ce cours permet d'explorer les ADN d'agents économiques très différents : découverte des réglementations, des contraintes de passif et commerciales propres à chacune des équipes. En utilisant l'outil Bloomberg, les étudiants apprennent à chercher les informations d'aide à la décision, comparer les différents emprunts obligataires, calibrer et quantifier une proposition obligataire qui répondra aux attentes de tous les intervenants. ”

# Le MS AFI : L'ACCÉLÉRATEUR DE VOTRE RÉUSSITE PROFESSIONNELLE

Les diplômés du Mastère Spécialisé Analyse Financière Internationale sont particulièrement appréciés des banques, sociétés de bourse, compagnies d'assurance, fonds d'investissement en tant qu'analystes financiers (sell-side ou buy-side), des entreprises non financières ou encore des agences de rating.

**45%**

des étudiants ont trouvé un emploi  
dans le mois suivant leur diplôme

et

**100%**

dans les 3 mois

## Les étudiants de la Promotion 2017 réalisent leur mission en entreprises chez :

PWC - SOCIETE GENERALE PRIVATE BANKING - ECOLAB PRODUCTION France  
- NATIXIS - ODDO & CIE - La Financière Tiepolo - NATIXIS - HSBC France -  
TRIANON CORPORATE FINANCE - CIC - LYXOR ETF - AMUNDI - MANSARTIS -  
EY - CREDIT AGRICOLE CIB - EDMOND DE ROTHSCHILD - AMUNDI ASSET  
MANAGEMENT

## DES LIENS ÉTROITS AVEC LE MONDE PROFESSIONNEL

NEOMA Business School et le Mastère Spécialisé Analyse Financière Internationale entretiennent des liens étroits avec les principales institutions financières :

Axa • BBVA • BPCE • BNP Paribas • HSBC • Kepler • NYSE Euronext •  
Rothschild • Société Générale • State Street ...

La promiscuité qui existe entre le cursus et les acteurs majeurs de la Finance internationale vous garantit une employabilité durable à travers un diplôme reconnu.

## UNE VARIÉTÉ DE DÉBOUCHÉS PROFESSIONNELS

- Analystes financiers (Sell-side, Buy-side, Corporate)
- Analystes crédit
- Analystes risques (Gestionnaires et contrôleurs risques)
- Gestionnaires d'actifs
- Financements internationaux
- Forex, taux, trésorerie (Spécialistes et traders)
- Private equity, M&A
- Audit-Conseil
- Ingénieurs financiers



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**BENJAMIN SCHWARTZBERG**  
Diplômé 2015 – Consultant, FactSet

J’ai été embauché avant même d’être diplômé du MS. J’interviens auprès de mes clients (Assets managers, Wealth, Analysts, ...) afin de mettre en place des solutions de gestion de portefeuille, risque et valorisation pour améliorer leur workflow. Le MS m’a permis d’être à l’aise à la fois sur les plans technique et relationnel, ce qui est essentiel pour établir une relation de confiance avec les clients top manager des sociétés de gestion. Par ailleurs, les certifications proposées, et tout particulièrement la préparation au CFA, est l’une des valeurs ajoutées de ce programme !”

## VOTRE RÉSEAU

NEOMA ALUMNI est le 4<sup>e</sup> plus grand réseau de diplômés de business schools françaises, réparti dans plus de 120 pays. L’association organise plus de 500 événements par an en France et à l’étranger.



**66,700**

diplômés et futurs diplômés

- Plus de 57 200 diplômés
- Plus de 9 500 étudiants



**22%**

Vivent et travaillent à l’étranger



**400**

Bénévoles

**29** clubs professionnels et de loisirs

**21** tribus régionales

**50** tribus internationales

[www.neoma-alumni.com](http://www.neoma-alumni.com)



# NEOMA BUSINESS SCHOOL CAMPUSES

## LIFE IN REIMS: AN ECONOMIC CROSSROADS!

Ideally located in France as well as at the heart of Europe, Reims has naturally become a major industrial crossroads: pharmaceuticals, health care, food industry, bio technology, wines and spirits, etc.

Its proximity to Paris gives it obvious appeal in terms of investment for companies who constantly install offices, manufacturing sites, service centres, call centres and even, more recently, television and music recording studios.

And of course, as the cradle of champagne, Reims is home to the most famous Champagne houses (Lanson, Pommery, Mumm, Veuve Cliquot, Ruinart, Krug, Taittinger and many others).

### Reims Campus

The NEOMA Business School Reims campus is located on two sites with a contemporary architectural style, located just five minutes from each other by tram.

Close to the city centre and major transport routes:

- 10 min from Reims city centre by tram
- 10 min from the TGV railway station by tram
- 30 min from Charles de Gaulle airport by train
- 45 min from the centre of Paris by high-speed train

### Accommodation in Reims

Students residence halls are available on campus.

Near the campuses or in the city centre you can also find accommodation in student residences or private flats, take a room in a youth centre, or choose to share your accommodation with a senior or disadvantaged citizen.

NEOMA BS has its own accommodation platform to assist you with:

- Finding/offering accommodation
- Finding flatmate(s) and organising flat-shares
- Finding/offering sublets
- Finding/offering temporary rooms

<http://housing-platform.neoma-bs.fr>



## LIFE IN ROUEN: BE PART OF THE 'SEINE'!

Living and studying in Rouen means living in a city with a rich history and heritage but resolutely focused on the future. Between the river and the hills, tucked into a bend in the River Seine, Rouen enjoys an exceptional natural environment. A modern city that is rediscovering river, docks and maritime identity, Rouen is open to the whole world and is well-established as a major European city.

### **Rouen Campus**

The NEOMA Business School Rouen campus is a very special 7-hectare location surrounded by woods.

Close to the city centre and major transport routes:

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

### **Accommodation in Rouen**

Rouen offers numerous housing options (rooms, flats, etc.) in the city centre where 90% of students live. Rental is around €250 per month for 25 m<sup>2</sup> (including housing subsidy). Accommodation costs can be reduced; students often choose to live in flat shares.

NEOMA BS has its own accommodation platform to assist you with:

- Finding/offering accommodation
- Finding flatmate(s) and organising flat-shares
- Finding/offering sublets
- Finding/offering temporary rooms

<http://housing-platform.neoma-bs.fr>



# Admissions

## MASTER OF SCIENCE

### OUR TEAM OF EXPERTS TO ACCOMPANY YOU FOR 10 MONTHS

The Admissions Department experts are at your disposal to provide detailed information on the Full Time Master's programmes, feedback on your personal profile and help you finalise your personal and professional project.

#### APPLICATION REQUIREMENTS

##### Applicants must have the following:

- A Bachelor's degree, or approved equivalent in a related field (BAC+4).
- Fluent English and/or fluent French face-to-face interview evaluation (depending on choice of programme). The interview lasts 20 to 30 minutes before a jury consisting of a professor and/or a professional. The interview's goal is to understand the applicant's motivation, to analyse the relevance of his or her professional project to the chosen programme.
- Dynamic international profile and good team player.
- Relevant professional goals.
- **Note:** Applicants to the MSc Finance must have the CFA® Level I certification to apply to the CFA® level II track of the programme.

##### Application consists of the following:

- the online application: <http://apply@neoma-bs.fr>
- Candidates for the CFA® must **also** enrol on CFA Institute website: <https://www.cfainstitute.org/programs/cfaprogram/register/>
- Provide scanned copies of all original documents in English or French.
- Successful candidates are contacted for interview.
- Students residing abroad are similarly interviewed via videoconference

##### Results:

Candidates are usually informed of the results by email within two weeks of the interview (if the application file is complete).

#### REMARKS

##### International students (outside European Union)

Students are recommended to sit their tests as early as possible in order to obtain admission results in time for visa requests. Candidates who meet the entry requirements will be interviewed by Skype or in person.

### FOCUS ON... INTERNATIONAL WELCOME

Originating from various regions of the world with a diversity of academic and professional backgrounds, the "orientation week" is the key moment when students mix and dive into a cross-cultural seminar (icebreaking, team-building activities off campus...).





# Admissions

## MASTÈRE SPÉCIALISÉ

### MASTÈRE SPÉCIALISÉ ANALYSE FINANCIÈRE INTERNATIONALE

#### LE DOSSIER DE CANDIDATURE

Sont éligibles, les candidats titulaires d'un des diplômes suivants :

- Bac + 5 (M2)
- Bac + 4 (M1) + 3 ans d'expérience professionnelle
- Bac + 4 : à titre dérogatoire pour 30 % des effectifs
- Diplôme étranger équivalent aux diplômes mentionnés précédemment
- Score TOEIC 800 minimum

**Le dossier de candidature est à renseigner en ligne sur [www.neoma-bs.fr](http://www.neoma-bs.fr)**

Il doit comporter les pièces jointes demandées : CV, lettre de motivation, lettres de recommandation, relevés de note des deux dernières années académiques... Le jury de sélection déclarera, après l'étude de celui-ci, l'admissibilité du candidat.

Les dossiers de candidatures doivent être finalisés au plus tard 10 jours avant la date d'entretien.

Tous les candidats déclarés admissibles passent un entretien de motivation et un test d'anglais :

- **L'entretien de motivation** d'une durée de 30 minutes. Cet entretien vise à comprendre les motivations du candidat et analyser la pertinence de son projet professionnel
- **Le test d'anglais** : QCM de 30 minutes

**L'admission définitive est prononcée à l'issue des 2 étapes de sélection.**

Les résultats d'admission sont communiqués dans les 7 jours qui suivent la date de l'entretien. Le candidat dispose d'un délai de 3 semaines maximum jours pour confirmer son inscription.

#### À NOTER

##### Etudiants internationaux (hors U.E)

Il est recommandé aux candidats internationaux d'anticiper au maximum leur candidature afin d'avoir toutes les chances d'obtenir le visa étudiant indispensable à la poursuite d'études en France.

Les candidats localisés à l'étranger et ne pouvant pas se déplacer sur le campus pour assister aux épreuves pourront passer leur entretien en visioconférence.

**Further information on full time Masters  
Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)**

# Financing YOUR STUDIES

At NEOMA Business School, we are aware that funding education is a central concern for our students. For this reason we do all we can to help each of you develop a top-quality programme of studies by offering you solutions adapted to your personal situation. The staff at our information and service centre, the HUB, can provide you with information and assist you with your administrative needs.

State grants, loans, academic scholarships... there are many solutions that can help you achieve all your professional ambitions!

## SCHOLARSHIPS/GRANTS

### The Eiffel scholarship

The Eiffel scholarship (bourse Eiffel) is granted by the French Ministry of Foreign Affairs to international students who live outside France and who show great interest in studying in France. Our team of experts will assist you in preparing your application and presenting it to the French Ministry of Foreign Affairs.

### NEOMA Business School Foundation scholarships

Our Foundation supports equal opportunities in higher education. If you encounter financial difficulties, the foundation may award you an academic scholarship that can cover up to 50% of your tuition fees.

Interest-free unsecured loans can also be awarded to students in Advanced Masters and Masters of Science programmes.

Student applications for financial assistance are assessed at two annual meetings, based on three criteria:

- Academic excellence
- Financial or family circumstances
- The candidate's personal merit





## LOANS

### **Student bank loans**

Banks grant loans at a preferential rate of about 1% to students attending Grandes Ecoles, as long as you have a guarantor. We organise a “banking fair” at the beginning of each school year on our campuses, attended by representatives of around a dozen banks who you can meet to arrange a loan.

### **Government-backed student loans**

The government has set up a student loan guarantee fund in partnership with certain banks (Société Générale, Crédit Mutuel, C.I.C , Banque Populaire and certain Caisses d’Épargne). They can offer a maximum loan of €15,000 to all students up to 28 years old, be they French, or citizens of the E.U. or the European Economic Area, regardless of income or parental/third-party guarantees.

The interest rate is set by the bank. The possibility of partially or totally deferring your repayments until you graduate is also at the discretion of the student borrower. Learn more by asking the banks on this programme.

# NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

## REIMS CAMPUS

59, rue Pierre Taittinger  
CS 80032 - 51726 Reims Cedex - France

## ROUEN CAMPUS

1, rue du Maréchal Juin  
BP 215 - 76825 Mont-Saint-Aignan Cedex - France

## PARIS CAMPUS

9, rue d'Athènes - 75009 Paris - France

Contact: [master@neoma-bs.fr](mailto:master@neoma-bs.fr)

[www.neoma-bs.fr](http://www.neoma-bs.fr)

