

GLOBAL BBA • CESEM • TEMA

**3 HIGHER EDUCATION PROGRAMMES OF EXCELLENCE,
3 CHANCES TO JOIN A TOP 10 FRENCH BUSINESS SCHOOL**



NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS

Be passionate. Shape the future



GLOBAL BBA

BACHELOR IN BUSINESS ADMINISTRATION

Campus: Paris (1st year only), Reims or Rouen

A programme with multiple opportunities to develop professional skills and bring out your talents.



2nd POSITION in France (L'Étudiant magazine ranking*)



The very essence of the Global BBA is its agility! We designed the programme to allow you to **develop and gain experience and to learn and test** your skills and knowledge. The programme uses an **action-based pedagogy** based on projects, simulations, seminars and case studies. That way, you can take advantage of your experience and, by gradually discovering your abilities, goals and motivations, **develop solid professional expertise.**

(*French ranking)

6 MONTHS OR 1 YEAR **in academic exchange abroad**



In the 2nd year, you can choose to go away for a **semester or year-long academic exchange** at one of our **200 partner universities** located around the world. You take your courses and exams in English or in the language of the host country.

3 INTERNSHIPS **in France or abroad**



Starting at the end of the 1st year, you begin working in a company to validate your initial skillset and accrue professional experience. You will be able to try different types of organisations and roles throughout the 4 years of the curriculum, particularly during a mandatory internship done at a start-up business in your 3rd year.

CUSTOMISED TRACK **based on the development** **of your career ambitions** **during the programme**



You can customise your track in the Global BBA. It's a good strategy for pairing your desires with your professional project. You can select from: the **association track** for managing a major association project, the **entrepreneurship track** for breathing life into a start-up idea in collaboration with the NEOMA Incubator, or the **apprenticeship track** for alternating between taking courses and working at a company. In the 4th year, you can opt for the **Masters track** and choose a specialisation that will help you prepare for a Master's degree afterwards.



AFTER YOUR **BACHELOR'S DEGREE?** **Continue your studies by** **joining one of our masters!**

Choose the Master's programme that best suits your goals. **Your 4 years of studies for your Bachelor's degree will have confirmed your preferences and streamlined your career path.** If you wish, you can complete your studies with an Advanced Masters or a Masters of Science at NEOMA (find a list of our full-time or part-time AM/MSc programmes at www.neoma-bs.com).



CESEM

BACHELOR IN INTERNATIONAL BUSINESS MANAGEMENT

Campus: Reims or Paris (Asian track only) + academic partner

2 diplomas in a completely multicultural context.



5th POSITION in France

(Challenge magazine ranking*)



The widely recognised CESEM programme has set the standard for 4-year international programmes since its creation in 1974 through the many successes and feats of its alumni. **It's original format, which includes two years abroad in a partner university**, helps students stand out through a dual diploma and solid international experience. As an excellence programme teaching the fundamentals of management, the CESEM and its partners offer courses at the highest of international standards.

(*French ranking)

100% DOUBLE DEGREE : a learning experience in 2 countries



The programme makes use of a network of exceptional international partners that work together to create the curriculum. This ensures the consistency of your curriculum over the 4 years of the programme and allows you to earn 2 degrees at the end of your track: one from CESEM and one from the partner school.

AFTER YOUR BACHELOR'S DEGREE? Continue your studies by joining one of our masters!



Choose the Master's programme that best suits your goals. **Your 4 years of studies for your Bachelor's degree will have confirmed your preferences and streamlined your career path.** If you wish, you can complete your studies with an Advanced Masters or a Masters of Science at NEOMA (find a list of our full-time or part-time AM/MSc programmes at www.neoma-bs.com).

2 YEARS academic exchange abroad



If you seek out challenges and dream of an international career, take advantage of this unique adventure that CESEM offers. During the programme's 4 years, **you go away for two years to one of our academic partners in Europe, North America, South America or Asia.** It provides an authentic immersion in a multicultural context in which you will develop the ability to adapt.

► It is even possible to depart in the first year to our partners in Ireland, Germany or Spain.

2 INTERSHIPS with at least 1 abroad



Among the CESEM alumni, companies recognise their ability to act and manage situations responsibly, to communicate, work diligently, negotiate, pioneer and manage projects in international and multicultural environments involving complicated contexts. Added to that, the **cultural agility** that you develop in an international setting will facilitate your professional mobility in different countries and cultures.

BILINGUAL OR TRILINGUAL TEACHING based on the selected track



In the CESEM programme, you will develop **excellent language skills.** Your courses are taught in English as well as German, Spanish, French, Chinese, Italian, Japanese, Portuguese and Russian when you attend classes at our partner schools. Our partners in Ireland, Germany and Spain can host you starting in your first year! You can then finish your curriculum in the **English track** in France (courses given completely in English).

TEMA

INNOVATION & DIGITAL MANAGEMENT

Campus: Reims or Paris (from the 1st to the 3rd year only)

A programme centred on innovation and digital technology for future creative and agile managers and entrepreneurs in France and abroad.



8th POSITION in France

(L'Etudiant magazine ranking*)



TEMA is a completely original programme that helps you develop your entrepreneurial spirit and prepares you for tomorrow's professions: digital transformation consultant, UX designer, digital data analyst, webmarketing manager or business developer. The programme is based on an **innovative pedagogy** using **action-based learning or learning by doing** as well as the acquisition of a **triple skillset in management, digital technology and creativity**. The balanced combination of theory and practice allows you to grow through the management of **concrete projects**. This method develops your agility, creativity and ability to cooperate and learning how to learn.

(*French ranking)

4 INTERNSHIPS in France or abroad



Companies are the core of TEMA's pedagogic approach so that you can **position yourself as close as possible to the realities of the business world**. Many different professionals teach the courses, giving them a **concrete, real-world aspect**, and multiple projects are also completed for different companies. Also, **all the internships can be done in the form of a company creation**. You are then assisted by the NEOMA start-up incubator to develop your entrepreneurial project.

6 TO 18 MONTHS academic exchange abroad



TEMA's international academic network includes around **100 partners**. The curriculum consists of a mandatory semester abroad in the 3rd year and other opportunities depending on your professional project, like a dual diploma abroad in the 5th year. You can also choose to go abroad in the 2nd year during your 6-month period of immersion in a tech/digital or design school.

BILINGUAL TEACHING



The first three years are in French and English. The years 4 and 5 are taught completely in English.

FOCUS ON DIGITAL TECHNOLOGY, INNOVATION AND ENTREPRENEURSHIP



TEMA aims to train agile and creative managers who grow in a digital and international environment. **Courses and workshops are dedicated to creativity, innovation and entrepreneurship**, with some done in partnership with students from engineering, coding and design schools. These help you develop your **ability to understand and use digital technologies on innovative projects**. **In the 2nd year, you leave on an immersive semester to study at a partner school that teaches different disciplines (art & design, fashion, engineering, coding, etc.) to strengthen your triple skillset.**

DUAL DIPLOMAS from engineering or business schools



In the 5th year, the best students can go on to **CentraleSupélec, UTT Shanghai (UTSEUS) or Deakin University (Melbourne)** to earn a dual diploma. It's a great opportunity to **make your profile even more attractive** with additional skills and to gain access to an **even larger network**.





WHY CHOOSE TO STUDY IN FRANCE

With one of the world's leading education systems and an increasing number of courses being taught in English, there has never been a better time to study in France.

- **Benefit from NEOMA Business School's Team of Expert every step of the way!**
 - > A Team of International Admissions Experts to advise you on the best fit, the best match in line with your desired professional career (programme, funding, etc.)
 - > A Team of International Student Services to assist you with the preparation of your arrival (visa, airport pick-up, accommodation, welcome induction day, etc.)
 - > A Team of Experts in Personal Development within the Talent & Career service to have you kick-start your professional life in the best conditions.
- **Enjoy the French experience** with our unique cuisine, the rich and diverse culture, a fascinating history and architecture as well as stunning scenery!
- **Study in one of our campuses in Reims or Rouen**, only one hour away from the world-famous capital city Paris - or our Paris campus - and pay a visit to the most renowned landmarks such as the Eiffel Tower, the Louvre, the Arc de Triomphe, etc.

NEOMA Business School has been granted the 3 star « **Bienvenue en France** » label for the next 4 years! This is a recognition to the many services the School offers to international students when thinking of helping them to better integrate into life in France and on Campus. This accreditation is granted by a body of French Higher Education stake-holders, including Campus France and the Ministry of European and International Affairs.



ELIGIBILITY & APPLICATION

	DIPLOMA	ENGLISH LEVEL*	FRENCH LEVEL*
GBBA English track	High School diploma	IELTS 6.0 or equivalent	/
GBBA Bilingual track	High School diploma	IELTS 5.5 or equivalent	B2
CESEM	High School diploma	IELTS 6.0 or equivalent	/
TEMA 1st year	High School diploma	/	B2
TEMA 4th year	Bachelor's degree 3 years	IELTS 6.0 or equivalent	B2

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

*Contact our team to know the recognized exams.

FINANCING YOUR STUDIES

Based on criteria such as academic excellence and personal and professional achievement, students may be eligible for a scholarship of up to €2,500, depending on their chosen programme. Early applicants for Fall may also be eligible to the Early Bird campaign.

The number of scholarships is limited and act as reductions in tuition.

Once admitted to the programme, international candidates are invited to submit a scholarship request by contacting: admissions@neoma-bs.fr

CONTACT

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





CHOOSE NEOMA BUSINESS SCHOOL

Ranked TOP 10 best schools in France!



150 years' combined experience of delivering academic excellence in higher education

3 state-of-the-art campuses:
Reims, Rouen and Paris
+1 virtual campus

3 international accreditations



9,500 students -
100 different nationalities

NEOMA in the rankings:



39th worldwide
8th in France
in *Financial Times* « European Business Schools 2020 »

Faculty:



185 permanent professors
72% of the faculty is international
1,200 professional lecturers

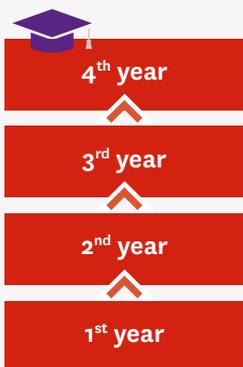
A powerful network:



6,800 companies
200+ major corporate partners
Alumni network of over
65,700 graduates

CESEM

BACHELOR IN INTERNATIONAL BUSINESS MANAGEMENT



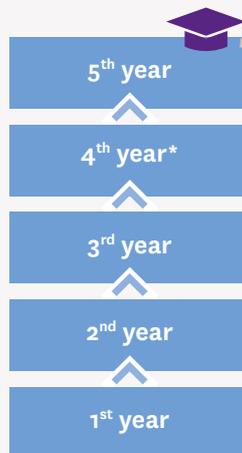
GLOBAL BBA

BACHELOR IN BUSINESS ADMINISTRATION



TEMA

INNOVATION & DIGITAL MANAGEMENT



HIGH SCHOOL DIPLOMA

*TEMA: Possibility of joining the programme in 4th year

*GBBA: Possibility of joining the programme in 3rd year



More information:

View the full programme, videos testimonials, our virtual tours and our events schedule on our website: www.neoma-bs.com by scanning this code with your smartphone.



All our campuses are accessible to people with disability. For more information, please contact:
wellness@neoma-bs.fr

