

NEOMA

BUSINESS SCHOOL

COURSE CATALOGUE

Spring Term

2016 - 2017

Undergraduate courses

Campus	Level	Programme	Course Title	Nb Contact hours	Language of instruction	ECTS credits
Reims & Rouen	Undergraduate	PGE	Comptabilité de gestion	30	French	5
Reims & Rouen	Undergraduate	PGE	Finance d'entreprise	30	French	5
Reims & Rouen	Undergraduate	PGE	Management des opérations	30	French	5
Reims & Rouen	Undergraduate	PGE	Responsabilité sociétale des entreprises et éthique des affaires	30	French	5
Reims & Rouen	Undergraduate	PGE	Corporate Finance	30	English	5
Reims & Rouen	Undergraduate	PGE	Corporate Social Responsibility and Business Ethics	30	English	5
Reims & Rouen	Undergraduate	PGE	Cost Accounting	30	English	5
Reims & Rouen	Undergraduate	PGE	Operations Management	30	English	5
Rouen	Undergraduate	BSc	Cost and Management Accounting	30	English	5
Rouen	Undergraduate	BSc	Global Human Resource Management	30	English	5
Rouen	Undergraduate	BSc	International Business Development	30	English	5
Rouen	Undergraduate	BSc	Introduction to Supply Chain Management	15	English	3
Rouen	Undergraduate	BSc	Marketing Communication	15	English	3
Rouen	Undergraduate	BSc	Doing Business in Africa	15	English	3
Rouen	Undergraduate	BSc	Doing Business in Asia	15	English	3
Rouen	Undergraduate	BSc	Doing Business in Latin America	15	English	3
Rouen	Undergraduate	BSc	Doing Business in Middle-East	15	English	3
Rouen	Undergraduate	BSc	Sustainable Business	30	English	5
Rouen	Undergraduate	BSc	Corporate Finance 2	30	English	5
Rouen	Undergraduate	BSc	Critical Thinking	30	English	5
Rouen	Undergraduate	BSc	Essentials of Project Management	30	English	5
Rouen	Undergraduate	BSc	Financial Risk Management	30	English	5
Rouen	Undergraduate	BSc	International Brand and Product Management	30	English	5
Rouen	Undergraduate	BSc	Logistics	30	English	5
Rouen	Undergraduate	BSc	Managing Nonprofit Organizations	30	English	5
Rouen	Undergraduate	BSc	Multichannel Retailing	30	English	5
Rouen	Undergraduate	BSc	People Management - Team Building and Leadership	30	English	5
Rouen	Undergraduate	BSc	Purchasing, Procurement and SCM	30	English	5
Rouen	Undergraduate	BSc	Web Marketing	30	English	5
Rouen	Undergraduate	IPM	Fundamentals of Accounting	30	English	5
Rouen	Undergraduate	IPM	Fundamentals of Global Economics	30	English	5
Rouen	Undergraduate	IPM	Geopolitics and International Relations	30	English	5
Rouen	Undergraduate	IPM	I.T. Skills	30	English	5
Rouen	Undergraduate	IPM	Introduction to Corporate Strategy	30	English	5
Rouen	Undergraduate	IPM	Management and HR Fundamentals	30	English	5
Rouen	Undergraduate	IPM	Marketing Fundamentals	30	English	5
Rouen	Undergraduate	IPM	Quantitative Methods for Managers	30	English	5

International Business Programme - Undergraduate

A 30-ECTS credit comprehensive programme with a strong European orientation

Campus	Level	Programme	Course Title	Nb Contact hours	Language of instruction	ECTS credits
Reims	Undergraduate	IBP	Entrepreneurial Creativity	23	English	3
Reims	Undergraduate	IBP	Europe Ideas Identity and Institutions	45	English	6
Reims	Undergraduate	IBP	European Business	45	English	6
Reims	Undergraduate	IBP	Integrated Business Management (Markstrat simulation, 27h)	45	English	6
Reims	Undergraduate	IBP	Luxury Marketing	45	English	6
Reims	FLE	IBP	French Language and Culture – 3 levels: Beginners / Intermediate / Advanced	45	French	6

Graduate courses

Campus	Level	Programme	Course Title	Nb Contact hours	Language of instruction	ECTS credits
Reims & Rouen	Graduate	PGE	Advanced Team Management	30	English	5
Reims & Rouen	Graduate	PGE	Basic HR	30	English	5
Rouen	Graduate	PGE	Compliance & éthique dans l'entreprise	30	French	5
Reims & Rouen	Graduate	PGE	Comportement du consommateur	30	French	5
Reims & Rouen	Graduate	PGE	Consumer Behaviour	30	English	5
Reims & Rouen	Graduate	PGE	Critical Thinking	30	English	5
Reims & Rouen	Graduate	PGE	Data Analysis	30	English	5
Reims & Rouen	Graduate	PGE	Développement et imposition des sociétés	30	French	5
Reims & Rouen	Graduate	PGE	Digital Marketing	30	English	5
Reims & Rouen	Graduate	PGE	Droit des sociétés	30	French	5
Reims & Rouen	Graduate	PGE	Droit du travail	30	French	5
Reims	Graduate	PGE	Economie collaborative	30	French	5
Rouen	Graduate	PGE	Economic Sociology	30	French	5
Reims & Rouen	Graduate	PGE	Entrepreneuriat et finance (e-learning)	30	French	5
Reims	Graduate	PGE	Europe in the World	30	English	5
Rouen	Graduate	PGE	Europe in the World	30	English	5
Reims & Rouen	Graduate	PGE	Financial Analysis	30	English	5
Reims & Rouen	Graduate	PGE	Ingénierie et stratégie fiscale	30	French	5
Reims & Rouen	Graduate	PGE	Innovation, stratégie et prospective	30	French	5
Rouen	Graduate	PGE	International Finance	30	English	5
Reims	Graduate	PGE	International Trade and Business	30	English	5
Reims	Graduate	PGE	Introduction to Financial Markets and Portfolio Management	30	English	5
Rouen	Graduate	PGE	Investment Management	30	English	5
Reims & Rouen	Graduate	PGE	Les dilemmes de l'entrepreneur	30	French	5
Rouen	Graduate	PGE	Leading Change	30	English	5
Rouen	Graduate	PGE	Lean Management	30	English	5
Reims & Rouen	Graduate	PGE	Macro Organizational Development	30	English	5
Reims	Graduate	PGE	Managing in a Multicultural World	30	English	5

Campus	Level	Programme	Course Title	Nb Contact hours	Language of instruction	ECTS credits
Reims & Rouen	Graduate	PGE	Marketing & Design	30	English	5
Reims & Rouen	Graduate	PGE	Marketing & Distribution	30	English	5
Reims & Rouen	Graduate	PGE	Marketing relationnel et CRM	30	French	5
Reims & Rouen	Graduate	PGE	Marketing Strategy	30	English	5
Reims & Rouen	Graduate	PGE	Money and Banking	30	English	5
Rouen	Graduate	PGE	Money Market Instruments	30	English	5
Reims & Rouen	Graduate	PGE	Negotiation	30	English	5
Reims & Rouen	Graduate	PGE	Pilotage et mesure de la performance opérationnelle	30	French	5
Reims & Rouen	Graduate	PGE	Quantitative Method for Finance and VBA	30	English	5
Reims & Rouen	Graduate	PGE	Relational Marketing and CRM	30	English	5
Reims & Rouen	Graduate	PGE	Reporting international	30	French	5
Reims	Graduate	PGE	Scenario Planning	30	English	5
Reims	Graduate	PGE	Social Innovation	30	English	5
Rouen	Graduate	PGE	Strategic Purchasing	30	English	5
Reims & Rouen	Graduate	PGE	Stratégie marketing	30	French	5
Rouen	Graduate	PGE	Supply Chain Management	30	English	5
Rouen	Graduate	PGE	Tactics, Organization and Behavior	30	English	5
Reims & Rouen	Graduate	PGE	Territorial Marketing	30	English	5
Reims & Rouen	Graduate	PGE	VBA	30	French	5
Reims & Rouen	Graduate	PGE	VBA for Finance	30	English	5
Reims & Rouen	Graduate	PGE	Watch, Competitive Intelligence and Lobbying	30	English	5
Reims & Rouen	Graduate	PGE	Web Development	30	English	5

French Language & Culture Courses

Campus	Level	Programme	Course Title	Nb Contact hours	Language of instruction	ECTS credits
Reims	FLE		French Language and Culture - Beginner	30	French	5
Reims	FLE		French Language and Culture - Intermediate	30	French	5
Reims	FLE		French Language and Culture - Advanced	30	French	5
Reims	FLE		French Intensive Session	6	French	0
Rouen	FLE		Boosting your employability in France	30	French	5
Rouen	FLE		Découvrir et comprendre la culture française	30	French	5
Rouen	FLE		Discovering and understanding French culture	30	English	5
Rouen	FLE		French for Business A2	30	French	5
Rouen	FLE		French for Business B1	30	French	5
Rouen	FLE		French for Business B2	30	French	5
Rouen	FLE		French for Communication A1-1	30	French	5
Rouen	FLE		French for Communication A1-2	30	French	5
Rouen	FLE		French for Communication A2-1	30	French	5
Rouen	FLE		French for Communication A2-2	30	French	5
Rouen	FLE		French for Communication B1	30	French	5
Rouen	FLE		French for Communication B2	30	French	5
Rouen	FLE		French Intensive session	6	French	0

GRADING SYSTEM

NEOMA BS Grade	ECTS grade		
19 – 20	A	Excellent	PASS
17 – 18.99			
15 – 16.99			
14 – 14.99	B	Very good	
13 – 13.99			
12 – 12.99	C	Good	
11 – 11.99	D	Rather good	
10 – 10.99	E	Fair	
8 – 9.99	FX	Fail	FAIL
7.99 and below	F		