



THE BEST PROGRAMME
IS THE ONE THAT FITS YOU



Global BBA

Bachelor in Business Administration

NEOMA
BUSINESS SCHOOL
REIMS • ROUEN • PARIS

Engage for the world

Join an innovative and inclusive French business school that nurtures students' passion and envisions each individual as tomorrow's leader, driving transformation in business and society.

150 years of history

3 campuses: Reims, Rouen and Paris

400+ academic partners
in the world's leading institutions

210 faculty-researchers
73% of whom are international

1 month on average
for graduates to find their first job

Backed by the School's three strategic pillars and grounded in contemporary issues, NEOMA's Global BBA offers a wide range of opportunities:

Academic excellence

- Learn differently with innovative teaching methods.
- Delve deeper into current issues thanks to our 210 faculty-researchers.
- Combine your skills through internships in France and abroad, entrepreneurship, student organisations, etc.

Social impact

Take action for the environment and society by becoming an eco-conscious manager capable of leading the green transition within your organisations and making a positive impact on society.

The student experience

- Immerse yourself in multicultural environment at top institutions by choosing an academic exchange or a double degree.
- Fuel your entrepreneurial mindset thanks to our three incubators.
- Take part in our vibrant student life.
- Maximise your employability thanks to one of the largest career services in the industry.

Recognised excellence:

Ranked 6th
in France
Challenges 2024

In the TOP 30
worldwide
Master in Management
Financial Times 2024

A triple accredited school
among the **top 1%** worldwide



A strong alumni network with inspiring careers

76,200 graduates
in **127** countries



Angeles Garcia-Poveda
Chairwoman of the Board
LEGRAND



Fanny Moizant
Co-founder & President
VESTIAIRE COLLECTIVE



Ilan Benhaim
Co-founder & Executive Partner
VEEPEE
Président de NEOMA Alumni



Jean-Marc Gallot
Président Directeur Général
VEUVE CLICQUOT PONSARDIN



THE BEST PROGRAMME IS THE ONE THAT FITS YOU

Choose a progressively built programme that adapts to your aspirations. Experience an enriching and inspiring multicultural journey. Shape your future through a personalised programme, crafted by your experiences both in France and internationally.



"GRADE DE LICENCE"

Programme fact sheet

- A 4-year bachelor's degree
- Ranked #3 in France by Challenges 2024
- Reims, Rouen or Paris campuses (Paris in Years 1 & 2 only)
- September start
- Instruction available 100% in English
- Two tracks available for a unique international experience
 - > **General Track** (choose an academic exchange for 1 or 2 semesters)
 - > **Global Double Degree CESEM Track** (earn a double degree in Years 3 & 4).
See page 4 for more.

Expand your horizons with the Global BBA



A general management curriculum with a broad range of courses and a balanced approach between theory and practice.



A progressive construction of your 4 years of study, to shape the programme according to your aspirations.



Professional experience thanks to 3 internships in all types of businesses, in France or abroad, to explore the business world and help you refine your career goals.



Specialisation options to tailor your future study experience.
See page 5 for more.



Diverse career paths await

- > 70% of graduates go on to pursue a master's at top global institutions.
- > Alternatively, you can enter directly into the professional world.

See page 6 for more.

IMMERSE YOURSELF IN A TRULY INTERNATIONAL EXPERIENCE

Choosing NEOMA and the Global BBA, you will dive into an immersive, authentic, stimulating and multicultural experience.

You will study alongside a diverse mix of international peers, discover different cultures, different ways of teaching, enhance your cultural agility and boost the impact of your CV thanks to the reputation of our international partners.

Choose from two tracks

> General Track

- A 1-year or 6-month academic exchange in Year 3
- 230 renowned partners such as the University of San Diego (USA), Universidad de Los Andes (Colombia), Technical University of Munich (Germany)
- 4 options in Year 4: Master's option, Entrepreneurship option, Association option*, Work-study option*
**A strong command of French is recommended to fully integrate into this option*
- Reims, Rouen or Paris campuses

> Global Double degree CESEM Track

- A 2-year immersion to earn a double degree
- 23 prestigious international partners such as FGV Sao Paulo (Brazil), Concordia University (Canada), Nagoya University of Commerce & Business (Japan), Dublin City University (Ireland).
- In-depth language training (bilingual or trilingual), with a choice from 8 languages offered within the Track
- Reims campus



100%

guaranteed study placements in the world's top institutions

Learn more about our
partner universities by
scanning the QR code:



CUSTOMISE YOUR 4-YEAR ACADEMIC JOURNEY

The Global BBA is designed to help you discover and develop your talents, by choosing the Track that will allow you to unleash your best self.

YEAR 1	GENERAL TRACK	▶	SEMESTER 1		SEMESTER 2	
	GLOBAL DOUBLE DEGREE CESEM TRACK		Discover the fundamentals of management (finance, marketing, accounting, geopolitics and more)	Build on your foundational knowledge	Summer: 3-to-4-month internship*	
YEAR 2	GENERAL TRACK	▶	SEMESTER 3		SEMESTER 4	
	GLOBAL DOUBLE DEGREE CESEM TRACK		Advanced courses (management, microeconomics, international negotiations, etc.)	Advanced courses and other disciplines (project management, strategy, communication, etc.)	Summer: 3-to-4-month internship**	
YEAR 3	GENERAL TRACK OPTION 1	▶	SEMESTER 5		SEMESTER 6	
	GENERAL TRACK OPTION 2		Global 2: academic exchange abroad			
	GLOBAL DOUBLE DEGREE CESEM TRACK		6-month internship***	Global 1: academic exchange abroad		
YEAR 4	GENERAL TRACK OPTION 1	▶	SEMESTER 7		SEMESTER 8	
	GENERAL TRACK OPTION 2		Master's option		6-month internship abroad	
	GENERAL TRACK OPTION 3		Entrepreneurship option			
	GENERAL TRACK OPTION 4		Association option****			
	GLOBAL DOUBLE DEGREE CESEM TRACK	▶	Work-study option****		3-to-6-month internship abroad, depending on your partner university	
			Courses at the double degree partner university			

For all students



throughout their studies

*Internship in France or abroad

**Summer internship in France or abroad for students choosing Global 2

***Internship in France or abroad, starting from the summer of Year 2

****A strong command of French is recommended to fully integrate into this option

SEIZE OPPORTUNITIES TO PREPARE FOR YOUR FUTURE

Diverse career paths await: Pursue a Master's degree in one year, like 70% of Global BBA students, or enter directly into the professional world.

Continue your studies with our full-time Masters of Science

FINANCE

- MSc International Finance
- > Corporate Finance & Investment Banking Track (Reims or Rouen Campus)
- > Financial Markets & Risk Management Track (Rouen Campus)
- > Real Estate & Wealth Management Track (Reims Campus)

MARKETING

- MSc Marketing
- > Digital & Data Marketing Track (Reims Campus)
- > International Brand Management Track (Reims or Rouen Campus)
- > Luxury Marketing Track (Paris Campus)

MANAGEMENT & STRATEGY

- MSc Artificial Intelligence for Business (Rouen Campus)
- MSc Business Analytics (Rouen Campus)
- MSc Entrepreneurship (Rouen Campus)
- MSc Global Management (Reims Campus)
- MSc International Business Development (Rouen Campus)
- MSc International Project Development (Rouen Campus)
- MSc Strategy, Organisation & Consulting (Rouen Campus)
- MSc Supply Chain Management (Rouen Campus)
- MSc Sustainability Transformations (Reims Campus)

SECTOR EXPERTISE

- International Master in Luxury Management - Double degree Master programme with POLIMI Graduate School of Management (Reims Campus & Milan)
- MSc Cultural & Creative Industries (Rouen Campus)
- MSc Wine & Gastronomy (Reims Campus)

Enroll in a programme at a leading institution in France or abroad

Fundação Getulio Vargas in Sao Paulo, Copenhagen Business School, London School of Economics, POLIMI Graduate School of Management, Warwick Business School, ESSEC, Université Paris Dauphine, Sciences Po in France, etc.



Average gross salary*

€38K to €42K

Hiring rate within
6 months*:

96%

Positions held by our graduates:

Executive Management, Supply Chain, Marketing, Digital, Trade, Sales, Finance, Accounting, Consulting, IT, Data, and more.

**Sources: Young Graduate Survey
2022/Graduate Employment Survey
average 2020-2022*

LIFE AT NEOMA

Personalised student support, from your application to your future career

Preparing your arrival in France: The teams at NEOMA's HUB, on all three campuses, are dedicated to assisting students in preparing their arrival and getting settled on campus (housing, visas, orientation, etc.)

Professional development: 40 experts will support you throughout your studies as you build your career plan and look for internships or work placements.

Health & Wellness: NEOMA's Wellness Centre provides students with mental health support, services for students with disabilities, well-being workshops and more.

NEOMA has been granted the "Bienvenue en France" label by Campus France and the French Ministry of Higher Education & Research, recognising the quality services the School offers to international students.



LIFE ON CAMPUS

Reims, Rouen, Paris: great places to live and work

Studying at NEOMA means benefitting from the very best living and learning conditions. Our three campuses were designed to provide students with a comfortable and stimulating environment.



Learn more:



Student life

On our campuses, you can live your passions while also building your skills and relationships by joining one of our 97 student organisations.

Financing your studies

From state grants, loans and university scholarships, there are many solutions to help you achieve your career ambitions! Based on criteria such as academic excellence and personal and professional achievement, students may be eligible for an excellence scholarship for up to €2,500.

Early applicants for Fall may also be eligible for the Early Bird campaign.

Scholarships are subject to availability on a first come - first serve basis. Once admitted to a programme, submit your scholarship request application by contacting: admissions@neoma-bs.fr

Learn more:



Admissions

Admissions requirements

The Global BBA is open to holders of a high school diploma (equivalent to A levels, International Baccalaureate, etc).

- English track*: IELTS 6.0 or equivalent
- French track*: French B2 level and IELTS 5.5 or equivalent

**Contact us to learn about the required scores for each test.*

Admissions process

- Complete the online application: apply.neoma-bs.fr
- Provide scanned copies of all original documents in English or French (CV, motivation letter, transcripts, etc.)
- Candidates who meet the admissions requirements will be asked to complete an online interview
- Admissions decisions are communicated by email within two weeks of the interview
- Application fee: €80



Admissions calendar

Application are accepted on a rolling basis, from September with a final deadline for submissions to the end of June. However, given the limited number of places, candidates are advised to apply as early as possible.

Contact

The International Admissions Team:
admissions@neoma-bs.fr

Make a personalised appointment with our team by scanning this QR code:



Learn more about the Global BBA by downloading the brochure:



Reims Campus

59, rue Pierre Taittinger
CS 80032 - 51726 Reims Cedex

Rouen Campus

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

Paris Campus

6, rue Vandrezanne - 75013 Paris

www.neoma-bs.com

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