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NEW YORK

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LONDON

# NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS



## COURSE CATALOGUE

# SPRING SEMESTER 2024

## **INTRODUCTION**

This is the tentative Spring 2024 Exchange Program Course Catalogue. An updated version will be communicated before the Course Registration.

The catalogue is divided into the following:

- Undergraduate Mix & Match Offer,
- Graduate Mix & Match Offer,
- Graduate Tracks

Each **Mix & Match Offer** contains a variety of courses from our programs. You may choose from a wide selection of Business courses, French Language courses, and e-Learning courses. Students must respect the following rules when choosing courses in a Mix & Match Offer:

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)
- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

The **Graduate Tracks** are specialized sets of courses from our [MSc](#) programs. They cannot be mixed or modified. You may take one French Language Course with a Graduate Track.

The full course descriptions are all available [here!](#)

## **REMINDER : COURSE REGISTRATION**

**Please note that 1st cycle/undergraduate courses are not compatible with 2nd cycle/graduate courses, nor is it possible to mix campuses.**

Course registration is completed online [on a first-come first served basis.](#)  
Specific dates for course registration are announced to students [by e-mail](#) :

FALL SEMESTER : June  
SPRING SEMESTER : November

# UNDERGRADUATE MIX & MATCH OFFER

## BUSINESS COURSES

➤ Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Year	Program	ECTS credits	Language of instruction	Campus
Négotiation	3	CESEM	5	FR	Reims
Financial Data Visualization & Analytics	3	GBBA	5	EN	Rouen, Reims
International Case Study Competition	3	GBBA	5	EN	Rouen, Reims
International Marketing Strategy	3	GBBA	5	EN	Rouen, Reims
The Digital Organisation	3	GBBA	5	EN	Rouen, Reims
Corporate Valuation	3	GBBA	5	EN	Rouen, Reims
Integrated Marketing Communication & Digital	3	GBBA	5	EN	Rouen, Reims
Virtual Database Business	3	GBBA	3	EN	Rouen, Reims
CSR 1: Developing business models for a sustainable world	3	GBBA	5	EN	Rouen, Reims
Innovation Management	3	CESEM	5	EN	Reims
Brand Marketing	3	CESEM	5	EN	Reims
Entrepreneurship	3	CESEM	5	EN	Reims
The Digital Organization	3	CESEM	5	EN	Reims
Leadership and Organization Development	3	CESEM	5	EN	Reims
Data Analysis & Business Intelligence	3	CESEM	5	EN	Reims
OB and Intercultural Management	3	CESEM	5	EN	Rouen, Reims
Consumer Behavior & Market Research	3	CESEM	5	EN	Rouen, Reims
Foundations of Investments	3	CESEM	5	EN	Rouen, Reims
Macro Economics	3	CESEM	5	EN	Rouen, Reims
Managerial Accounting	3	CESEM	5	EN	Rouen, Reims
Cross-cultural Management and Intercultural Communication	-	EXCHANGE	6	EN	Rouen, Reims, Paris
International Finance – the European Perspective	-	EXCHANGE	6	EN	Rouen, Reims, Paris
Strategy and Sustainability	-	EXCHANGE	6	EN	Rouen, Reims, Paris
Digital innovation & Entrepreneurship	-	EXCHANGE	6	EN	Rouen, Reims, Paris
Luxury Marketing	-	EXCHANGE	6	EN	Paris

## FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)

Course Title	ECTS credits	Language of instruction	Campus
FL - Boosting your Employability in France (B1+)	5	FR	Rouen, Reims
FL - Découvrir et comprendre la culture française (B1-B2)	5	FR	Rouen, Reims
FL - Discovering and Understanding French Culture (A1-A2)	5	EN	Rouen, Reims
FL - French for Business (B1-B2)	5	FR	Rouen, Reims
FL - French for Communication (All levels)	5	EN / FR	Rouen, Reims

## E-LEARNING COURSES

- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

Course Title	Program	ECTS credits	Language of instruction
Business Ethics I	E-learning	6	EN
Change Management & Digital Transformation EL I	E-learning	6	EN
Corporate Financing EL I	E-learning	6	EN
Digital Literacy EL I	E-learning	6	EN
Excel modelling for finance EL I	E-learning	6	EN
International Management EL I	E-learning	6	EN
Leading & Collaborating in a Competitive World EL I	E-learning	6	EN

# GRADUATE MIX & MATCH OFFER

## BUSINESS COURSES

➤ Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Year	Program	ECTS credits	Language of instruction	Campus
Analyse des données multidimensionnelles	5	PGE	5	FR	Rouen, Reims
Comptabilité de gestion	5	PGE	5	FR	Rouen, Reims
Excel avancé, VBA et Power BI	5	PGE	5	FR	Rouen, Reims
MT - Data Analysis & Business Intelligence	4	GBBA	5	EN	Rouen, Reims
Blockchain and Fintech	4	GBBA	5	EN	Rouen, Reims
Brand Marketing	4	GBBA	5	EN	Rouen, Reims
Financial Derivatives and Risk Management	4	GBBA	5	EN	Rouen, Reims
Leadership and Organization Development	4	GBBA	5	EN	Rouen, Reims
Purchasing, Procurement and Supply Chain Management	4	GBBA	5	EN	Rouen, Reims
Strategic Innovation Management	4	GBBA	5	EN	Rouen, Reims
Web Marketing	4	GBBA	5	EN	Rouen, Reims
CSR 2 : Implementing sustainable and responsible practices in organizations	4	GBBA	5	EN	Rouen, Reims
Reporting with IFRS	5	PGE	5	EN	Rouen, Reims
Financial Analysis	5	PGE	5	EN	Rouen, Reims
Corporate Finance	5	PGE	5	EN	Rouen, Reims
Digital Literacy	5	PGE	5	EN	Rouen, Reims
Economics 2	5	PGE	5	EN	Rouen, Reims
Advanced Excel, VBA and Power BI	5	PGE	5	EN	Rouen, Reims
Cost Accounting	5	PGE	5	EN	Rouen, Reims
Multivariate Data Analysis	5	PGE	5	EN	Rouen, Reims
Supply Chain Management	5	PGE	5	EN	Rouen, Reims
Operations research	5	PGE	5	EN	Rouen, Reims
Programming with R	5	PGE	5	EN	Rouen, Reims
Forecasting and Decision Making	5	PGE	5	EN	Rouen, Reims
Leading Change	5	PGE	5	EN	Rouen, Reims
Advanced Team Management	5	PGE	5	EN	Rouen, Reims
Brand Management and Story Telling	5	PGE	5	EN	Rouen, Reims
Strategic Marketing	5	PGE	5	EN	Rouen, Reims
Global Marketing	5	PGE	5	EN	Rouen, Reims
Data Science for Finance	5	PGE	5	EN	Rouen, Reims
Behavioral Finance	5	PGE	5	EN	Rouen, Reims
Investments	5	PGE	5	EN	Rouen, Reims
Financial Decisions under Uncertainty	5	PGE	5	EN	Rouen, Reims

Money and Banking	5	PGE	5	EN	Rouen, Reims
Economic Policy	5	PGE	5	EN	Rouen, Reims
International Trade	5	PGE	5	EN	Rouen, Reims
Innovation Management	5	PGE	5	EN	Rouen, Reims
International Management	5	PGE	5	EN	Rouen, Reims
Cross-cultural Management and Intercultural Communication	-	EXCHANGE	6	EN	Rouen, Reims, Paris
International Finance – the European Perspective	-	EXCHANGE	6	EN	Rouen, Reims, Paris
Strategy and Sustainability	-	EXCHANGE	6	EN	Rouen, Reims, Paris
Digital innovation & Entrepreneurship	-	EXCHANGE	6	EN	Rouen, Reims, Paris
Luxury Marketing	-	EXCHANGE	6	EN	Paris

## FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)

Course Title	ECTS credits	Language of instruction	Campus
FL - Boosting your Employability in France (B1+)	5	FR	Rouen, Reims
FL - Découvrir et comprendre la culture française (B1-B2)	5	FR	Rouen, Reims
FL - Discovering and Understanding French Culture (A1-A2)	5	EN	Rouen, Reims
FL - French for Business (B1-B2)	5	FR	Rouen, Reims
FL - French for Communication (All levels)	5	EN / FR	Rouen, Reims

## E-LEARNING COURSES

- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

Course Title	Program	ECTS credits	Language of instruction
Gestion des ressources humaines environnementales EL II	E-learning	6	FR
Manager les ressources humaines EL II	E-learning	6	FR
Business Ethics EL II	E-learning	6	EN
Corporate Financing EL II	E-learning	6	EN
Designing and Managing organization in a digital era EL II	E-learning	6	EN
Excel modelling for finance EL II	E-learning	6	EN
Financial reporting EL II	E-learning	6	EN
International Management EL II	E-learning	6	EN
Leading & Collaborating in a Competitive World EL II	E-learning	6	EN
Markstrat II	E-learning	6	EN
Digital Transformation & Change Management EL	E-learning	6	EN
Data Management EL	E-learning	6	EN

# GRADUATE TRACKS

<b>Specialisation: Global Management</b>	<b>Year</b>	<b>Program</b>	<b>ECTS Credits</b>	<b>Language</b>	<b>Campus</b>
Statistics for Business and Economics	5	DESSMI	30	EN	Reims
Smart Operations & Supply Chain Management					
Managerial Accounting					
International Market Risk Management					
Digital markets and society					
Current Issues in Global Governance					

<b>Specialisation: International Business Development</b>	<b>Year</b>	<b>Program</b>	<b>ECTS Credits</b>	<b>Language</b>	<b>Campus</b>
Business insight: problem discovery, diagnostic and implications	5	DESSMI	30	EN	Rouen
Social responsibility and ethics					
Sales Force Management					
Psychology & Techniques of International Negotiations					
Key account management					