

04:56 NEW YORK  
09:56 MEXICO  
10:56 SINGAPORE  
10:56 REIMS FR  
16:56 LONDON

# NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS



## COURSE CATALOGUE

Rouen Campus

# FALL SEMESTER 2023

## INTRODUCTION

This is the tentative Fall 2023 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 [GBBA](#) and [MIM](#) 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.

[Click here to check out our course descriptions!](#)

The **course registration** will be based on a first come, first served basis. It will take place from:

**Monday, June 19, 1:00 pm French time - Thursday, June 22, 1:00 pm French time**

**Skip to the end of the catalogue for semester dates!**



# 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
Managerial Finance	2	GBBA	5	EN
Operations Management	2	GBBA	5	EN
Psychology and Organisational Behaviour	2	GBBA	5	EN
Strategic Management	2	GBBA	5	EN
Entrepreneurship	3	GBBA	5	EN
Human Resource Management	3	GBBA	5	EN
Management Accounting and Control	3	GBBA	5	EN
Project Management	3	GBBA	5	EN
The Social Impact of Globalisation and Innovation	3	GBBA	5	EN
Comptabilité générale	3	MiM	5	FR
Data Analysis	3	MiM	3	EN
Droit des affaires	3	MiM	5	FR
Economics 1	3	MiM	5	EN
Entrepreneuriat	3	MiM	3	FR
Entrepreneurship	3	MiM	3	EN
Humanités et Management	3	MiM	3	FR
Marketing management (EN)	3	MiM	5	EN
Marketing management (FR)	3	MiM	5	FR
Cross-cultural Management and Intercultural Communication	-	EXCHANGE	6	EN
Digital innovation & Entrepreneurship	-	EXCHANGE	6	EN
International Finance – the European Perspective	-	EXCHANGE	6	EN
Luxury Marketing	-	EXCHANGE	6	EN
Strategy and Sustainability	-	EXCHANGE	6	EN

## 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
FL - Boosting your Employability in France	5	FR
FL - Découvrir et comprendre la culture française	5	FR
FL - Discovering and Understanding French Culture	5	EN
FL - French for Business B1-B2	5	FR
FL - French for communication A1 (Beginners and A1)	5	EN / FR
FL - French for communication A2	5	EN / FR
FL - French for Communication (All levels)	5	EN / FR

## 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 I	E-learning	6	EN
Digital Literacy I	E-learning	6	EN
Excel modelling for finance I	E-learning	6	EN
International Management I	E-learning	6	EN
Leading & Collaborating in a Competitive World I	E-learning	6	EN

[Click here to check out our course descriptions!](#)

# 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
ENT - Data Analysis & Business Intelligence	4	GBBA	5	EN
ENT - Entrepreneurship Project	4	GBBA	5	EN
ENT - Intrapreneurship and Project Management	4	GBBA	5	EN
ENT - Leadership and Organization Development	4	GBBA	5	EN
ENT - Public Speaking & Advanced English Writing	4	GBBA	2	EN
Advanced Team Management	4	MiM	5	EN
Behavioral Finance	4	MiM	5	EN
Brand Management and Story Telling	4	MiM	5	EN
Data Management EL	4	MiM	5	EN
Data Science for Finance	4	MiM	5	EN
Digital Transformation & Change Management EL	4	MiM	5	EN
Economic Policy	4	MiM	5	EN
Financial Decisions under Uncertainty	4	MiM	5	EN
Forecasting and Decision Making	4	MiM	5	EN
Global Marketing	4	MiM	5	EN
Innovation Management	4	MiM	5	EN
International Management	4	MiM	5	EN
International Trade	4	MiM	5	EN
Investments	4	MiM	5	EN
Leading Change	4	MiM	5	EN
Money and Banking	4	MiM	5	EN
Operations research	4	MiM	5	EN
Programming with R	4	MiM	5	EN
Strategic Marketing	4	MiM	5	EN
Supply Chain Management	4	MiM	5	EN
Cross-cultural Management and Intercultural Communication	-	EXCHANGE	6	EN
Digital innovation & Entrepreneurship	-	EXCHANGE	6	EN
International Finance – the European Perspective	-	EXCHANGE	6	EN
Strategy and Sustainability	-	EXCHANGE	6	EN

## 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
FL - Boosting your Employability in France	5	FR
FL - Découvrir et comprendre la culture française	5	FR
FL - Discovering and Understanding French Culture	5	EN
FL - French for Business B1-B2	5	FR
FL - French for communication A1 (Beginners and A1)	5	EN / FR
FL - French for communication A2	5	EN / FR
FL - French for Communication (All levels)	5	EN / FR

## 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 II Mc Graw Hill	E-learning	6	EN
Corporate valuation with Excel II	E-learning	6	EN
Designing and Managing organization in a digital era II	E-learning	6	EN
Excel modelling for finance II	E-learning	6	EN
Financial reporting II	E-learning	6	EN
Gestion des ressources humaines environnementales II	E-learning	6	EN
Gestion durable des ressources humaines II (Manager les ressources humaines)	E-learning	6	EN
International Management II	E-learning	6	EN
Leading & Collaborating in a Competitive World II Mc Graw Hill	E-learning	6	EN
Long-term & short-term financing II	E-learning	6	EN
Markstrat II	E-learning	6	EN

[Click here to check out our course descriptions!](#)

# GRADUATE TRACKS

**Graduate Tracks** can not be mixed or modified. You may take one French Language Course with a Graduate Track.

<b>Specialization: Business Analytics</b>	<b>Year</b>	<b>Program</b>	<b>ECTS credits</b>	<b>Language of instruction</b>
Enterprise Data Management	5	MSc Business Analytics	30	EN
Digital Business Strategy				
Decision Models				
Data Privacy, Security and Ethics				
Business, Analytics & Strategy of the firm				
Data Analytics for Finance, Marketing and SCM				

<b>Specialization: International Business Development</b>	<b>Year</b>	<b>Program</b>	<b>ECTS credits</b>	<b>Language of instruction</b>
Intercultural Theory	5	MSc International Business Development	30	EN
Selling Strategy				
Selling in the Digital Age: Digital & Social Selling and the New Paradigms				
International Marketing Strategy				
Buyer Behavior				
Building Relationships				

<b>Specialization: International Finance</b>	<b>Year</b>	<b>Program</b>	<b>ECTS credits</b>	<b>Language of instruction</b>
Sustainable Finance	5	MSc International Finance	30	EN
International Finance Simulation				
FinTech & DeFi				
Financial Modeling & Valuation				
Financial Engineering & Derivatives I, II				
Financial Data Analytics & Programming				

<b>Specialization: International Project Development</b>	<b>Year</b>	<b>Program</b>	<b>ECTS credits</b>	<b>Language of instruction</b>
Managing a project in Marketing	5	MSc International Project Development	30	EN
Negotiation Strategies and Disrupte Resolution				
Project Management Methodology & MS project				
Accounting and Budgets for Project				
Managing individuals and teams				
Business Planning and Global Innovation				

<b>Specialization: Marketing</b>	<b>Year</b>	<b>Program</b>	<b>ECTS credits</b>	<b>Language of instruction</b>
Ethics & Sustainability	5	MSc Marketing	30	EN
Market Intelligence & Data Science				
Consumer behavior & insights				
Global and connected Marketing				
Creative Design and Innovation				
Digital Marketing & Communication				

<b>Specialization: Supply Chain Management</b>	<b>Year</b>	<b>Program</b>	<b>ECTS credits</b>	<b>Language of instruction</b>
Transportation and Logistics	5	MSc Supply Chain Management	30	EN
Supply Chain Modeling				
Strategic Supply Chain Management				
Strategic Purchasing				
Industrial Organization				
Green Supply Chain and CSR				

## **FRENCH LANGUAGE COURSES**

- French Language Courses (FLE): choose from 0 to 1 course (+ 0 to 1 substitute courses)

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

[Click here to check out our course descriptions!](#)



# FALL 2023 SEMESTER DATES

## UNDERGRADUATE MIX & MATCH OFFER

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
GBBA Y2	09/09	06/09/2023	29/10/2023	26/10/2023	09/12/2023	12/02/2024
		-	-	-	-	-
20/12/2023		05/11/2023	27/10/2023	20/12/2023	13/02/2024	
GBBA Y3		04/09/2023	29/10/2023		09/12/2023	13/03/2024
		-	-		-	-
EXCHANGE		20/12/2023	05/11/2023		20/12/2023	15/03/2024
		11/09/2023	29/10/2023		05/12/2023	01/02/2024
MIM Y3		-	-		-	-
	06/12/2023	05/11/2023		06/12/2023	02/02/2024	
	04/09/2023	29/10/2023	02/11/2023	11/12/2023	21/02/2024	
	-	-	-	-	-	
	20/12/2023	01/11/2023	03/11/2023	20/12/2023	23/02/2024	

## GRADUATE MIX & MATCH OFFER

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
GBBA Y4	09/09	04/09/2023	29/10/2023		11/12/2023	18/03/2024
		-	-		-	-
20/12/2023		05/11/2023		20/12/2023	19/03/2024	
MIM Y4		11/09/2023	01/11/2023	30/10/2023	16/10/2023	31/05/2024
		-	-	-	09/12/2023	-
EXCHANGE		20/12/2023	05/11/2023	31/10/2023	-	11/06/2024
				20/12/2023		
	11/09/2023	29/10/2023		05/12/2023	01/02/2024	
	-	-		-	-	
	06/12/2023	05/11/2023		06/12/2023	02/02/2024	

## GRADUATE TRACKS

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
Specialization: Business Analytics	30/09	03/10/2023 - 20/12/2023			11/11/2023	05/02/2024 - 07/02/2024
Specialization: International Business Development					-	
Specialization: International Finance					14/11/2023	
Specialization: International Project Development					&	
Specialization: Marketing					12/12/2023 - 20/12/2023	

Specialization: Supply  
Chain Management

### FRENCH LANGUAGE COURSES (FLE)

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
French Language Courses	09/09	18/09/2023 - 14/12/2023			12/12/2023 - 14/12/2023	15/03/2024 & 22/03/2024