

MBA

MASTER IN BUSINESS ADMINISTRATION



TODAY I AM READY FOR TOMORROW

10 MONTHS - FULL TIME - PARIS

NEOMA
BUSINESS SCHOOL

NEOMA Business School, A MAJOR MANAGEMENT SCHOOL

PROVEN EXPERTISE AND A PROLIFIC TRACK RECORD...

Drawing from the wealth of its 145-year history, NEOMA Business School benefits from the assets originating from its founding schools (in 1871 at the Rouen school and in 1928 at Reims). Marketing, Finance, Commerce, Supply Chain... there are numerous disciplines based on NEOMA Business School's proven expertise and teaching methods. The exceptional careers of several thousand graduates, brought together to create one of the strongest networks is the strongest proof of NEOMA Business School's excellence. Our incomparable academic network and the strength of our links with the international business world are what make NEOMA Business School a major school for management studies.

...COMBINED WITH A NEW VISION OF LEADERSHIP

Today in a constantly shifting world where change has become the norm, ensuring stable, long-lasting employability is about knowing how to turn those changes into an opportunity for development. Going beyond individual success, it is a matter of knowing how to deploy talent and apply it to the greater performance of many. The essence of our profession has remained the same for 145 years: to train and instruct students in a collection of management science disciplines to develop leading edge skills and knowledge.



FRANK BOSTYN
Dean
NEOMA Business School



We nurture and support the managers and entrepreneurs of tomorrow, those who are capable of providing responsible leadership and going beyond the dominant models of our day ”

3 campuses:
Rouen, Reims and Paris

3 international
accreditations



200
permanent professors

1,600
professional speakers
and presenters

590
collaborators

8,500
students

1 network of more than
51,500 alumni
in France and around the world

300
international partners
in **75** countries

200
partner companies

**A large portfolio
of programmes,**
from Bachelor degrees to
Executive Education courses.

Our state of mind: **#Humanship**



RESHAPE THE NORMS



LISTEN TO EMOTIONS



STAY CONNECTED

Three strong biases, applied in an original, transversal way, reflecting genuine expertise:

Leadership and agility

We coach you to develop shared leadership skills to generate greater business efficiency and performance. This approach to assuming leadership can reinvent a company and unify collective forces to expand boundaries and emphasize new opportunities for innovation.

Entrepreneurship

We aim to instill within you the desire to strive for innovation, creation, and experimentation that goes beyond traditional company building and takeovers.

Personal and professional development

We prepare you for successful and stable professional integration through our emphasis on the foundation of key managerial skills that match the needs of various companies and the business world in general.

A “made by NEOMA BS” experience

NEOMA Business School invests predominantly in three areas which rely on the many positive attributes upon which we have built our reputation:

- **A strong network** of professional, academic and alumni partners located throughout the world. NEOMA Business School is the most connected school in terms of its associations with all the management schools in France, and you will be one of the primary students to benefit from this multi-connected environment.
- **Strong, close relationships with companies**, which are recognised in numerous rankings and surveys and which guarantee the solid merits of our pedagogy (through internships, apprenticeship contracts, study tours, visiting professional speakers...).
- **Innovative, experience-based teaching** with a culture of original real-life professional simulations and genuine immersion into a business environment: integration seminars, business games, case studies, etc.

LISA THOMAS
PhD, MBA
Cardiff University, UK
MBA Full Time
Academic Director



Created 40 years ago, the NEOMA Business School's MBA Full Time programme challenges participants to develop a unique leadership perspective through integrated, holistic, and practical courses.

Participants are enabled to become more effective leaders and managers through the development of business skills and knowledge, entrepreneurial competencies and interpersonal skills. They are encouraged to perceive change as an opportunity and deliver leadership, innovation and excellence in local, regional and global arenas.

Our one-year programme allows participants to advance their development rapidly through courses that improve skills academically, professionally, culturally and personally. The programme exposes participants to leading-edge knowledge and provides opportunities for reflection on behavioural, relational and decision-making capabilities.

“

Our mission is to provide participants with a unique vision of what it takes to strengthen their potential for roles as managers, change agents, entrepreneurs and performance-driven decision-makers.”

Our **MBA** philosophy

Our real-world business approach aligns with NEOMA Business School's vision that leadership hinges upon both personal growth and organisational responsibility, that agility derives from both strategy and sound management, and that entrepreneurship is both necessary and learned.

The MBA Full Time programme is designed for experienced professionals with a proven track record in decision-making and decision-taking.

Combining intensive programmes for a strategic and global view of business, comprehensive knowledge acquisition and through varied teaching approaches, our MBA capitalises on NEOMA Business School's expertise in developing innovative programmes based on learning by doing. The MBA programme offers an exceptional learning experience with learning centred on both personal and professional development via seminars and group-based projects.

Participants will benefit from the unique chance to identify and develop both competences and soft skills not only at an individual level but also collectively through activities that allow them to evaluate and improve upon these skills in managing and leading teams. They will develop a global, cross-functional strategic vision of business to enhance and advance international career prospects or realise their ambition of setting up their own firm.

Participants have an exclusive opportunity to join a multi-cultural, multi-experienced and multi-talented team.

Our MBA is a unique experience made by NEOMA Business School to challenge yourself and develop your leadership potential.

40 years of proven expertise and experience

20 professors
90% holding a Ph.D.

Registered on the RNCP Level I
French National Framework of Qualifications.

Degree Awarded MBA

Format Full Time

Duration 10 months

Campus Paris

Teaching Language English

Why choose the NEOMA Business School's MBA?

WHAT CAN YOU EXPECT FROM THE NEOMA BUSINESS SCHOOL'S MBA FULL TIME PROGRAMME?

The NEOMA Business School's MBA Full Time programme serves as significant catalyst for change both personally and professionally. Whether joining a hot start-up in Paris or a multi-national company in London or starting your own business, features such as the programme's location in central Paris as well as access to one of France's largest alumni networks, affords students opportunities to drive that change. The rich diversity of profiles of each cohort of participants leads to many different career paths. Whether you are looking to improve your career prospects, enable a career change, learn new skills to enrich your prior experience, create or develop a new business opportunity, the NEOMA Business School's MBA will provide you with a platform to assume greater responsibilities and gain recognition of your expertise.

6 GOOD REASONS TO CHOOSE THE NEOMA BUSINESS SCHOOL'S MBA

- › **Global Exposure & Unique Experiences:** Deliver a strategic plan for international growth by working with a real company or launch your own business.
- › **Develop personal & professional competencies:** refine your leadership, management and teamwork skills through 2 customised leadership seminars (French Alps and French Military).
- › **Career Change & Acceleration:** Continuous personalised professional guidance from the NEOMA Business School's Talent & Career Development Unit (TCDU) throughout the year.
- › The NEOMA Business School's MBA is **the only triple-accredited MBA in a one-year intensive format in central Paris**, close to business and networking opportunities.
- › Both the Financial Times and the French EDUNIVERSAL rank the NEOMA Business School's MBA **in the TOP 5 of the Full Time French MBAs**.
- › Join **the 4th biggest network of French business schools** with over 51,500 Alumni.

#theychooseNEOMABS

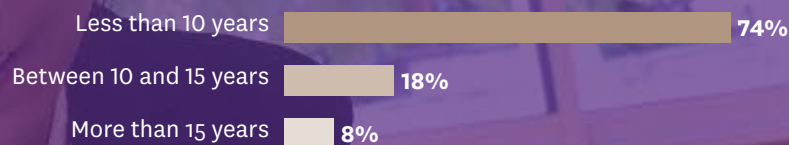
PARTICIPANT PROFILE, Diversity as an asset

NEOMA Business School's MBA classes of 2014-15 & 2015-16

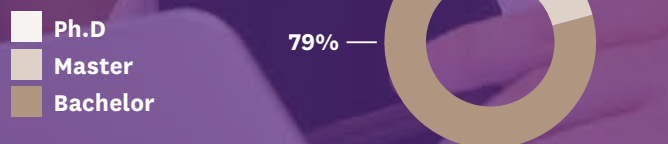


AVERAGE AGE
32,5 years old

EXPERIENCE LEVEL



HIGHEST DEGREE ATTAINED PRIOR TO MBA

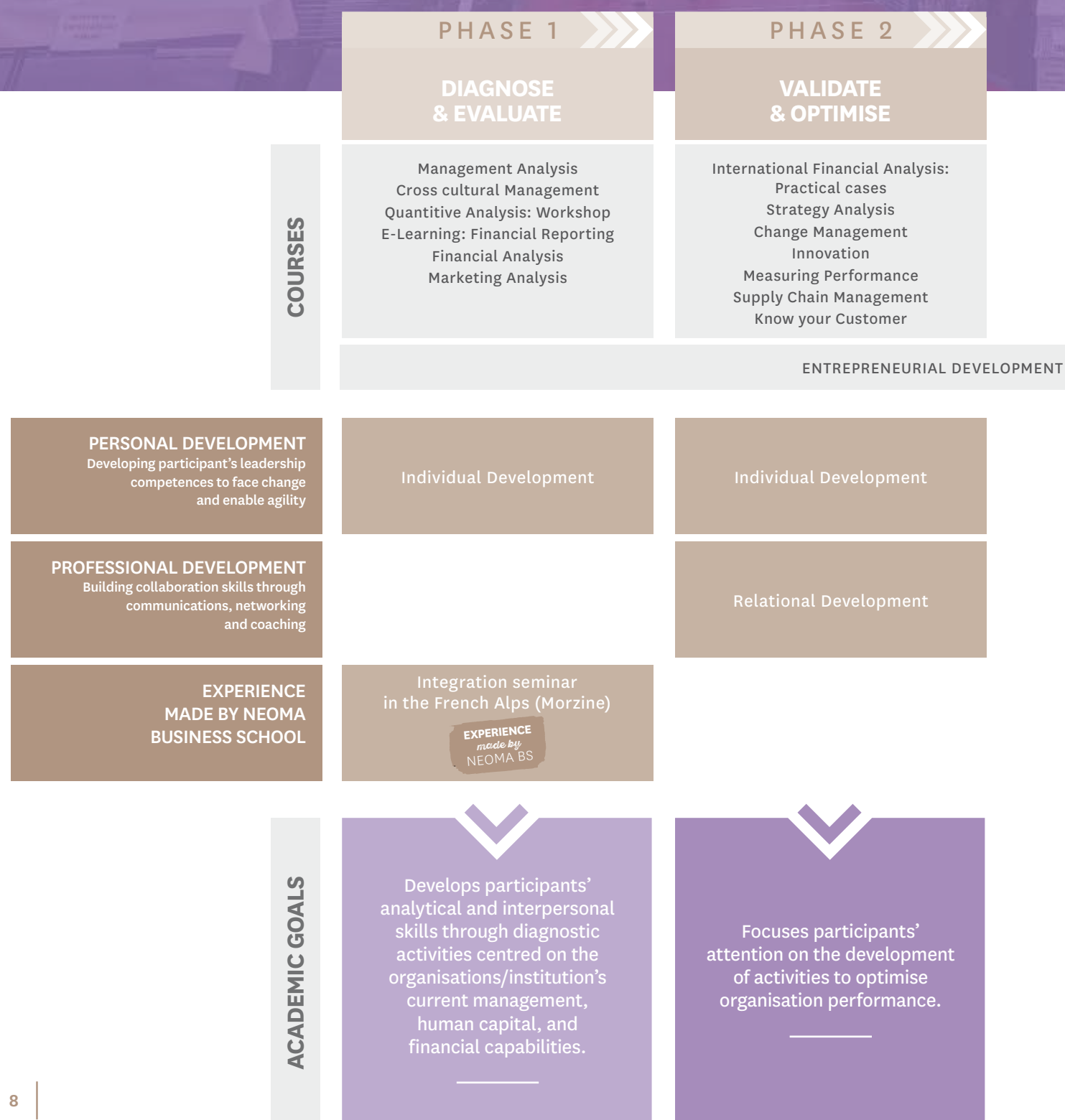


NATIONALITIES



An innovative programme structure

FOR A TRULY STRATEGIC VIEW OF BUSINESS



The NEOMA Business School's MBA enables you to advance rapidly with courses designed to improve your skills - culturally, professionally and personally. Organised over 5 specially-themed phases, the curriculum will provide you with the means to acquire a 360° vision of a business.

PHASE 3	PHASE 4	PHASE 5
DEVELOP & GLOBALISE	SUSTAIN PERFORMANCE & LONG TERM VALUE	SPECIALISE
Aligning Supply Chain Processes Organisation Design and Development Financial Strategies Global Marketing and International Business Intelligence Strategic Entrepreneurship Managing Global Innovation Consulting Skills	Financial Engineering Leadership Critical Thinking Corporate Social Responsibility Marketplace Simulation	Sectoral themes Management disciplines Exchange elective course

PROJECT OR INTERNATIONAL CONSULTING PROJECT & INTERNATIONAL FIELD STUDY

EXPERIENCE
made by
NEOMA BS

Individual Development	Individual Development	Individual Development
Relational Development	Relational Development	Relational Development
		Leadership Seminaire Saint-Cyr-Coëtquidan EXPERIENCE made by NEOMA BS

Emphasises strategic decision-making for organisational growth, international expansion, and agility.

Emphasises the application of knowledge from previous stages to build leadership capacity in a global business environment and on the decision-making required for sustaining long-term value.

Participants tailor their programme through a choice of electives combining cutting-edge research and relevant real-life application so as to broaden and/or deepen their knowledge and enhance their CVs in line with their career aspirations, or their intellectual interest.

Strengths OF THE PROGRAMME

A GLOBALLY-ORIENTED AND WELL-BALANCED PROGRAMME

360° VISION OF BUSINESS

The Full Time MBA programme is delivered entirely in English. It is organised over 5 themed phases which develop a 360° vision of business. Each phase incorporates academic courses, personal development coaching and professional development workshops.

› Phase 1 Discover and Evaluate

This phase allows you to sharpen analytical and interpersonal skills through analyses of actual business situations.

This phase includes an induction seminar in the French Alps (Morzine).

› Phase 2 Validate and optimise

This phase focuses participants' attention on the development of activities to optimise performance; you will build competencies to identify organisational problems and develop appropriate, relevant solutions to promote continuous improvement.

› Phase 3 Develop and globalise

This phase emphasises organisational growth, international expansion and agility; at this stage, you must analyse how and where the firm can grow profitably. Strategic decisions about international market entry, resource allocation, and logistics will have to be formulated and executed.

› Phase 4 Improve value and ensure sustainability

This phase builds leadership capacity to create and sustain long term organisational value; the emphasis is on anticipating any change that could threaten the company's current position. Analysis in this phase is based on the quality of the recommendations for developing long-term value for the enterprise, and stakeholders.

› Phase 5 Specialisation

During this phase, we encourage participants to specialise in areas of their choice from a number of leading-edge elective courses and include an opportunity to study a course at our partner institution - Politecnico di Milano, Italy.



A PROGRAMME BASED ON THE VALUE OF PROFESSIONAL EXPERIENCE

EXPERIENCE
made by
NEOMA BS

100% BUSINESS ORIENTATION

The NEOMA Business School's MBA implements an experience-based educational approach. This form of pedagogy based on action learning enables participants to stay in touch with the professional world and apply their theoretical knowledge to real-life business situations.

Carried out over the course of one year and in partnership with different businesses, the ICP (International Consulting Project) and ECP (Entrepreneurial Development project) are key to increasing your interaction with the professional world and allow you to evaluate your contribution to sustainable and successful business models.

The ICP is an innovative programme where learning goes hand-in-hand with applying practice. It mobilises MBA students to work on concrete international development problems that both French and international businesses deal with. Acting as consultants in a globalised environment, MBA students offer their expertise and interpersonal skills to the professional world in order to transform challenges into opportunities.

They trusted in our students...

2015-2016

- › **Maison Fossier** – Explored Global Expansion options in Dubai, UAE
- › **Domoscio** – Training company headed by NEOMA Business School's MBA Alumni
- › **MyBlee** – Digital Learning Applications
- › **AskAnna** – Fashion Application

2014-2015

- › **Firmenich** – World's Largest privately-owned Fragrance Company based in Zurich, Switzerland
- › **Fybots**, a French Startup based in Voisins-le-Bretonneux to execute a business plan for their international development in Germany.
- › **Centro Servizi Ortofrutticoli** – Milan-based company related to identifying a strategic plan and international marketing analysis into the development of new business opportunities for Italian agriculture produce and supply chain/technology companies in order to enter the emerging market of Malaysia.

The ECP is for students who wish to start their own business. Over the course of one year you will focus on developing and implementing your business plan with the help of a professional mentor while interacting regularly with entrepreneurs in our alumni network.

A PROGRAMME FOCUSED ON YOUR PERSONAL PROFILE AND EXPECTATIONS

100% CENTERED ON YOUR COMPETENCIES

Participants can tailor their programme from a choice of electives which combine cutting edge research and real life application.

The electives take place in Phase 5 of the programme and participants may also wish to take the opportunity to study an elective at our partner institution Politecnico di Milano.

The electives enable participants to broaden and deepen their knowledge in particular business domains or across particular themes.

Choice of electives

- › Luxury Management
- › Asian Business Environment
- › Project Management
- › Sales Management (Politecnico Milan - exchange)
- › International Financial Markets
- › Business Model Generation
- › Offshoring
- › Entrepreneurship Specialisation
- › Organisational Design and Development 2
- › Retail Management
- › Big Data Analytics
- › Experiential and Sensorial Marketing, Augmented reality and Content Marketing
- › Consumer Behaviour, Social Media and Digital Marketing
- › Negotiation



“

DANIELLA TCHANA - Cameroon

I succeeded on the climb and I was very happy but this was very, very difficult. I think climbing this mountain was actually very important for the MBA. You can compare the two. Reaching the top of the mountain and achieving your MBA. You have to put in a real effort. And, you can't do it alone. You need your team to help you there. I feel I am part of a team now, I am no longer alone.”

“

OLIVIER KAMEL - France

The value of the seminar is that you are living with people you do the MBA with. And, you are trying to discover their inner person. Right here and right now we are building a team spirit. We came here as individuals but we left as a team.”

A PROGRAMME TO ENHANCE YOUR LEADERSHIP POTENTIAL

100% CENTERED ON YOUR CAREER

To help participants continuously evolve in a changing world and to be adaptable throughout their career, the personal development and coaching activities which run throughout the 5 phases of the programme are designed to address the attitudes and self-awareness that are mandatory for a manager's success.

EXPERIENCE
made by
NEOMA BS

Participants develop as people, individually and in groups, starting with an integration seminar at the beginning of the programme. Located off-campus in the Alps, the seminar, a mixture of sports and personal development activities, is designed to build links among the students quickly and develop their team spirit. With MBTI tests, self-discovery exercises, and rafting, hiking and treetop climbing sessions, the multicultural group lays the foundations for team work right at the start of their year's study programme.

This innovative approach culminates with a special 3-day seminar at **the prestigious French Military Academy of Saint-Cyr-Coëtquidan with the French Military**, which allows them to apply and reinforce their knowledge and skills. Adaptability, emotional stability, decision-making, and the ability to act in uncertain, constrained environments are at the heart of this seminar.

Alongside these events planned as part of the curriculum, our Talent & Career Development Unit offers individual and professional guidance during the whole programme. From research methodology workshops, to personal coaching to help you get back into the job market in the best conditions, interview simulations and conferences covering specific sectors, you will benefit from the expertise of a dedicated team.



The team of experts by your side:

A WORLD-CLASS FACULTY

The combined resources of NEOMA Business School faculty and guest speakers from academia and industry provide leading-edge expertise in the different fields that make up the Full Time MBA programme building on strong international business and/or academic experience.

Our faculty concentrate upon interaction and knowledge-sharing and continuously incorporate innovative teaching approaches to create an experiential “learning business by doing business” approach. At the same time, they place responsibility on participants to work towards achieving their own objectives and the overall goals of the programme.



90% of the MBA
faculty holding a Ph.D.



ACCOUNTING, CONTROL AND LEGAL AFFAIRS



Isabelle MIROIR PhD, CNAM; MSc, *Université de Bordeaux, France*
Budgeting and Financial disclosure - France

ECONOMICS, CULTURE AND INTERNATIONAL AFFAIRS



Anton GRANIK, Ph.D. in Economics, *Columbia University, New York - USA*
Financial Econometrics, Macro-economics



Maria RUIZ GARCIA, MSc Finance, *Université Paris Dauphine, France* ; CFA, CFA Institute
Financial Reporting and Valuation under IAS IFRS , Corporate Finance - Spain



Yannicke HEUBERGER Master In Management, *NEOMA Business School, Ms in Mangement IAE de Caen*
Business finance, Business valuation and Performance comparison - France



Stephane DUBREUILLE, HDR, PhD, MSc , ESA - *Université Lille III, France, CFA*
Organisation valuation, Portfolio Management, Investment - France



Jian WU, MSc, PhD, *Université Paris Dauphine, SFAF, French CFA Institute*
Financial Markets, Financial Engineering, Corporate Governance - China

FINANCE

INFORMATION SYSTEMS, SUPPLY CHAIN, DECISION THEORY



Aurelien ROUQUET, PhD, *Aix-Marseille Université, France*
Supply chain management, Logistics management - France



Helena GONZALEZ-GOMEZ PhD, *Instituto de Empesal, Spain*
Emotions, Team work and Leadership - Colombia



Darren HANSON, PhD, *Monash University, Australia*
Leadership, Change Management - United Kingdom / Australia



Hae-Jung HONG, PhD, *MBA ESSEC Business School, France*
Cross-cultural Management, Talent Management, Leadership - Korea



Karina JENSEN, PhD, *ESCP Europe, France, MBA Ecole des Ponts Paristech, France*
Global leadership, Innovation Management, Inter-cultural collaboration - USA



Maria KAKARIKA, PhD, *Instituto de Empresa, Spain; MSc, London School of Economics, UK*
Team diversity, leadership development, Affective reactions in the workplace - Greece

PEOPLE AND ORGANISATIONS



Rouslan KOUMAKHOV PhD, *IMEMO (Institute for World Economy and International Relations), Moscow and PhD, University of Nanterre Paris, France*
Organization and economic psychology, Human relations, Power relationships - France-Russia



Gael BONNIN, PhD, *IAE Dijon, Université de Bourgogne, France*
Design, Innovation, Market orientation, Technology marketing - France



Alain GOUDEY, PhD, *Université Paris Dauphine, France*
Innovation and technology marketing, Web and digital marketing, Sensory and experiential marketing - France



Stephan GRZESKOWIAK, PhD, *Virginia Polytechnic Institute and State University (Virginia Tech) US; MBA Westfaehliche Wilhelms Universitaet Muenster. Germany*
Marketing channels, Brand management, Marketing services - Germany



Raymond OUELLET, DEA, *Université Paris Dauphine, France, MBA - INSEAD France*
Marketing Strategy, Entrepreneurship, Global Marketing - Canada



Sharam ALIJANI PhD, *Université Paris-Est, MSc, Ecole Nationale des Ponts et Chaussées & Université Sorbonne Paris I. MA, Université Paris Est, France*
Strategic management, Social innovation, Social entrepreneurship - France



Lisa THOMAS, PhD and MBA, *Cardiff Business School, Cardiff University, UK*
Strategy process, Strategy implementation, Strategy as practice - United Kingdom

MARKETING



Christopher G. WORLEY, PhD, *University of Southern California, USA*
Social theory of organizations, Institutional theory - USA

STRATEGY AND ENTREPRENEURSHIP

Your career DEVELOPMENT

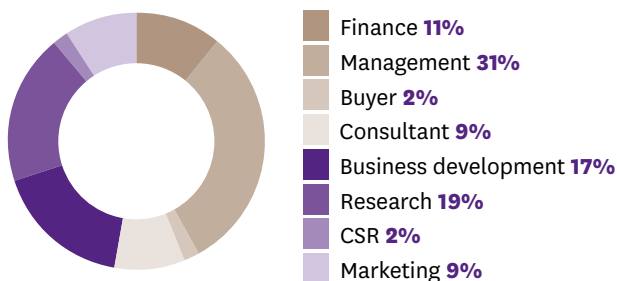
Accelerate your career and create your own opportunities
with the NEOMA Business School's full-time MBA.

NEOMA Business School MBA Classes 2010, 2011, 2012, 2013, 2014

\$86,000
Average base salary

86%
employed within 3 months
after graduation

CURRENT JOB ROLE



CURRENT JOB LOCATION



POST-MBA CHANGES

- Changed Company **90%**
- Changed Sector **60%**
- Changed Location **60%**
- Changed Country **42%**
- Changed Job role **55%**

WHERE DO MBA GRADUATES WORK ?

- **Financial Services:**
BNP Paribas, Société Générale, HSBC, Crédit Agricole
- **Management Consulting:**
PWC, EY, Deloitte, Accenture, KPMG
- **Industrial Products/Services:**
Schneider Electric, Airbus, Arcelor Mittal, Bombardier, Groupe Renault, Nissan
- **Information & Communication Technologies:**
Orange, Amazon, Google, Hp, LG
- **Food & Beverage:**
Nestlé, Moët & Chandon, Coca-Cola, Danone
- **Luxury Fashion & Cosmetics:**
Hermès, L'Oréal, Dolce & Gabbana

“



IVAN OSTROWICZ
MBA 2009
Co-Owner & Co-Founder,
Domoscio

Even today, I still look back on my computer to recover some of my MBA notes. I gained this knowledge and earned these tools and I am still using them, especially in my business now.”

“



RENU KOTIGE
MBA 2011
Global Purchasing Analyst
AZKONOBEL, Amsterdam,
Netherlands

Just two months after graduating with the MBA, I began a new job and a new life in the Netherlands. I have been hired as a Global Purchasing Analyst at AkzoNobel, a Fortune 500 company and chemical industry leader.”

“



JORGE SIERRA
MBA 2009
Business Owner -
Sierra Cafe, Mexico City

My life took a huge turn after my MBA! As soon as I came back to Mexico, a world of opportunities opened up for me. The difference relied on the confidence that I gained living in a foreign country and increasing my knowledge dramatically.”

“



MARC NAHAS
MBA 2008
Strategy & Business
Development Manager,
ArcelorMittal, Luxembourg

After my MBA I joined Arcelor Mittal International Development team as a Strategy & Business Development Manager based in Luxembourg, the job requires a lot of travel and mainly consists of preparing investment cases and contributing to execution of M&A and Joint Ventures.”

YOUR NETWORK

NEOMA ALUMNI is the 4th largest Alumni network of French Business Schools, representing Alumni based in more than 120 countries across the world. **NEOMA Alumni** offers great opportunities to networks through more than 300 events organised every year in France and abroad.



60,000

alumni and future alumni

- More than 51,000 alumni
- More than 8,500 current students



22%

live and work abroad



350

volunteers

26 professional and leisure clubs

21 local alumni clubs

54 international alumni clubs

12 firm managers

The NEOMA Business School's MBA EXPERIENCE

THE PARIS CAMPUS

Devoted to professional and executive learning, NEOMA Business School Paris campus is located in the 9th district at the heart of the French capital.

In a 1,500m² complex, you can find room to develop on a pleasant, versatile, modern campus: well-lit lecture rooms, classrooms of various sizes and individual study rooms are installed around a delightful courtyard.

A 100% multimedia teaching environment offering innovative learning can be accessed on and off campus : e-learning platform, and remote access to databases and school materials (e-books, electronic periodicals, specialised databases, etc.).

Location

- › 5-minute walk from **metro stations and bus stops**
- › 5-minute walk from the St-Lazare railway station
- › 20 minutes from the Gare de l'Est railway station by metro

Conferences and debates

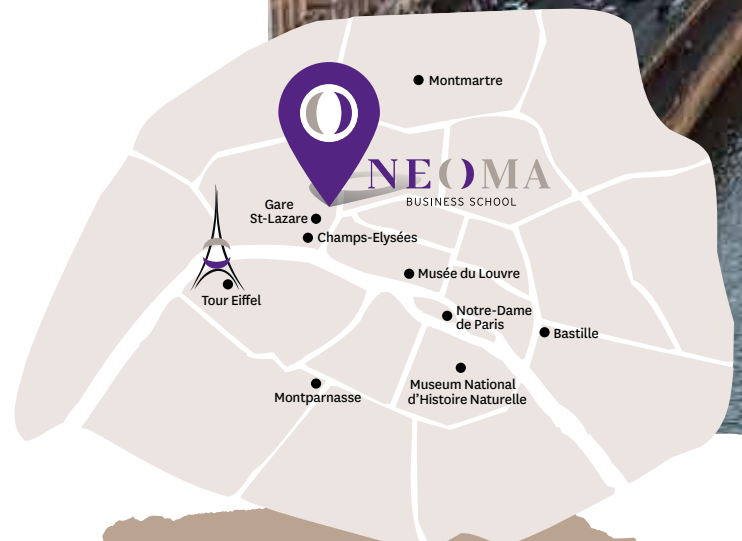
In an exceptional space at the heart of the French capital where hundreds of students, teachers and professional speakers meet and socialise every day, our Paris campus hosts regular meetings, conferences and debates, organised by NEOMA Business School and the NEOMA Alumni Association.

Accommodation in Paris

NEOMA Business School has an accommodation platform that assists with:

- › Finding/offering a rental
- › Finding flatmate(s) and organising flat-shares
- › Finding/offering sublets
- › Finding/offering temporary rooms

<http://housing-platform.neoma-bs.fr/en/neomabs/>



Location and access

9, rue d'Athènes - 75009 Paris, France

Tel.: +33 (0)1 73 06 98 00

accueil.paris@neoma-bs.fr

OUR TEAM OF EXPERTS TO ACCOMPANY YOU FOR 10 MONTHS

The MBA Admissions Department experts are at your disposal to provide detailed information on the program, feedback on your personal profile and help you finalise your personal and professional project.

We invite you for a series of “Get to know us” activities and meetings such as information sessions, webinars, course immersions and campus visits, chats, web conferences etc.

APPLICATION CONDITIONS

Applicant must have the following:

- A minimum of 3 years of professional experience
- Bachelor's degree or equivalent
- Fluency in written and spoken English

Application consists of the following:

- Completed online application form
- 3 essays (+ 1 optional essay)
- CV
- Academic degrees & corresponding academic transcripts
- Contact information for three individual, professional references

Recommended, but not required:

- GMAT or GRE or Tage-Mage
- TOEIC or TOEFL or IELTS score

mba.admissions@neoma-bs.fr



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VIRGINIE CHENEBENOIT
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NEOMA

BUSINESS SCHOOL

REIMS CAMPUS

59, rue Pierre Taittinger
BP 302 - 51061 Reims Cedex

ROUEN CAMPUS

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

PARIS CAMPUS

9, rue d'Athènes - 75009 Paris

www.neoma-bs.com/en/

