

NEOMA Business School, Rouen Campus Course Offer

Incoming exchange students at the Rouen Campus have a choice of courses from 3 different programmes at NEOMA Business School : the Master Grande Ecole, the BSc in International Business, and the Bachelor in Business Administration ('Bachelor Commerce' until recently) programmes. Each programme makes a certain number of their courses available to exchange students, with a bigger portfolio in the Winter semester.

A wide pallet of French language courses is offered to International students free of charge. If a student wishes to study another language but French, they may do so, but at a cost of 120€ per course, per semester (2013-2014 fee).

FALL SEMESTER (September – December)

Programme	Course title - FALL SEMESTER	Lang. of Instruction	Contact hrs	ECTS
MGE	Brand Marketing	English	24	5
MGE	Comparative Law	English	24	5
MGE	Critical Thinking in Responsible Environments	English	24	5
MGE	* Cross-Cultural Issues and Global Diversity	English	24	5
MGE	* Culture & Globalization	English	24	5
MGE	Derivative products	English	24	5
MGE	Droit International	French	24	5
MGE	Entrepreneurship - Dream or reality?	English	24	5
MGE	Europe in the world	English	24	5
MGE	Exploring new worlds : Middle-East and Africa	English	24	5
MGE	Finance Internationale	French	24	5
MGE	Financial Analysis	English	24	5
MGE	Fundamentals of corporate finance	English	24	5
MGE	Geopolitics and International Relations	English	24	5
MGE	Géopolitique et Relations Internationales	French	24	5
MGE	Globalization: Political, Economic and Social Dynamics	English	24	5
MGE	Intermediate Corporate Finance	English	24	5
MGE	International Finance	English	24	5
MGE	International Human Resource Management	English	24	5
MGE	International Management	English	24	5
MGE	International Marketing	English	24	5
MGE	International negotiation	English	24	5
MGE	Introduction à la finance d'entreprise moderne	French	24	5
MGE	Management Industriel & Logistique	French	24	5
MGE	Managing Domestic or International Projects (IPM)	English	24	5
MGE	Mondialisation, culture(s) & société	French	24	5
MGE	Service Marketing	English	24	5
MGE	Strategic Management	English	24	5
MGE	Supply Chain Management	English	24	5
MGE	* The economics and culture of wine	English	24	5
BSc	Cultural economics (NEW!!!)	English	24	5
BSc	Developing international distribution networks	English	36	6
BSc	Doing business in Africa	English	18	3
BSc	Doing business in Asia	English	18	3
BSc	Doing business in Latin America	English	18	3
BSc	Doing business in Middle-East	English	18	3
BSc	Essentials of Project Management	English	36	6
BSc	Financial analysis and comparative accounting systems	English	36	6
BSc	International Business Development	English	36	6
BSc	International Entrepreneurship Project	English	6h+30h gp work	6
BSc	International Marketing	English	36	6
BSc	Introduction to supply chain management	English	18	3
BSc	* People Management - Team Building and Leadership	English	36	6
BSc	Purchasing, Procurement and SCM	English	36	6
BSc	Sustainable business	English	36	6
BaCo	Achat, e-procurement, approvisionnement	French	36	6
BaCo	Comptabilité financière	French	36	6

BaCo	Contrôle de gestion	French	36	6
BaCo	Développement durable dans le management de la chaîne logistique	French	36	6
BaCo	Droit des affaires	French	36	6
BaCo	Droit des sociétés et incidences fiscales	French	18	3
BaCo	Droit du travail	French	18	3
BaCo	E-commerce II	French	18	3
BaCo	Etudes marketing	French	36	6
BaCo	Gestion des conflits	French	18	3
BaCo	Marché des particuliers	French	36	6
BaCo	Marché des professionnels	French	36	6
BaCo	Modes de financement de l'entreprise	French	18	3
BaCo	Négociation commerciale III	French	18	3
BaCo	Pilotage de projets	French	18	3
BaCo	Relations clients et e-business	French	18	3

WINTER SEMESTER (January – June)

Programme	Course Title - WINTER SEMESTER	Lang. of instruction	Contact hrs	ECTS
MGE	Analyse budgétaire et tableaux de bord	French	24	5
MGE	Analyse financière approfondie	French	24	5
MGE	Asset-Liability management of banks	English	24	5
MGE	Banking regulations	English	24	5
MGE	Brand Marketing	English	24	5
MGE	* Business ethics	English	24	5
MGE	Business negotiation	English	24	5
MGE	Communication interculturelle	French	24	5
MGE	Comptabilité internationale - Norme IAS/IFRS	French	24	5
MGE	Conduite de projet : de l'étude d'opportunité au suivi avec MS Project	French	24	5
MGE	* Critical Thinking in Responsible Environments	English	24	5
MGE	* Cross-Cultural Issues and Global Diversity	English	24	5
MGE	Cultures, Religions et conflits dans le monde	French	24	5
MGE	Derivative products	English	24	5
MGE	Développement durable	French	24	5
MGE	Doing business with emerging economies: Africas	English	24	5
MGE	Doing business with emerging economies: Asias	English	24	5
MGE	Doing business with emerging economies: CEEC & Russia	English	24	5
MGE	Doing business with emerging economies: Latin Americas	English	24	5
MGE	Doing business with emerging economies: Middle East	English	24	5
MGE	Droit de la propriété intellectuelle	French	24	5
MGE	Droit des sociétés	French	24	5
MGE	Droit du travail	French	24	5
MGE	Droit International	French	24	5
MGE	Econométrie appliquée à la finance	French	24	5
MGE	Economie de la culture	French	24	5
MGE	Economie de l'environnement	French	24	5
MGE	E-marketing and Social Networks	English	24	5
MGE	E-marketing et réseaux sociaux	French	24	5
MGE	Europe in the world	English	24	5
MGE	Evaluation d'entreprise	French	24	5
MGE	Excel & VBA for finance	English	24	5
MGE	Excel & VBA pour les financiers	French	24	5
MGE	Excel et VBA pour la gestion	French	24	5
MGE	Finance Internationale	French	24	5
MGE	Financial Analysis	English	24	5
MGE	Fiscalité	French	24	5
MGE	* Geopolitics and International Relations	English	24	5
MGE	Géopolitique et Relations Internationales	French	24	5
MGE	Gestion actif-passif bancaire	French	24	5
MGE	Gestion de la Marque	French	24	5
MGE	Gestion financière appliquée	French	24	5
MGE	HR Management	English	24	5
MGE	Intelligence Economique	French	24	5

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Also
BSc

MGE	Intercultural communication	English	24	5
MGE	Intermediate Corporate Finance	English	24	5
MGE	International economics	English	24	5
MGE	International Finance	English	24	5
MGE	International Management	English	24	5
MGE	International Marketing	English	24	5
MGE	International negotiation	English	24	5
MGE	International Retail Marketing	English	24	5
MGE	Introduction à la recherche opérationnelle	French	24	5
MGE	Investment Theory	English	24	5
MGE	Le management de la diversité dans les entreprises responsables	French	24	5
MGE	Le marché de l'art dans le monde	French	24	5
MGE	Macroeconomics	English	24	5
MGE	Macroéconomie avancée	French	24	5
MGE	Management de la santé	French	24	5
MGE	Management de l'innovation	French	24	5
MGE	Management des systèmes d'information : concepts clés	French	24	5
MGE	Management d'un établissement de santé	French	24	5
MGE	Management RH	French	24	5
MGE	Managing Domestic or International Projects (IPM)	English	24	5
MGE	Marketing channels	English	24	5
MGE	Marketing culturel	French	24	5
MGE	Marketing des 0-25 ans	French	24	5
MGE	Marketing du sport	French	24	5
MGE	Marketing et développement durable	French	24	5
MGE	Marketing global: focus sur les relations inter entreprises (BtoB)	French	24	5
MGE	Marketing Strategy	English	24	5
MGE	Marketing survey methods	English	24	5
MGE	Méthodes de prévision pour la gestion	French	24	5
MGE	Méthodes d'enquêtes en marketing	French	24	5
MGE	Microéconomie	French	24	5
MGE	Money and Banking	English	24	5
MGE	Oenologie et secteur viticole	French	24	5
MGE	Oenology and wine industry	English	24	5
MGE	Philosophie de l'action	French	24	5
MGE	Pilotage d'activités e-business et reporting	French	24	5
MGE	Procurement (management des achats)	English	24	5
MGE	Produits dérivés	French	24	5
MGE	Profit planning, budgetary control and the tableau de bord	English	24	5
MGE	Quantitative Tools for Finance	English	24	5
MGE	Responsabilité Sociale de l'Entreprise	French	24	5
MGE	RSE et Développement Durable	French	24	5
MGE	Service Marketing	English	24	5
MGE	Sociologie économique	French	24	5
MGE	Strategic Management	English	24	5
MGE	Stratégie financière	French	24	5
MGE	Stratégie Marketing	French	24	5
MGE	Supply Chain Management	English	24	5
MGE	Taux d'intérêt et instruments financiers	French	24	5
MGE	Théorie des Investissements	French	24	5
MGE	Une histoire économique et sociale de l'art	French	24	5
BSc	Corporate Finance	English	36	6
BSc	Cost and management accounting	English	36	6
BSc	Essentials of Project Management	English	36	6
BSc	Fundamentals of financial accounting	English	36	6
BSc	Fundamentals of international business	English	18	3
BSc	Geopolitics and international trade	English	18	3
BSc	Global Human Resource Management	English	36	6
BSc	Intercultural negotiation	English	18	3
BSc	International Brand and Product Management	English	36	6
BSc	Legal tools for Business	English	36	6
BSc	Logistics	English	36	6
BSc	Management Strategy	English	30	5

BSc	Managing Non Profit Making Organisations	English	36	6
BSc	Marketing communication	English	18	3
BSc	Multichannel retailing	English	36	6
BSc	Negotiation	English	18	3
BSc	People Management - Team Building and Leadership	English	36	6
BSc	Purchasing, Procurement and SCM	English	36	6
BSc	Risk Management	English	36	6
BSc	Statistics	English	36	6
BSc	Sustainable development in a global economy	English	18	3
BaCo	Analyse des chaînes logistiques	French	36	6
BaCo	Bancassurance - Gestion du risque	French	36	6
BaCo	Comptabilité avancée	French	36	6
BaCo	Cross cultural management	English	18	3
BaCo	Droit bancaire	French	36	6
BaCo	Echanges et transports internationaux	French	36	6
BaCo	E-commerce I	French	18	3
BaCo	GRH et performances collectives	French	18	3
BaCo	Indicateurs de performance	French	18	3
BaCo	Intelligence économique des PME	French	24	5
BaCo	Jeu de simulation	French	18	3
BaCo	Lecture des organisations	French	36	6
BaCo	Les partenaires de l'entreprise	French	36	6
BaCo	Logistique de distribution	French	36	6
BaCo	Management logistique de l'entreprise	French	36	6
BaCo	Marché des entreprises et développement international	French	36	6
BaCo	Marketing et promotion touristique	French	36	6
BaCo	Marketing Opérationnel	French	36	6
BaCo	Négociation commerciale I	French	18	3
BaCo	Patrimoine	French	36	6
BaCo	Responsabilité civile	French	18	3
BaCo	Responsabilité sociale	French	18	3
BaCo	Système d'information, e-tourisme, m-tourisme	French	36	6
BaCo	Tourisme et International	French	36	6

LANGUAGE COURSES (proposed in both semesters)

Language	Course Title	Lang. of instruction	Contact hrs	ECTS
French	FL - Découvrir et comprendre la culture française	French	30	5
French	FL - <u>Discovering and Understanding French Culture</u>	English	30	5
French	FL - French for Communication A1-1	French	30	5
French	FL - French for Communication A1-2	French	30	5
French	FL - French for Communication A2-1	French	30	5
French	FL - French for Communication A2-2	French	30	5
French	FL - French for Communication B1	French	30	5
French	FL - French for Communication B1-2	French	30	5
French	FL - French for Communication B2	French	30	5
French	FL - French for Business A2	French	30	5
French	FL - French for Business B1	French	30	5
French	FL - French for Business B2	French	30	5
French	FL - Boosting your employability in France	French	30	5
French	FL - Preparing the Chamber of Commerce and Industry Diploma - B1-B2	French	30	5
Others	A3 - Arabic: Starting a new language	Arabic	30	5
Others	C3 - Chinese: Starting a new language	Mandarin - Chinese	30	5
Others	G3 - German: Starting a new language	German	30	5
Others	I3 - Italian: Starting a new language	Italian	30	5
Others	J3 - Japanese: Starting a new language	Japanese	30	5
Others	P3 - Portuguese: Starting a new language	Portuguese	30	5
Others	R3 - Russian: Starting a new language	Russian	30	5
Others	SP3 - Spanish: Starting a new language	Spanish	30	5

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