

**Course Equivalencies for Reims School of Management – France**

Located in the heart of the Champagne capital of the world, 45 minutes by train from Paris, Neoma Business School has been in existence since the creation of the Grande Ecole program (Master of Science in Management) in1928. The school has grown to be a school of more than 4,400 students with 88 permanent faculty members and 500 visiting professors.

**International Bachelor Programme** Students who wish to take part in this programme will have a total of 225 contact hours of courses including 4 mandatory courses and a choice of 1 optional course. Students can therefore validate 30 ECTS (European) credits (15 hours US credits). Each student will have an insight into French culture, as well as the French business and management environment.

**FOUR MANDATORY COURSES (24 ECTS) (12 Credits US)**

**French Language & Culture: = (Area Studies Credit)** Context, issues, objective Students will learn how to speak in French and how to live in France Knowledge to be acquired when completing the course. French language tools for daily life. Knowledge of life in France and its culture.

**European Business Environment = MGMT 399t** Understand the importance of history and politics in the construction of Europe, with a focus on France particularly. Analyse in depth the functioning of Europe regarding institutions at a macro and microeconomic level. Understand the influence of the cultural environment on Management. Discover the importance of global strategy and geopolitics

**Integrated Business Management = MGMT 399t** You will learn how to: • put strategy into action throughout the organization • gain commitment from individuals in the organization • achieve strategic coherence throughout the organization • build a common approach and a common vocabulary • network and share experiences, know-how and inspiration

**European Business Practices = MGMT 4583** By the end of this course, students will be able to: - Understand the impact of culture awareness on the corporate success - Foster the necessary consciousness to operate effectively in the field of international negotiation - Assimilate and apply contemporary theory on cultural difference and learn to decode complex intercultural situations

**OPTIONAL COURSES\* (6 ECTS) (3 Credits US)**

**Luxury Marketing Luxury = MKTG 399t** – accessible to few, desirable by many. This course will allow students to better understand the general premises of marketing luxury brands and products, theconsiderations required for this type of activity, and the implications of the current market environment on luxury initiatives. Using case studies and real world examples the economic, marketing, and emotional dimensions of luxury will be reviewed.

**Auditing & Risk Management Practices = ACCT 399t** With the cooperation of: Price Waterhouse Coopers, Ernst & Young Audit, Deloitte & KPMG and MAZARS Objectives • Get to know the world of auditing: what is auditing? What do auditors do? What are the main auditing standards? How is an audit carried out? What is involved in an audit, and what is its context? • Study the role of internal control and of corporate governance in risk management. • Better understand the current financial situation: financial scandals, crises, harmonization of accounting standards

**Strategy & Entrepreneurship = MGMT 3933** This course is designed to provide students with the understanding of entrepreneurship through the analysis of both the role of entrepreneurs in the society and challenges related to creating new ventures, including evaluating the entrepreneurial opportunity, the business model, business plan, financing options, and growth perspectives. Concepts, skills, attitudes and know-how relevant for creating and setting a venture as well as the preparation of a business plan are covered. The course is framed in terms of new ventures, but skills developed are not restricted to new or growing enterprises. The course also seeks to assist students to understand how to convert strategic intentions into reality, whatever the kind of activity under consideration (for profit or not-for profit).

**2nd & 3rd year Bachelor students can do the Int'l Bachelor program (4 mandatory courses & 1 elective). This program runs from Jan to June each year.**

**Your 4th year Bachelor & Master students can take courses from the Master list. These courses run all year, from September to June.**

**Master List Course Selection (English courses)**

1. ENGLISH IMP 45 Sept 19 - 30 W29E - International Business 6 = MGMT 4583
2. ENGLISH IMP 27 Sept 19 - 23 W01E - Global Marketing 3 = MKTG 4633
3. ENGLISH IMP 27 Sept 26 - 30 W03E - Market Place Simulation 3 = MKTG 399t
4. ENGLISH Sup de Co 45 Sept 19 - Oct 7 GSBC - Strategy and Value n° 1 6 = MGMT 399t
5. ENGLISH IMP 45 October 10 - 21 W32E - Managing Innovation 6 = MGMT399t
6. ENGLISH IMP 27 October 10 - 14 W05E - Cross Cultural Management 3 = MGMT 399t
7. ENGLISH IMP 27 October 17 - 21 W28E - International Trade and Commerce 3 = ECON 4633
8. ENGLISH Sup de Co 45 October 10 - 28 G08E - Real Estate 6 = FINN 3933
9. ENGLISH Sup de Co 45 October 10 - 28 B00E - Doing Business in Britain and the USA (English Language Course) 6 = MGMT 399t
10. ENGLISH IMP 27 Nov 7 - 10 W20E - Strategic Marketing 3 = MKTG 399t
11. ENGLISH IMP 27 Nov 14 - 18 W33E - Entrepreneurship 3 = MGMT 3933
12. ENGLISH IMP 27 Nov 7 - 10 W22E - International Business Law 3 = BLAW 399t
13. ENGLISH IMP 27 Nov 14 - 18 W27E - Sustainable Development & Ethical Strategies 3 = MGMT 399t
14. ENGLISH IMP 27 Nov 7 - 10 W04E - International Performance Management 3 = MGMT 399t
15. ENGLISH IMP 27 Nov 14 - 18 W23E - International Investment & Portfolio Management 3 = FINN 399t
16. ENGLISH Sup de Co 45 Nov 2 - 23 J04C - Individual Self Development 6 = MGMT 399t
17. ENGLISH IMP 27 Nov 28 - Dec 2 W21E - Fundamentals of Environmental Finance 3 = FINN 399t
18. ENGLISH IMP 27 Dec 5 - 9 W06E - Applied Business Forecasting 3 = FINN 399t
19. ENGLISH Sup de Co 45 Nov 24 - Dec 14 G87E - Marketing B to B 6 = MKTG 3433
20. ENGLISH Sup de Co 45 Nov 24 - Dec 14 G78E - Behavioral Finance 6 = FINN 399t
21. ENGLISH Sup de Co 45 Nov 24 - Dec 14 M25E - Scenario Planning 6 = MGMT 399t
22. ENGLISH IMP 45 Jan 9 - 20 W14E - Business Ethics, Corporate Governance & Professional Responsibility 6 = MGMT 4243
23. ENGLISH Sup de Co 45 Jan 9 - 27 H05E - Indian Business System 6 = MGMT 399t
24. ENGLISH Sup de Co 45 Jan 9 - 27 G77E - International Banking 6 = FINN 499t
25. ENGLISH Sup de Co 45 Jan 9 - 27 M23E - Operation Management 6 = ISYS 399t
26. ENGLISH Sup de Co 45 Jan 9 - 27 G98E - Islamic Banking and Finance 6 = FINN 499
27. ENGLISH IMP 27 Jan 30 - Feb 3 W35E - Strategy 3 = MGMT 399t
28. ENGLISH IMP 27 Feb 13 - 17 W26E - Marketing Metrics 3 = MKTG 399t
29. ENGLISH Sup de Co 45 Jan 30 - Feb 17 G89E - Marketing and Design 6 = MKTG 399t
30. ENGLISH IMP 27 Feb 20 - 24 W34E -Supply Chain Management 3 = TLOG 3443
31. ENGLISH IMP 27 March 12 - 16 W12E - Value Based Metrics 3 = MGMT 399t
32. ENGLISH IMBA 27 Feb 27 - March 2 M14E – Scenario planning and business strategy : analysing the future to understand the present 3 = MGMT 399t
33. ENGLISH Sup de Co 45 Feb 20 - March 16 G95E - Mergers, Acquisitions and Strategic Alliances 6 = FINN 399t
34. ENGLISH Sup de Co 45 Feb 20 - March 16 M12E - Cross-border cooperation 6 = MGMT 399t
35. ENGLISH IMBA 27 April 2 - 4 G18E - Mergers and Strategic Alliances 3 = FINN 499t
36. ENGLISH Sup de Co 45 March 19 - April 5 M13E - Team Management 6 = MGMT 4253
37. ENGLISH Sup de Co 45 March 19 - April 5 G97E - Option Pricing ans Risk Management 6 = FINN 399t
38. ENGLISH Sup de Co 45 March 19 - April 5 M14E - Approaches to Media and Advertising 6 = MKTG 399t
39. ENGLISH IMP 45 April 10 - 20 W31E - Planned Organisational Change 6 = MGMT 4263
40. ENGLISH IMBA 27 April 10 - 13 M03E - Services Marketing 3 = MKTG 399t
41. ENGLISH IMBA 27 April 16 -20 M07E - Retail marketing 3 = MKTG 4433
42. ENGLISH Sup de Co 45 April 10 - May 11 H04E - Business in Europe 6 = MGMT 399t
43. ENGLISH Sup de Co 45 April 10 - May 11 G3AE - Financial Risk Management 6 = FINN 3623
44. ENGLISH IMP 27 May 21 - 25 W16E - International Marketing Management 3 = MKTG 4633
45. ENGLISH IMP 27 June 4 - 8 W17E - Branding & Advertising in an International Environment 3 = MKTG 399t
46. ENGLISH Sup de Co 45 May 21 - June 8 G12E - International supply chain 6 = TLOG 4643
47. ENGLISH Sup de Co 45 May 21 - June 8 M11E - Luxury Hotel Management 6 = MGMT 399t
48. ENGLISH IMBA 27 June 11 - 15 M15E - Multinational Finance 3 = FINN 399t
49. ENGLISH IMBA 27 June 18 - 22 M16E - Financial Derivative Instruments 3 = FINN 399t