



**SCHOOL REPORT 2021 / 2022**

**NEOMA**  
BUSINESS SCHOOL

REIMS · ROUEN · PARIS

Be passionate. Shape the future

# EDITORIAL



“

This past year has been once again very special.

The first highlight was undoubtedly the return of our students to our campuses in September with great fanfare. What a joy to see our campuses reconnect with the student life we love so much.

The second was the opening of our superb new campus in Paris.

The third was NEOMA's constant progression in the rankings, with an average gain of six places over the last five years in the French rankings.

We have also launched several projects this year, particularly in the areas of pedagogical innovation and international development. This positive momentum has been rewarded by a rise in the SIGEM ranking (integration system for French management schools).

The School is now ranked 8th among the schools most popular with preparatory class students.

We intend to capitalise on this positive momentum to continue to innovate and advance even further. Until then, I am very happy to share this 2021-2022 annual report with you. ”

***Delphine MANCEAU***

***Dean***





# A school that is establishing itself among the leaders

*\*Statement from Le Figaro - Business School Ranking - November 2021*

## An increasingly competitive school

Several indicators demonstrate NEOMA's growing appeal among students, such as the constant increase in applicants and the recent EQUIS re-accreditation. With the renewal of this accreditation for a maximum of 5 years, NEOMA confirms its place in the prestigious circle of the 1% of international business schools with triple accreditation (AACSB, EQUIS, AMBA). This re-accreditation validates the relevance of the school's strategic choices and acknowledges their compliance with the best international academic standards.



## NEOMA, 8th most popular school for preparatory students

NEOMA has climbed one place in the SIGEM (integration system for French management schools) 2022 ranking, which is based on the choices made by preparatory school candidates. The school is now ranked 8th among the Grandes Ecoles de Management. In a SIGEM ranking known for its relative stability, this advancement is a strong indicator of the School's growing attractiveness to preparatory school candidates. It is also further evidence of NEOMA's commitment to excellence.





# Constant progress in the rankings

NEOMA has improved or maintained its position in all French and international rankings this year.

## French Rankings

**Le Point**

**5<sup>th</sup>** (+3)

Challenge<sup>s</sup>

**6<sup>th</sup>** (=)

**LE FIGARO  
étudiant**

**7<sup>th</sup>** (+ 2)

**l'Étudiant**

**7<sup>th</sup>** (=)

**Le Parisien**

**7<sup>th</sup>** (=)

## International Rankings

**FT** FINANCIAL  
TIMES

• **Master in Management**

**30<sup>th</sup>** worldwide – **7<sup>th</sup>** in France  
**+10** in 4 years

• **European Business Schools**

**44<sup>th</sup>** worldwide – **9<sup>th</sup>** in France  
**+6** in 5 years

**The  
Economist**

**15<sup>th</sup>** worldwide – **4<sup>th</sup>** in France  
**+4** in 2 years



## Michel-Edouard Leclerc and Delphine Manceau renewed for 4 years



In February 2022, the NEOMA Board of Directors renewed the tenures of Michel-Edouard Leclerc as President and Delphine Manceau as Dean, each for a term of four years. Working alongside the School's governance, in particular with the CCI Marne en Champagne and the Rouen Métropole, they will be charged with carrying on the School's development and its forward momentum to establish it firmly among the leading business schools.

## Leaders' conferences: Exceptional gatherings

This year, NEOMA has resumed its tradition of hosting top executives on its campuses. These exceptional gatherings are an opportunity for students to be made aware of the future responsibilities that will soon be theirs and to discuss with great business leaders.



*Jean-Pierre RAFFARIN*  
*President of the Leaders pour la Paix Foundation*  
*and Prime Minister of France from 2002 to 2005*



*Frédéric DUVAL*  
*CEO Amazon France*



*Alexandre BOMPARD*  
*President-CEO Carrefour*



*Jean-Marc GALLOT*  
*CEO Veuve-Cliquot, MiM '88 Graduate*



## Laurent Kleitman, CEO of Parfums Christian Dior, Class Sponsor in 2021-2022

What a chance for our students of the Master in Management to have Laurent Kleitman, CEO of Parfums Christian Dior and NEOMA MiM '88 graduate, as a sponsor of their class. He spoke on the Reims campus in September, and shared the great values that have guided his career. He also came to Rouen in January and took part in a round table on the themes of management in times of crisis, French know-how, diversity and equal opportunity.

In June, Kleitman also invited our students to discover the Paris headquarters of Parfums Christian Dior during an event organised especially for them. They had the privilege of attending a presentation of the House's activities and shared ideas with NEOMA graduates working for this famous luxury brand.

This unique encounter was also an opportunity to discover the mysteries of perfumery through Francis Kurkdjian, Director of Perfume Creation at Dior, who explained his creative process. The students were then able to discuss with Kleitman, who took the time to answer each of their questions.



## Organisation of the Rouen Human Rights Festival

Co-organised in October 2021 by the Institut de Relations Internationales et Stratégiques (Institute for International and Strategic Relations or IRIS), NEOMA Business School, the Métropole Rouen Normandie and the Rouen Metropolitan Chamber of Commerce and Industry (CCI Rouen Métropole), the event was open to the general public in Rouen and surrounding areas, as well as to high school and university students.

The festival was structured around four thematic round tables led by experts and dedicated to the issues and challenges of human rights. In addition to the round tables, visitors were able to participate in an NGO forum bringing together national and international human rights organisations.

This event took place in the framework of the partnership between IRIS and NEOMA.



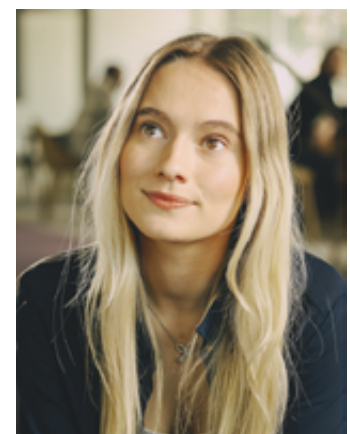
« This new citizen meeting has contributed to information and reflection on the fundamental issues of human rights, which deserve intellectual and civic mobilisation. This event aimed to allow open and respectful debates on issues that are essential to the smooth running of the world, fed by exchanges between experts and the public ».

*Pascal Boniface, IRIS Director*

## NEOMA on major French television channels

This year, for the first time, NEOMA chose to broadcast on television for a several weeks long campaign. This communications initiative responded to a dual challenge: to establish the School as a leader in its market and to invest in television, a medium that is not often used in the higher education sector.

The campaign, driven by a highly rhythmic production, developed a message of proof of two major pillars: employability and international experience. Broadcast between May and July on targeted television channels, it consisted of two 20-second spots, shot with NEOMA students on the School's three campuses.





# Campus

## Opening of a new campus in Paris in September 2021

This real estate project, with an investment of around 80 million euros, allows NEOMA to own its campus for the first time in its history. The new campus aims to serve the School's development objectives by enabling it to expand its range of programmes in Paris. 1,200 students have been welcomed to this new campus since September 2021.



With a surface area of 6,500 m<sup>2</sup> located in the Butte aux Cailles district in the heart of the 13th arrondissement, this ultra-modern campus with state-of-the-art teaching facilities and environmentally-friendly construction is perfectly adapted to the learning methods of tomorrow.

## #150yearsofpassion : NEOMA celebrates 150 years

On Tuesday 28 September 2021, NEOMA officially inaugurated its new Paris campus and celebrated its 150th anniversary. What better way to mark the occasion than with a brand-new campus in the heart of Paris? Immense pride, emotion and the pleasure of being together... all this and more was felt on rue Vandrezanne that day.

Symbolising the link between the School and its graduates, Delphine Manceau and Ilan Benhaim, co-founder & Partner at Veepee and President of NEOMA Alumni, cut the birthday cake together: 150 years of innovation, openness, excellence, internationality and above all, 150 years of passion!



# Construction of a new campus in Reims

This future campus, located in the Port Colbert district, will open in September 2025 to accommodate 4,700 students on a unique site, replacing the two current Reims campuses.

More than forty architecture firms having already developed large-scale projects in higher education competed for the design of this new space. The Danish firm HENNING LARSEN was chosen for its project combining innovation, respect for the environment and a focus on student life.

The project has several assets, including a strong visual identity that will make the campus clearly recognisable: it brings together several striking identity elements such as a large hall that places the student at the heart of the building. The use of wood and glass is also emphasised to promote conviviality and brightness in the spaces. Several easily accessible green spaces are planned for the interior and exterior of the campus.

This new space will offer a wide range of programmes: undergraduate programmes, the Master in Management, Masters of Science, the doctoral programme and continuing education activities.







In line with the School's strong commitment to sustainability, the future site in Reims aims to be a leading example of sustainable architecture, with internationally recognised certifications such as LEED, WELL and E+C. The project also places the health and well-being of students and employees at the heart of its design.

Work will start in spring 2023. This building project is the next step in the growth strategy to which NEOMA is committed, with a strong ambition for its campuses. As the owner of this new campus, NEOMA will be responsible for investment in this real estate project.

The Rouen campus will also be the subject of a large-scale project to be defined in the coming months.



# International

## A strategy built upon two pillars: “Strong & Relevant”

On the international front, NEOMA has always defended 5 strategic priorities:

- 1 - A network of recognised partners who are universities of excellence in their country.
- 2 - Local immersion.
- 3 - A wide variety of destinations.
- 4 - A rich offer of international double degrees.
- 5 - A variety of student experience formats.

Thanks to its ambitious international strategy, NEOMA now boasts the largest network of business schools in France. Renowned institutions such as the Indian Institutes of Management (Ahmedabad, Bangalore, Calcutta); Tsinghua University; University of California, Berkeley; Università Bocconi; Erasmus University Rotterdam; Copenhagen Business School; IE Business School and University of St. Gallen, among others, are part of the network.



**400** partners in **61** countries :  
The largest network of  
business schools in France

## CESEM: 11 prestigious double degrees for the Americas Track

This year, four new partners are joining CESEM's Americas Track. In total, eleven institutions, some of the best in their countries, allow NEOMA students to attend prestigious universities and schools and to benefit from the expertise of the finest professors:



### United States

Knauss School of Business, University of San Diego, California  
The Peter J. Tobin College of Business, Saint John's University, New York  
State University of New York at Oswego, New York  
Poole College of Management, North Carolina State University, North Carolina  
The Martha & Spencer Love School of Business, Elon University, North Carolina



### Canada

Goodman School of Business, Brock University, Ontario  
Sprott School of Business, Carleton University, Ontario  
John Molson School of Business, Concordia University, Quebec  
Université Laval, Quebec



### Brazil

Fundação Getulio Vargas (FGV EAESP), São Paulo



### Mexico

Universidad de las Américas Puebla (UDLAP), Puebla



## “Global Incubator” Track: A student’s travel diary in Hong Kong

In the first semester of 2022, Eléonore Mathieu went to Hong Kong for an exchange with Hong Kong Baptist University as part of the "Global Incubator" track offered within the Master in Management programme. Among other things, the programme included courses in entrepreneurship, work sessions the university's incubator and a complete immersion in a very different entrepreneurial culture. Eléonore kept a travel diary of her experience, here are a few excerpts:

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Hong Kong is a surprising city full of opportunities, especially for me. Indeed, I have always wanted to work in the food and culinary industry and I have never felt as inspired as I do now.

This is a complete change of scenery. In my neighbourhood across from Hong Kong Island, there are very few Westerners or other foreigners. I am living a 100% immersive experience with all the benefits one can imagine, as I am one of the few French people here!

The professors are very kind and don't hesitate to offer their help or advice on our entrepreneurial projects. After a meeting with one of the managers of the HKBU incubator, we set up a weekly meeting to follow the progress of my project.

Hong Kong is a complex city mixing tradition and modernity, and my European eyes can't grasp all the subtleties of the Chinese and Hong Kong culture, especially when it comes to the local entrepreneurial spirit. I am very lucky to be able to surround myself with ‘serial entrepreneurs’ who have already proven themselves here.

I've also figured out what kind of entrepreneur I am and have really honed in on what I want to do next. There are several competitions for start-up projects organised regularly at the university, about one per month, with the prize being a financial investment in the project or an incubation.

I realise every day how lucky I am to have been able to join this unique educational experience! You can feel how important it is to give students the chance to test their creativity and determination. This new setting, these new relationships and this optimism have been very helpful to me. I know now that entrepreneurship in the food industry is definitely for me. I've decided that I want to learn as much as possible about the restaurant business, from the best, so that I can then launch myself into entrepreneurship. Today, a one-year fixed-term contract is waiting for me in a restaurant group in Hong Kong.

”



## The second year of NEOMA’s Global Executive MBA begins in China



At the end of September 2021, the participants of the second cohort of NEOMA's Chinese GEMBA met in Shanghai for the launch of their programme. Participants are experienced executives from different sectors (energy, IT, telecommunications, finance, etc.) or entrepreneurs wishing to develop their managerial and leadership skills with a view to stepping into senior management positions. They follow the same programme as the participants of the GEMBA France Track and common seminars and workshops are planned on the NEOMA Virtual Campus, thus promising rich and varied multicultural exchanges.

## With NEOPEDAGOGIE, NEOMA launches the teaching methods of tomorrow

Distance learning in its various forms was widely implemented in all courses during the pandemic-related lockdowns. NEOMA wanted to learn from this experience and conducted retrospective in-depth interviews with over 140 professors and students.

The study, entitled NEOPEDAGOGIE, was also based on an analysis of practices adopted in the world's leading institutions and identified where each teaching format was most effective for learning.

Based on these findings, NEOMA is introducing new teaching models and related innovations at the start of the 2022-2023 academic year. These models combine the complementary advantages of in-person, synchronous and asynchronous distance learning.

These methods also make it possible to prepare students for:

- Remote work, which is increasingly present in the corporate world
- Lifelong self-learning
- Group work
- Online creativity sessions

In addition, NEOPEDAGOGIE identifies the key characteristics of a “next generation” course, in line with the expectations of today's youth. Several innovations rethink classroom dynamics and the role of the instructor.

- What do they have in common?
- Greater interaction
- Personalised learning
- ‘Scripted’ courses

## Interactive Learning

The challenge of this new teaching format is to maximise engagement and learning by combining three teaching tools: interviews with experts, interactive content and a "web series" approach in which the student can shape the course storyline. In this format, the student is cast in a specific role (e.g. Chief Digital Officer) and acquires knowledge in a fun way, as he or she makes decisions and completes tasks (analyses, calculations, recommendations, etc.).





# How do you find the right balance between human contact and technology, teacher and coach, team spirit and personalised courses?

Haithem Marzouki, Director of Innovative Pedagogy at NEOMA Business School, answers this question.

“

## ***Have you found the right mix between in-person and distance learning (synchronous or asynchronous)?***

We don't oppose either of these teaching methods, both have proved that they have a lot to offer for our students. At NEOMA, we will always keep a minimum of 60% and up to 80% of our courses in the classroom. We consider that the proportion of online activity should evolve according to two main parameters: the maturity of the student and the nature of the proposed activity.

For example, a first-year student will have a maximum of 20% of distance learning courses: he is not yet ready for it and is not sufficiently independent. More importantly, at this stage of his life, school is there to impart a mindset, methods and experiences. However, the student must learn to master the tools of remote learning, which will gradually take on more importance as his studies progress. In the long run, he will feel completely at ease in both in-person and distance learning... Just like in the workplace.

Conversely, a final year student doing a work-study programme needs a great deal of flexibility in terms of time and location and may have up to 40% of his or her courses conducted remotely.

## ***Does this mean that we need to rethink the course format for each class session?***

For each activity, we need to ask ourselves: will it be more effective and relevant online or in the classroom? This means going into the details of each subject, listening first to the instructor: What are their educational objectives? With what resources? Only then does the question arise of the right tools to achieve these goals. In general, we are moving towards a model where students will need to 'learn how to learn'.

## ***The time has come for personalisation. How do you approach this development?***

Asynchronous distance learning has enabled data-driven pedagogy to emerge. The idea is simple: When a student works on a platform that analyses his progress, the instructor can follow the student's evolution. He identifies progress or areas of difficulty, and modifies the course content if necessary.

Pedagogical innovation is therefore not simply a matter of technology; it must aim to improve student success, with or without technological assistance.

”



## Education on the green transition

NEOMA upholds a strong belief that aims to educate students on the complexity of the issues related to "responsible business" so that they can take action and transform both companies and society. Our approach is structured around three ambitions:

- To go beyond good intentions to overcome preconceived notions and find the means to act
- To tackle the dilemmas and train young people on their complexity
- To encourage interdisciplinarity and combine different fields of knowledge in order to grasp these difficult issues as a whole

Within the Master in Management programme, NEOMA is translating this commitment into a new Sustainable Transformation track to be launched at the beginning of the 2022-2023 academic year and completed at the start of the 2023-2024 academic year with the creation of a new Master of Science in Sustainability Transformations. These two new programmes will make the green transition a lever for innovation and positive transformation in the corporate world.

## More than just an introduction to sustainable development

Bioeconomy, circular economy, the green new deal... These are all disruptions that are affecting our society today. Addressing this issue of sustainable transition and preparing students to address this reality in their professional lives is one of NEOMA's key ambitions. This ambition is illustrated in the seminar for students in the second year of the Master in Management programme. *"Our objective is to go beyond a simple introduction to sustainable development and CSR"*, explains Nicolas Béfort, Director of the Chair in Bioeconomy and Sustainable Development at NEOMA.

During this seminar, students can attend several conferences led by high-profile speakers. *"What is striking"*, notes Béfort, *"is that there are as many viewpoints on these subjects within society as there are among students. Certain conferences drew more than 40 questions during the discussions. These questions are extremely complex and there are no ready-made answers. Our aim is to offer students access to the best that is available today in terms of knowledge about environmental issues"*.





# Professional qualifications: Standing out on the job market

NEOMA prepares its students for professional certifications that will allow them to make a difference on the job market. The School offers students the opportunity to train for a professional certification in 60% of its Masters of Science, and will offer students the possibility to prepare for the CFA® (Chartered Financial Analyst) Level III from the start of the 2022-2023 academic year. This certification is considered to be the gold standard for financial analysts and asset managers. By 2024, 100% of NEOMA's MSc programmes will include preparation for professional certifications.

<b>MSc International Marketing and Brand Management</b>	Google Ads Fundamental, Google Product Ads	
<b>MSc Digital Expertise for Marketing</b>	Google Analytics, Google Ads, Facebook Ads, HubSpot Marketing Content	
<b>MSc Wine &amp; Gastronomy</b>	WSET (Wine & Spirit Education Trust) - Level II & III	
<b>MSc International Project Development</b>	Prince2® (Projects IN controlled Environments)	
<b>MSc Business Analytics</b>	Certification in Business Data Analytics	
<b>MSc Supply Chain Management</b>	PMI (Project Management Institute) and Six Sigma Chartered Institute of Purchasing and Supply Management (CIPS)	
<b>MSc Financial Markets &amp; Technologies</b>	FRM (Financial Risk Manager)	
<b>MSc Corporate Finance</b>	Private Equity Wall Street Prep + Bloomberg	
<b>MSc Finance, Investment &amp; Wealth Management</b>	CFA® (Chartered Financial Analyst) - Level I & II	

## NEOMA's virtual campus wins 'Best Innovation Strategy 2022' award from UK accreditation body AMBA



This prestigious international award recognises the most innovative initiatives deployed on the global academic scene. With this award, NEOMA's virtual campus, which was launched in September 2020, has won its third international distinction. This is a major recognition for our virtual campus, but also for the process of educational innovation and digital transformation in which our school has been engaged for several years.

# Faculty and Research

Every year, NEOMA recruits around twenty international professors, young doctors or experienced researchers, all of whom hold (or are in the process of obtaining) a PhD from renowned universities.

The School's faculty  
now comprises:

**203** professors

**72%** of whom are international  
representing **36** nationalities

## Launch of the Areas of Excellence

What is the future of work? How to build a better world? How to turn complexity into a business advantage? How can we successfully integrate artificial intelligence and data science technologies?

In 2021, NEOMA structured its research around four Areas of Excellence to provide answers to contemporary challenges. Today, these Areas have more than 300 research projects underway, supported by some twenty local or national funding bodies.

## Success of the first “Sustainable Finance” conference

Last May, renowned academics from all over the world gathered on the NEOMA campus in Paris for the first conference on sustainable finance organised by the School's Finance Department and the "Finance for Good" sub-area of the "The World We Want" Area of Excellence.

This first edition was a great success, with in particular the keynote speech of Dr. Jean-Charles Rochet, an internationally recognised specialist in financial economics, on why companies distribute green bonds. Academics and professionals from Belgium, the Netherlands, Spain, Switzerland, the United States, the United Kingdom and France joined NEOMA professors to participate in this exciting discussion forum, exchange with colleagues, receive feedback on their work and enjoy a valuable final panel.

A growing research output with:

Number of research papers

**X 2,5** in **5** years

## Gilbert Cette joins NEOMA faculty

French economist Dr. Gilbert Cette joined the NEOMA Faculty in January 2022. A major player in the public debate on economic issues and a columnist for Les Echos, Cette chairs the French government-appointed group of experts on minimum wage. A former member of the Conseil d'Analyse Economique (CAE), he is a leading authority on labour market, growth and productivity issues. Very present in the media, Cette has a high-quality research output and is published in the best international academic journals.





# Student support

## Employability: A restructured "Career" approach

As the employability of its students is NEOMA's top priority, the School is constantly striving to improve its career services. In 2022, this meant recruiting five sector experts and introducing a new career planning course which is offered in all programmes and can account for up to 300 academic hours over three years for the Master in Management programme, for example.



The average time spent looking for a job at NEOMA is **1 month.\***

\*NEOMA Young Graduates Survey 2021

## Student well-being is more crucial than ever

Four years ago, NEOMA inaugurated its Wellness Centre dedicated to the well-being of its students. Today, the strategic dimension of student well-being is at the heart of the conclusions that the School has drawn from the pandemic and remains a reality even after the health crisis. As a result, the service now employs eight people across the School's three campuses and offers a wide range of services: consultations with nurses and psychologists, workshops on self-confidence, health, nutrition, sexuality, addiction prevention, etc. The aim of these services is to ensure students' good physical and mental health.



## Promoting diversity and inclusion

For several years, inclusion has been one of the School's top priorities. To ensure that all students have the opportunity to attend NEOMA, an ambitious scholarship scheme is in place to support students from disadvantaged backgrounds.



**34%** of students receive financial aid (grants and apprenticeships)

**+30%** more students supported in **4 years**

## Envie d'Sup and Prépa Rémois: Committed tutors

Cultural trips, company visits, mentoring... the two student societies that promote equal opportunity on the Rouen and Reims campuses support more than 200 secondary school students in their respective areas each year. They belong to the "Cordée de la réussite" label. Their belief? Guidance, self-confidence and higher education go hand in hand with openness, debate and critical thinking !

## NEOMA-Veuve Clicquot: One year of committed partnership

The School and the prestigious champagne house Veuve-Clicquot have just celebrated the first year of their partnership based on shared values of diversity and equal opportunity. The aim? To establish a scholarship so that each year, ten female students from the Master in Management programme can finance their full tuition fees over their three years of study.

"It's really wonderful that a company is supporting us to this extent. And who better than Veuve Clicquot to do so?", says Delphine Manceau. Jacky Lintignat, President of the NEOMA Foundation, also praises this fine partnership: "This is an initiative that I find truly fantastic".



Jean-Marc Gallot, a NEOMA graduate and CEO of Veuve Clicquot, recalls the strong historical values of the champagne house to the scholarship recipients: "At Veuve Clicquot, we carry the spirit of the extraordinary woman that was Madame Clicquot. She had this determination and audacity that I hope will inspire you and mark your professional careers".

## Students earn the Handimangement label

A group of NEOMA students volunteered to take part in this certification, which aims to train them to help integrate people with disabilities into the workplace.



## 30th edition of the Challenge Ecricome: NEOMA wins both the sporting and ambiance titles

The historic sports competition bringing together 2,500 students from NEOMA, KEDGE, EM Strasbourg and Rennes School of Business took place in April. This major student event (the third largest student sports event in France) marked its return after a two-year hiatus due to the health crisis. For four days, 2,500 students competed in eight different sports, on the fields and in the stands with bands and parades. With the sporting trophy for Reims and the ambiance trophy for Rouen, our students were the big winners!



## Magnificent graduation ceremonies at the Zénith de Paris

On Saturday 11 June, the graduation ceremonies were finally held in person after a two-year absence. For the first time, all the programmes were assembled in a single day, with 3,400 people attending in the morning and 4,700 in the afternoon. Several speeches punctuated the ceremonies, including inspiring speeches by Ilan Benhaim, President of NEOMA Alumni and co-founder of Veepee, and Nathalie Roos, Managing Director of Ekaterra (Lipton) and NEOMA administrator. Organised as a veritable show, with a jumbo screen, concerts and choreography by our talented students, this event was greatly appreciated by the young graduates and their families.



## Creation of the E-to-B Department

Many firms are active in business-to-business commerce, an explicit term that the School wanted to adapt to its work in education. The DGA Education-to-Business thus aims to further strengthen the already strong ties between NEOMA and the corporate world.

This newly created Department is headed by Romuald Gallet, who joined NEOMA at the start of the 2021-2022 academic year. It has nearly 70 employees and is organised into four complementary divisions: Executive Education, Corporate Relations & Fundraising, Talent & Career Centre, and Startup Lab (incubators and accelerators).

Interview with Romuald Gallet, Associate Dean Education-to-Business:

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***In what way is professional education a key component of a management school that is also known and recognised for its post-secondary education?***

Today, we are living in a very favourable climate for the development of lifelong learning. We have moved from a world of knowledge to a world of skills. Given this context, we need to respond to this new paradigm and provide value to all stakeholders: learners, companies and professional organisations. This is equally valid for both post-secondary and continuing education. Continuing education is a key component of what a management school offers because it gives us the opportunity to identify the market's needs in terms of new skills while also allowing us to respond and even anticipate them by drawing on our research.



***Which companies does NEOMA work with in continuing education?***

We work with large groups such as Groupama or Ferrero at a national level, but also with local firms. For example, I can mention the customised training offer that we have developed with Crédit Agricole Nord Est, called "Filières Managers", which is offered to employees in management positions or those preparing for future management positions. More than 50 employees have benefited from this training since 2018. We also provide certification programmes to training organisations like Provale, which works to help professional rugby players make the transition to a new career.

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# Companies at the heart of our programmes

With over 1,000 partners in France and abroad, NEOMA puts firms at the heart of its development strategy. They are involved in all our programmes and can take part in courses, recruitment events or support our incubators.

## NEOMA in figures:

### 3 campuses

Reims, Rouen and Paris  
+1 virtual campus

### 3 international accreditations



### 700 faculty and staff

Gender equality index  
(Women to men): 81/100

### STUDENTS

10,000 students

35% international students

34% of students receive financial aid  
(scholarships and apprenticeships)

### STUDENT ORGANISATIONS

90 organisations

850 active students

3.2 million euros annual budget

### ACADEMIC PARTNERS

400 partner universities  
in 61 countries

88% accredited partners

### FACULTY AND RESEARCH

203 core faculty

72% international  
faculty-researchers

86% of articles published  
in international journals

### NEOMA ALUMNI

68,700 graduates

Ranked 5<sup>th</sup> among French business  
schools for satisfaction with  
the alumni network  
(L'Etudiant ranking 2021)

### CORPORATE RELATIONS AND CAREER SUPPORT

1,700+ individual student  
appointments per year

5 internship offers per student  
on average

6,000 internships each year  
with an average duration to  
find a job over NEOMA < 1 MONTH

### INCUBATORS

Created in 2011  
Present on the 3 campuses

Over 200 start-ups  
launched since 2011

### SPECIALISED ACCELERATORS

2 specialised accelerators:  
Mobility (Rouen)  
and EdTech (Reims)

14 start-ups accelerated  
each year

# NEOMA

BUSINESS SCHOOL

REIMS • ROUEN • PARIS

Be passionate. Shape the future

**CAMPUS DE REIMS** • 59, rue Pierre Taittinger - CS 80032 - 51726 Reims Cedex  
**CAMPUS DE ROUEN** • 1, rue du Maréchal Juin - BP 215 - 76825 Mont-Saint-Aignan Cedex  
**CAMPUS DE PARIS** • 6, rue Vandrezanne - 75013 Paris

[www.neoma-bs.fr](http://www.neoma-bs.fr)

