

NEOMA Business School 法国诺欧商学院



NEOMA

WHEN TALENTS
MEET EXPERTS
伯乐相马，爱才如渴



Doctorate of Business Administration
工商管理博士 DBA
Doctorate of Business Administration in Finance
工商管理金融方向博士 FDBA

NEOMA



3 international accreditations
三大国际认证

+ 57,200 graduates
57200 毕业生

590 employees
590 员工

9500 students
9500 学生

100 nationalities
100 国家

150 full-time professors
150 全职教授

3 campus :Rouen, Reims et Paris
3 个校区:鲁昂、兰斯和巴黎

1200 Intervenants professionnels
1200 个专业讲师

1 reseau de plus de **55000** diplômés en France et dans le monde entier
1 个由55000余名毕业生在法国及全球范围内组成的校友网

300 partenaires internationaux dans **75** pays
300 个国际合作伙伴在 75 个国家/地区

200 entreprises partenaires Un large portefeuille de programmes, du Bachelor à l'Executive Education.
200 家企业合作伙伴从本科到高级管理的广泛课程组合

MORE THAN 150 YEARS OF HISTORY

NEOMA Business School was born in 2013 from the alliance between the Reims and Rouen schools, two schools that have existed since 1928 and 1871 respectively. It is from these 150 years of combined history and expertise that NEOMA BS. draws its strength.

Since their foundation, the two schools have been built upon the same common values:

> A strong, close connection with the corporate world; Internationally-oriented ambitions that retain a strong regional connection.

> Academic recognition confirmed by three international accreditations (EQUIS, AACSB and AMBA).

Marketing, Finance, Commerce, Supply Chain... for these disciplines and many more, NEOMA Business School has demonstrated its expertise through its research and education programmes, of which the exceptional careers of its thousands of graduates offer the ultimate proof.

The heart of our profession and purpose has remained the same for more than 150 years: to provide advanced knowledge to students through the many courses offered on a wide range of disciplines related to management sciences.

超过150年历史

诺欧商学院由兰斯高等管理学院（成立于1928年）和鲁昂高等商学院（成立于1871年）于2013年合并而成。依托学院150年的综合历史和专业能力，诺欧商学院汲取了优势。

自建校以来，两所学院始终秉持相同的价值观：

- 与企业界保持强有力的紧密联系；
- 保留强大区域性连接的国际化理想
- 三大国际认证（EQUIS，AACSB，AMBA）。

诺欧商学院通过研究和教学，在诸如市场营销，金融，商业，供应链等多个学科领域展示了其强大实力，其数以千计的毕业生也用优异的职业发展证明了这一点。

150多年来，学院的核心和目标始终如一：即通过管理领域多样化的学科课程，为学生提供前沿的知识。



ROUEN 鲁昂	REIMS 兰斯
1871 Creation of Rouen School 1871 年鲁昂学校创立	1928 Creation of Reims School 1928 年兰斯学校创立
1987 The Rouen and Reims schools join forces to create a standardised entrance exam: ECRICOME 1987 鲁昂和兰斯两所学校联手创建标准化入学考试：ECRICOME	
2002 First EQUIS accreditation 2002 年 EQUIS 首次认证	1999 Reims School becomes Reims Management School 1999 年兰斯学校成为兰斯高等管理学院
2009 First AMBA accreditation 2009 年 AMBA 首次认证	2000 First EQUIS accreditation 2000 年 EQUIS 首次认证
2009 Rouen School becomes Rouen Business School 2009 鲁昂学校成为鲁昂高等商学院	2006 First AMBA accreditation 2006 年 AMBA 首次认证
2009 Rouen Business School and Reims Management School join forces to create Paris Executive Campus (Paris campus dedicated to Executive Education) 2009 鲁昂高等商学院和兰斯高等管理学院联手创建巴黎高级管理教育校区(巴黎校区专为高级管理教育打造)	
2011 First AACSB accreditation 2011 年 AACSB 首次认证	2010 First AACSB accreditation 2010 年 AACSB 首次认证

2013

鲁昂高等商学院与兰斯高等管理学院合并
 Alliance between Rouen Business School and Reims Management School

- February 2014** 1st EQUIS re-accreditation under the name NEOMA Business School
- 2014 年 2 月** 以诺欧商学院名义首获EQUIS重新认证
- March 2014** Launch of the 1st Confucius Institute for Business in France on the Rouen campus
- 2014 年 3 月** 法国第一所商务孔子学院在鲁昂校区成立
- September 2014** Launch of common Master in Management on the two campuses
- 2014 年 9 月** 在两个校区推出联合管理硕士
- January 2015** 1st AMBA accreditation under the name NEOMA Business School
- 2015 年 1 月** 以诺欧商学院名义首获AMBA认证
- March 2015** Creation of the International Advisory Board
- 2015 年 3 月** 设立国际咨询委员会
- October 2015** Launch of NEOMA Business School Centre for Leadership & Effective Organisations on the Reims campus
- 2015 年 10 月** 在兰斯校区成立诺欧商学院领导力 & 有效组织中心
- April 2016** 1st AACSB accreditation under the name NEOMA Business School
- 2016 年 4 月** 以诺欧商学院名义首获AACSB认证
- March 2017** EQUIS renewed for 5 years
- 2017 年 3 月** EQUIS 认证更新 5 年期限
- September 2017** Launch of the Global BBA
- 2017 年 9 月** 全球 BBA (工商管理学士) 发布
- January 2018** New legal structure with the transition to EESC status
- 2018 年 1 月** 建立向 EESC 过渡的新法律架构
- March 2018** Launch of NEOMAscope, new Executive Education course
- 2018 年 3 月** 推出NEOMAscope—新型高级管理教育课程

在如今这样竞争激烈的社会，生存下来的人不是那些最强的人，而是那些最能适应潮流的。在今天复杂性已经成为常态，积极性和创新才是解决的方案，NEOMA商学院应势而上，不断更新管理方法并将其置于战略的核心。

These days, it is not the strongest who survives, it's the most adaptable. Turbulence has become the norm, proactivity and innovation, the solutions. It is in response to this new situation that NEOMA Business School renews the managerial approaches and puts them at the heart of its strategy.

— Dean of Neoma Business School



"The best way to predict the future is to create it." Peter Druker
“预测未来最好的方法就是创造未来。”彼得·德鲁克

Our mission :

Teach and guide tomorrow's managers and entrepreneurs, who provide responsible leadership and move beyond the dominant models.

Our vision :

Prove our value by innovative pedagogical methods for training creative and responsible leaders who can adapt continually to an ever-changing global context.

Our values :

In this environment of constant change, four key values are applied daily to guide NEOMA Business School in its activity of educating new generations:

We believe that Open-mindedness is an essential value now more than ever. When engaging with an ever-changing world, curiosity, adaptability, open-mindedness and the desire to innovate stand out as solutions.

Entrepreneurship is of equal importance. It encompasses the ability to take initiatives, develop innovative projects and mobilise the human and material resources to do so.

Respect for others is synonymous with tolerance while maintaining one's critical outlook entailing a sense of moral responsibility and a desire to communicate. In this sense, we do not view it as a passive attitude, but a proactive one. Closely connected with open-mindedness and entrepreneurship, showing respect demonstrates a willingness to engage with others and displays responsible, social behaviour.

Excellence is the common thread running through our performance. We consider "good performance to be the antithesis of excellence. It is for this reason that NEOMA Business School strives each day to improve in all of its endeavours.

Our state of mind: #Humanship

我们的使命：

教育并指导未来的管理者和企业家，使其输出责任领导力，超越现有模式

我们的愿景：

兹以“通过创新的教学方法，培养富有创造力和责任心，且能够不断适应于千万变化全球环境的领导者”来证明我们的价值

我们的价值观：

在持续变化的环境下，NEOMA商学院坚持以4个关键价值指标来引领学校教学活动：

我们相信，“开放思维”比以往任何时候都更重要。在千变万化的世界里，好奇心、适应力、开放思维和渴望创新是脱颖而出的解决方案。

“企业家精神”同样重要，其涵盖了主观能动性，开发创新项目以及调动人力物力资源的能力。

“尊重他人”是宽容的同义词，能够在持批判观点的同时保有道德责任感和与人沟通的欲望。从这种意义上讲，我们并不认为这是一种被动的态度，而是一种积极主动的态度。“尊重他人”与“开放思维”和“企业家精神”密切相关，展现了愿与他人互动的意愿和负责任的社会行为。

“追求卓越”贯穿始终。我们认为“满足优秀”是“追求卓越”的对立面。正因如此，NEOMA商学院日复一日在不断努力精进。

我们的理念：以人为本



一个引领你成为 **学者型企业家** 和 **实践型思想家** 的商学院
An influential business school dedicates in leading you to be a scholarly entrepreneur and practical thinker.

In order to adapt to the development of globalization, future leaders need multiple skills to deal with the economic and financial globalization. In addition to outstanding personal leadership, they also need to consider the expectations of other stakeholders, no matter these expectations are from clients, employees, business partners or the society. Leaders must be innovative in their strategic and operational decisions to achieve the ultimate economic benefit. As a rising world power, China's economy and finance are increasingly integrated into the global system. The reshuffling of the global economy has given China economic challenges and opportunities. China's financial reform and development will become an important engine for China's economic reconstruction.

In this context, the Doctorate of Business Administration (DBA) and the Doctorate of Business Administration in Finance (FDBA) projects come into the picture.

The Doctorate of Business Administration (DBA) program is designed to develop a methodology system for students to observe and solve business problems. The project will provide students with a close-up view of business management events worldwide, while providing localized vision and learning process as well. In this way, we are devoted into making our students better business managers and industry leaders.

The Doctorate of Business Administration in Finance (FDBA) program is an international professional financial business administration doctoral program featuring finance and globalization, financial technology and innovation. The curriculum of the FDBA program combines the depths of financial and theoretical research. This combination ensures that the students can comprehensively grasp the financial expertise and construct their theory framework.

In addition to the domestic courses, our learning venues have also expanded to a global scale. Students will have the opportunity to join the academic exchange programs and field visits in the well-known institutions and top companies across Asia, Europe and America.

为了适应全球化的发展，未来的领导者需要应对经济和金融全球化的多项技能，除了出色的个人领导能力之外，他们也需要综合考虑众多利益相关者的愿望，无论这些愿望来自客户，员工，业务合作伙伴，还是整个社会，他们必须在战略和运营决策中不断创新从而实现最终的经济效益。中国作为正在崛起的世界大国，经济和金融日益融入全球体系，全球经济的重新洗牌同时给予了中国经济挑战和机遇。中国金融改革和发展将成为中国经济结构转型的重要引擎。

在这样的背景下，诺欧工商管理博士（DBA）和诺欧金融工商管理博士（FDBA）项目应运而生。诺欧工商管理博士（DBA）项目旨在培养学生观察和解决商业问题的方法论体系，项目在提供本土化的视野和学习过程的同时，还将带领学生近距离的观察整个世界范围内的商业管理事件，从而将其打造成更加卓越的商业管理者和行业领军人。诺欧金融工商管理博士（FDBA）项目是以金融和全球化为特色、金融科技和创新为主题的专业性国际金融工商管理博士项目。FDBA 项目的课程设置兼具金融和理论研究的深度。这样的配置可以确保学员系统全面的掌握金融专业知识，同时构建知识理论框架。除了国内课程之外，我们的学习场地也扩大至全球范围，学员将有机会跨越亚欧美三洲各地的知名院校和顶级企业进行学术交流和实地参访。

Study at

NEOMA Business School

you will

诺欧商学院的收获

在兼具学术与实践水平的世界级商学院求道

Study in a world-class business school with academic and practical level

在成熟的世界金融发展中心拓宽行业视野

Broaden your industrial vision at the mature financial center of the world

在跨越式可持续性发展模式下成为引领者

Become the leader under the leap-type sustainable development mode

在中西方资深教授指导下成功完成个人蜕变

Succeed in personal transformation with senior professors' guidance

NEOMA, Bridging You and World

诺欧，连接你与世界





In July 2018, Delphine MANCEAU, the Dean of Neoma Business School, was appointed the Chairman of the AACSB European Advisory Committee, an international business school authority. AACSB is the most leading US authoritative certification organization for higher management education programs. It was born in Harvard University in 1908. It has been nearly a hundred years old. Among the top three crowns, the AACSB is the oldest and the most valued certification. AACSB-certified business school is regarded as the first-class business school. Among the three certifications, AACSB certification takes 5-7 years for authorization, which is the reason that international business schools regard AACSB certification as the highest honor. It should be noted that not all AACSB members have obtained AACSB certification. Only the members that meet the "certification standards" are called "certified members". There is only 5% of the world's business schools who have obtained this elite certification. The AACSB International certification system is strict with high standards, thus it is recognized worldwide.

法国诺欧商学院院长，戴尔芬·芒索2018年7月被任命为国际商学院权威认证AACSB欧洲咨询委员会的主席。AACSB是针对高等管理学教育项目的最具主导性美国权威认证机构，它于1908年工商管理硕士（MBA）诞生于美国哈佛大学，至今已有近百年的历史。三顶皇冠中当数AACSB资格最老、含金量最高，获得AACSB认证的商学院也随即被视为教学质量一流的商学院。因为三项认证中，AACSB平均认证时间需要5-7年，这也是为什么国际商学院把AACSB认证看作是商学院最高荣誉的原因。需要注意的是，并非所有AACSB会员单位都取得了AACSB认证，只有达到“认证标准”的会员单位才被称为“认证会员单位”，全世界仅有5%的商学院取得了这项精英认证。AACSB International 教育认证制度之严、标准之高、冠居全球，世所公认。

诺欧商学院

三大国际认证

The Three International Accreditation of NEOMA

The internationally triple accredited business schools (also known as the Triple Crown Accreditation) refer to those schools accredited by AACSB (The Association to Advance Collegiate Schools of Business), EQUIS (EFMD Quality Improvement System) and AMBA (The Association of MBAs). Currently, less than 1% of business schools worldwide receive triple certification. Neoma Business School is accredited by EQUIS, AACSB and AMBA, so it is also known as the "Triple Crown" certified business school. The three international certifications of EQUIS, AACSB and AMBA are different and complement to each other.

三大国际认证的商学院（又称三冠认证），是指同时被AACSB（美国国际商学院联合会）、EQUIS（欧洲质量发展认证体系）及AMBA（英国工商管理硕士协会）所认证的商学院。目前，在全球也只有不到1%的商学院获得了三重认证。诺欧商学院同时获得EQUIS，AACSB和AMBA的认证，因此它也被称为是“三冠王”认证的商学院。其中EQUIS，AACSB和AMBA三项国际认证的性质各不同，相互补充。

The Association to Advance Collegiate Schools of Business (AACSB) is the world's largest business education alliance and is internationally recognized as a hallmark of quality reserved for the world's best business schools.

国际商管学院促进协会（AACSB）是世界上最大的商业教育联盟，是国际公认的最好商学院的质量标志。



EQUIS is a global accreditation scheme granted and run by the European Foundation for Management Development (EFMD), whose mission is to raise the standard of management education worldwide.

EQUIS是由欧洲管理发展基金会（EFMD）授予和运营的全球认证体系，其使命是提高全球管理教育的标准。



The Association of MBAs (AMBA) is the international impartial authority that represents the highest standard of achievement in postgraduate business education and is earned only by the best programs globally.

工商管理硕士协会（AMBA）是国际公正的权威机构，代表了研究生商业教育的最高成就标准，并且只有全球最好的项目才能获得。



Worldwide Ranking of NEOMA

诺欧商学院排名

NEOMA Business School is the merger of the world-famous Reims Management School-ESC Reims and the Rouen Business School-ESC Rouen. Rouen Business School is the second founded business school in the history. These two schools were ranked among the top ten business schools in France and were famous for cultivating the world's top business elites. The merged Neoma Business School is one of the largest business school with the strongest research capacity in Europe. With its AACSB, EQUIS and AMBA certifications, NEOMA Business School is ranked among the best European schools, whilst being recognized as a privileged partner to enterprises.

法国诺欧商学院(NEOMA Business School)由世界著名的兰斯高等管理学院(Reims Management School-ESC Reims)和鲁昂高等商学院 (Rouen Business School-ESC Rouen) 合并而成。鲁昂高商是历史上第二所成立商学院,合并前两校均位列法国十大高商,以培养世界高级商业精英而闻名于世。合并后的法国诺欧商学院成为欧洲规模最大、研究实力最强的商学院之一,NEOMA商学院凭借AACSB, EQUIS和AMBA三大认证,跻身欧洲最顶尖的商学院行列,并成为企业的理想的合作伙伴。



法国诺欧商学院为中国教育部认可并推荐的法国商学院,其颁发的证书国际认可。NEOMA Business School is a French business school recognized and recommended by the Ministry of Education of China, and its certificate is internationally recognized.



2019年QS 全球大学排行榜 (QS World University Rankings)

NEOMA BS.诺欧商学院	全法	NO.6
EMBA硕士项目	欧洲	NO.41

2018年度《金融时报》排行榜 (Financial Times)

NEOMA BS.	法国	第8
诺欧商学院	欧洲	第45

NEOMA BS.诺欧商学院	全球	第25
全球金融硕士	法国	第8

2019年《经济学人》排行榜 (The Economist Rankings)

NEOMA BS. 诺欧商学院	全法	NO.4
Master in Management 硕士项目	全球	NO.19

世界大学学术排名 (Academic Ranking of World Universities)

工商管理类	全法	NO.4
	全球	NO.19



NEOMA Business School is one of the few schools to offer a course certified by GARP, the professional Financial Risk Manager certification. This certification is a major asset on the job market. Growing global demand for graduates with risk management skills has prompted NEOMA Business School to cooperate with GARP, the Global Association of Risk Professionals, to create a rigorous academic education in risk management. The GARP partnership is a key element of differentiation in the job market and could help students to succeed in the field of risk management.

诺欧商学院是少数几所提供由GARP认证的课程项目的学校之一, GARP是金融风险管理者的专业认证。GARP认证是就业市场的巨大优势,全球对具有风险管理能力的毕业生需求不断增长,促使NEOMA商学院与GARP-全球风险管理专业人士协会合作,以期在风险管理方向打造高标准的学术教育。GARP合作是就业市场差异化的重要因素,能更好地帮助学生在风险管理领域取得成功。



CFA certification is a real passport in the job market and a career booster. The title of Chartered Financial Analyst-CFA is an international professional certification awarded by the CFA Institute (USA) to rigorously selected schools (5 in France), including NEOMA Business School.

CFA (特许金融分析师)认证是招聘市场的通行证和职业的助推器。特许金融分析师(CFA)头衔由美国特许金融分析师学院颁发给严格挑选的学校(法国5所),诺欧商学院是其中之一。



Referring - Global Experience 借鉴——全球经验

Today's business story can't be simply repeated, because every entrepreneur has a unique start-up story. We are committed to finding every good story across the continents.

今天的商业故事已经不能简单重复了，因为每一个创业者都拥有独一无二的经历，我们致力于在各地寻找每一个好的故事。

NEOMA Global Class will arrange the global classes with the theme of management and finance to provide participants with the opportunity to join in research on global management models and financial markets. In this global class across three continents, Asia, Europe and America, we will take students to visit the world's top three economic and financial centers outside Shanghai. In addition to academic exchanges and experience sharing among the world's top universities and business schools, students will also visit local cooperative enterprises and institutions to interact with international experts and scholars to analyze and study the frontier topics of business management and finance.

NEOMA的全球飞行课堂，将安排以管理和金融为主题的商务飞行计划，为学员提供参与研究全球管理模式及金融市场的机会。此次横跨亚欧美三大洲的全球飞行课堂中，我们将带领学生到上海之外的世界三大经济、金融中心进行参访。学员除了在世界顶级高校和商学院进行学术交流和经验分享之外，也将深入到当地的合作企业及机构，与国际专家学者互动交流，对商业管理以及金融领域的前沿话题进行分析研究。



Experiencing - Frontier Vision 领略——前瞻视野

During the visit to internationally renowned companies, we will not only learn advanced management strategies, but also experience the teaching ideas fostered by different cultures.

参访国际知名企业的期间，我们不仅会学习先进的管理策略，也会去感受不同文化下孕育的教学理念。



Discerning - International Philosophy 洞彻——国际哲学

No matter where it will be, either in the most innovative and dynamic place - America, or the country renowned for historical aristocratic education - United Kingdom, or the romantic life-bearing place - France, we will provide students with perfect research experience according to the characteristics of each country.

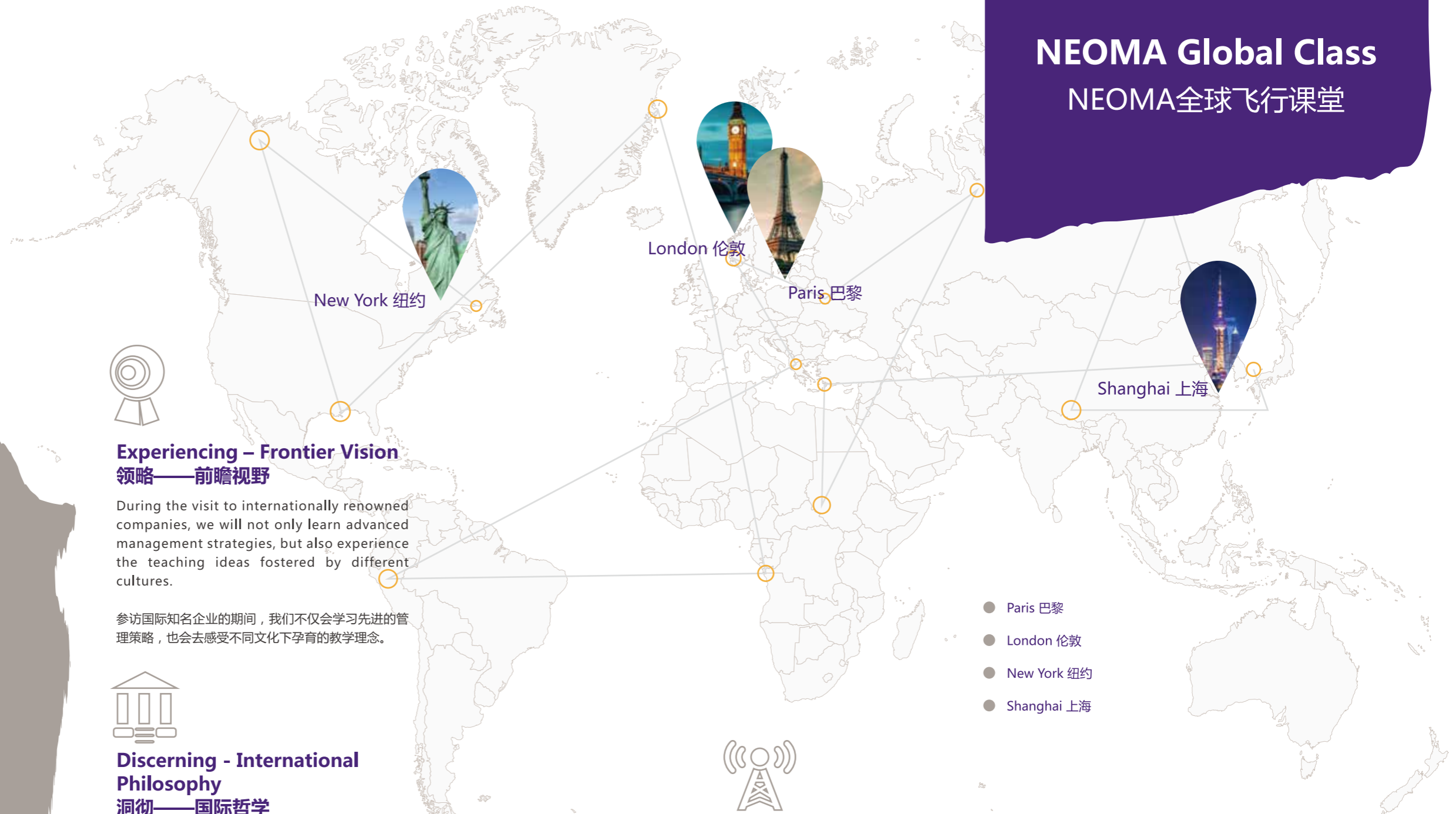
无论是在最富创新活力的美国，还是有历史贵族教育沉淀的英国，或是浪漫承载生活的法国，我们会根据每个国家的特点，为学员提供最完美的研学体验。



Inspiring - Multiple Wisdom 启发——多元智慧

Being able to precisely understand global economy's past, present and future is a basic capability for a business leader with a global perspective. During the visit to prestigious universities and the World Bank, students will participate in the lectures of world leading experts and scholar's exploration and research in the global economy.

正确地了解全球经济的过去、现在和将来，是一个拥有全球视野的商业领导者具备的基本能力。参观名校和世界银行期间，学员将会倾听一流专家学者对世界经济的探讨和研究。



NEOMA Global Class NEOMA全球飞行课堂

- Paris 巴黎
- London 伦敦
- New York 纽约
- Shanghai 上海

CURRICULUM 课程设置

Purpose of DBA 课程目的

Thinking 思考
Research 研究
Practice 实践
Leading 引领

Students are encouraged to question, criticize, and think systematically, and to participate in research and practice in a more positive way. Under the guidance of senior professors of China and abroad, students are expected to dare to doubt the existing environment, and analyze the business environment and countermeasures in depth. As a result, at each stage of life, they can realize the leap-type and sustainable development of "thinking-research-practice-leading", and continue to grow the passion for thinking and become a great business manager.

我们鼓励学员学会质疑、批判以及系统的思考，以更积极的姿态参与到研究与实践过程中。在国内外资深教授的指导下，敢于对现有环境产生怀疑，对商业环境和应对之策能够深度剖析，在人生的每个阶段都能实现“思考-研究-实践-引领”的跨越式可持续发展，成为热爱思考的企业管理者。

Conducting research work on a topic tailored around professional projects under the guidance of our faculty.

Developing analytical skills and leadership qualities.

Becoming an agile and imaginative leader able to adapt in today's particularly complex professional environments.

Growing into a management scholar able to find rigorous solutions to complex business and management questions.

Giving high-level insights in a field of specialization.

在学院专业教授师资指导下，围绕专业课题开展研究工作。培养学生的分析能力和领导能力，使学生成为一个灵活和富有想象力的领导者，能够适应当今特别复杂的职业环境。

通过三年学习，成长为一名管理学者，能够为复杂的商业和管理问题找到严谨的解决方案，在专业领域提供高层次的见解。

Doctorate of Business Administration DBA 工商管理博士

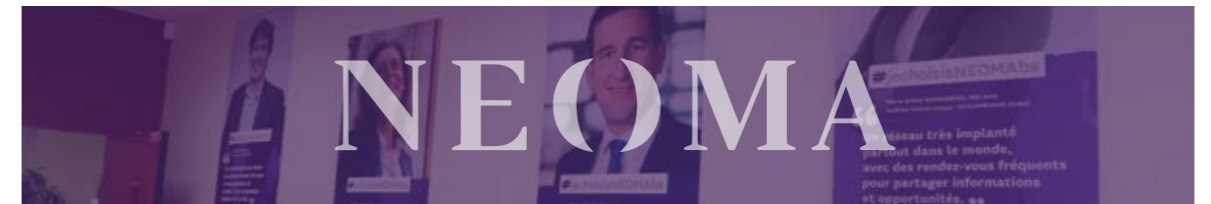
CURRICULUM OF DBA DBA课程设置

The DBA program is a business administration doctoral program tailored for business managers, and aiming at training students into scholarly entrepreneurs and practical thinkers. The curriculum of the Neoma DBA program provides students with a complete and systematic theoretical framework, which consists of research methodology, core courses and thesis workshop.

DBA是为商业管理者量身打造的工商管理博士项目，旨在将学员培养成学者型企业家和实践型思想家。诺欧工商管理博士（DBA）项目的课程设置为学员提供完整和系统的理论框架，课程设置由研究方法论+核心课程+论文工作坊构成。

The standard academic duration is **3** years (part-time), with a total of **10** compulsory courses. Classes are given on weekends. During this period, students are required to complete group assignments, reports, periodic exams, paper writing and paper defence.

标准学制为 **3** 年（不脱产在职学习），共 **10** 门必修课程，周末集中授课。在此期间，学员需完成小组作业，报告，阶段性的考试以及论文的撰写与答辩。



Core Management Courses 核心管理课程

- Introduction to Data Analytics 数据分析导论
- Strategic Management 战略管理
- Research in Organization 组织学
- Managerial Economics and Innovation 管理经济学与创新
- Leadership and Entrepreneurship 领导力与企业家精神

Research Methodology Courses 研究方法课程

- Qualitative Methods 定性研究
- Quantitative Methods-Information System and Managerial Decision Making 定量研究-信息系统与管理决策
- Marketing Research 市场研究
- Research Methodology 研究方法论
- Conduct Research in a Multicultural Environment 在多元文化环境中进行研究

Academic Thesis Guidance 学术论文

- Thesis Workshop 论文工作坊
- Thesis Defence 论文答辩

Doctorate of Business Administration in Finance

FDBA 工商管理金融方向博士

CURRICULUM OF FDBA

FDBA课程设置

The FDBA program is a financial business administration doctoral program tailored for the financial management industry leaders. The curriculum of FDBA program is designed to provide students with a complete and systematic theoretical framework consisting of research methodology, core courses and financial courses.

FDBA是一个专门为金融管理行业领跑者量身打造的金融工商管理博士项目。诺欧工商管理金融学博士(FDBA)项目的课程设置旨在为学员提供完整和系统的理论框架，课程设置由研究方法论+核心课程+金融课程构成。

The standard academic duration is **3** years (part-time), with a total of **15** compulsory courses. Classes are given on weekends. During this period, students are required to complete group assignments, reports, periodic exams, paper writing and paper defence.

标准学制为 **3** 年（不脱产在职学习），共 **15** 门必修课程，周末集中授课。在此期间，学员需完成小组作业，报告，阶段性的考试以及论文的撰写与答辩。

Core Management Courses 核心管理课程

- Introduction to Data Analytics 数据分析导论
- Strategic Management 战略管理
- Research in Organization 组织学
- Managerial Economics and Innovation 管理经济学与创新
- Leadership and Entrepreneurship 领导力与企业家精神

Financial Core Courses 金融专业核心课

- Data Analytics for Finance 金融数据分析
- Global Financial Markets 全球金融市场
- Financial Decision Making 金融决策
- Finance and Law 金融与法律
- Finance Risk Management 金融风险

Research Methodology Courses 研究方法课程

- Qualitative Methods 定性研究
- Quantitative Methods-Information System and Managerial Decision Making 定量研究-信息系统与管理决策
- Marketing Research 市场研究
- Research Methodology 研究方法论
- Conduct Research in a Multicultural Environment 在多元文化环境中进行研究

Academic Thesis Guidance 学术论文

- Thesis Workshop 论文工作坊
- Thesis Defence 论文答辩

Faculty Advantages 师资优势

- International DBA program with a **1:1** ratio of tutor system
- Personalized training, **150** permanent professors, doctoral tutors and teachers leading in the industry
- A comfortable learning atmosphere and environment
- Top **50** European Business Schools on the <Financial Times> for **6** consecutive years

1. 设置为 **1 : 1** 比例的导师体系的国际DBA项目
2. 个性化培养, **150** 名常任教授, 博士论文、导师储备领先
3. 教学相长的学习氛围和舒适的学习环境
4. 连续 **6** 年进入《金融时报》欧洲最佳商学院 **50** 强



Professor Frédéric NLEMVO NDNZUUAU
 Professor and Head of the Department of Strategy & Entrepreneurship at NEOMA BS.
 Research Areas:
 International entrepreneurship, entrepreneurship and regional development, incubators and academic spin-offs, business growth and models, marketing innovations, corporate governance, entrepreneurship and new generations.
 法国诺欧商学院战略与创业系主任, 教授
 研究领域:
 国际企业家精神, 企业家精神与区域发展, 孵化器与学术分拆, 企业成长与模型, 营销创新, 公司治理, 企业家精神与新生代。



Professor Christophe BOUTEILLER
 Professor at NEOMA BS.
 Former head of the Department of Finance, Former Director of Sup de Co Reims, Co-founder and member of the board of Discinnet Laboratories
 Research Areas:
 Financial Evaluation, Entrepreneurship, Cooperations
 法国诺欧商学院金融系教授, 曾任金融系学院院长, 曾担任法国领先的“高等学府”之一 Sup de Co Reims的董事, Discinnet实验室的联合创始人和董事会成员。
 研究领域:
 财务评估, 创业学, 国际合作



Professor Fouad BEN ABDELAZIZ
 PProfessor and Head of the Information Systems, Supply Chain & Decision Making at NEOMA BS.
 Research Areas:
 Multi-criteria Decision Making under Uncertainty, Multi-Objective Optimisation, Optimisation in Supply Chain Management, Supply Chain Management, Portfolio Management.
 法国诺欧商学院信息系统, 供应链管理 & 决策系主任, 教授
 研究领域:
 在不确定因素下的多维度准则决策研究, 多目标优化研究, 供应链管理中的优化, 供应链管理, 投资组合管理等



Professor Hae- Jung HONG
 Assistant professor of global management and strategic human resource management at NEOMA BS. in France.
 Research Areas:
 multiculturals in global organizations, creativity & innovation, knowledge transfer, cross-cultural conflict management, and global talent management.
 法国诺欧商学院全球管理和战略人力资源管理系助理教授
 研究领域:
 侧重于多元文化在全球组织中的角, 创造与创新, 知识转移, 跨文化冲突管理和全球人才管理



Professor Jennifer A. HARRISON
 Professor of Organizational Behavior and Human Resource Management at NEOMA BS. President of the HR Division for the Administrative Sciences Association of Canada.
 Research Areas:
 Gender and diversity in organizations, Positive emotions and deviance.
 法国诺欧商学院组织行为和人力资源管理教授 加拿大行政科学协会人力资源部主席
 研究领域:
 组织中的性别和多样性, 积极情绪和异常行为



Professor Birgit SCHYNS
 PProfessor of Organizational Behavior and Human Resource Management at NEOMA BS.
 Research Areas:
 Leadership and career development and the perception of leadership and exchange theories of leadership, the negative side of leadership, Leadership and research methods.
 法国诺欧商学院人力与组织关系管理教授
 研究领域:
 领导力与职业的发展提升, 领导力的洞察及交流理论, 领导力的消极层面, 领导力与职业的发展提升



Professor Sami ATTAOUI
 Associate Professor of Finance at NEOMA BS.
 Research Areas:
 Modelling of Interest and Inflation Rates, Valuation of Corporate Bonds, Valuation of Derivatives
 法国诺欧商学院金融系副教授
 研究领域:
 利率和通货膨胀率的构模, 公司债券的估价, 衍生品的估价



Professor Ghassen BOUSLAMA
 Professor of Finance at NEOMA BS.
 Research Areas:
 Bank Strategies, Organisational Finance, Bank-SME Lending Relationship,
 法国诺欧商学院的金融系教授
 研究领域:
 银行策略, 组织金融, 银行与中小企业贷款关系



Professor Haiyan ZHANG
 Associate Professor at NEOMA BS.
 Research Areas:
 Foreign Direct Investment, China' s Outward FDI in Europe, EU-China Investment Relation
 法国诺欧商学院战略与创业系副教授
 研究领域:
 外商直接投资中国对外直接投资, 欧盟 - 中国投资关系



Professor Gaël BONNIN
 Professor of Marketing at NEOMA BS.
 Research Areas:
 design, innovation, reform and market orientation, technical marketing, marketing, consumer behavior, product design, innovation and reform, etc.
 法国诺欧商学院市场营销系教授
 研究领域:
 设计、创新与改革和市场导向等多个领域; 技术营销领域, 市场营销、消费者行为学、产品设计、创新与改革等



Professor Molka ABBES
 Head of Department, Associate Professor of Marketing at NEOMA BS.
 Research Areas:
 Relationship Marketing, Experiential and Sensorial Marketing, The concept of trust, Consumer Behavior
 法国诺欧商学院市场营销系主任, 副教授
 研究领域:
 关系营销, 体验营销, 感知营销, 信任概念, 消费者行为



Professor Yen-Tsang CHEN
 Assistant Professor of the Information Systems, Supply Chain & Decision Making at NEOMA BS.
 Research Areas:
 Empirical investigations in Operation Management, Experiments and Discrete choice modeling, Operations Strategy, Purchase and Supply Management, Behavioral Operations and Decision Making.
 法国诺欧商学院信息系统, 供应链 & 决策系 助理教授
 研究领域:
 行为运筹, 运营战略, 运营管理, 供应链管理

How to Graduate

毕业要求

Thesis Arrangement 论文安排

Participants are required to complete a doctoral-level paper, and the selected topics need to be both academic and practical. The language of the paper must be in English. Students can write in Chinese and translate it into English. In the defence of the thesis, students should use English as much as possible. The academic center will respectively arrange a Chinese tutor and a French tutor for each student according to their research topics. The progress of the students' paper will be closely tracked to ensure that the students can successfully complete the thesis and defence in time.

学员需要完成一篇具有博士水准的论文，所选课题需要兼具学术和实践意义。论文书面文件的语言必须是英文。学员可使用中文撰写，并自行翻译成英文。论文答辩时尽可能使用英文。学术中心将根据学员的研究课题，安排相对应的中法两名导师。并将紧密跟踪学员的论文进度，确保学员能够顺利完成论文及答辩。



Achieving diploma 学位证书

Upon receiving recognition by NEOMA Business School Degree Review Board, students will receive a DBA or a FDBA degree issued by NEOMA Business School.

在得到诺欧商学院学位评审委员会的认可后，学员将获得由诺欧商学院颁发的工商管理博士学位或者金融工商管理博士学位证书。



How to Join Us

如何申请

To apply for a Neoma DBA/FDBA program, the applicant must meet one of the following conditions:

申请诺欧DBA/FDBA项目，申请人须符合以下条件中的一项：

- √ Master degree in management or finance related fields with at least 5 years of management experience;
- √ 获得管理或金融相关领域的硕士学位，拥有最少5年以上管理经验。
- √ Applicants who do not have the above qualifications should have at least 10 years of management experience in finance related fields, and they should submit a supplementary application with additional documents to the program office.
- √ 获得非管理或金融相关专业的硕士学位，拥有最少10年以上管理经验。

1 Submit the materials

递交材料

Submit the registration form and other related materials
提交报名表等相关材料

Admission interview

入学面试

Entry motivation
入学动机
Work experience
工作经验
Research direction
研究方向

3 Admission notification

录取通知

Issue an admission letter
发放录取通知书
Tuition notification
缴费通知函

4 Registration

缴费注册

Complete the registration process
完成学习注册

Compulsory materials 必交材料

1. Registration form (one in both Chinese and English)
1. 报名表 (中英文各一份)
2. Copy of ID card and passport
2. 身份证和护照复印件
3. A copy of the highest degree certificate
3. 最高学位证书复印件
4. Standard 2-inch ID photo x4
4. 个人标准 2 寸证件照 4 张
5. Personal Resume
5. 个人简历 (中英文)

Additional materials (for special application) 附加材料 (特别申请必须提交)

1. Two recommendation letters
1. 推荐信 (2 封)
2. Other study experiences
2. 其它研习经历
3. Awards and honor
3. 奖励荣誉
4. English proficiency certificates
4. 英语等级考试证明
5. Research topics (one in both Chinese and English)
5. 研究课题 (中英文各一份)

Applicants for the Neoma Program are mostly highly competitive, so we strive to enroll students with excellent leadership and learning skills, who are also willing to share abundant management experience and diverse life stories. The Admissions Committee will review your application materials and interview results, and make an assessment and overall comparison of the individual's comprehensive application conditions based on the overall situation of all the candidates. In the admission process, it is important for applicants to meet the application requirements, however, it is not the only criteria we refer to. All relevant factors will affect the final decision. Applicants should fully demonstrate their strengths, work achievements, etc. through the registration form, and applicants are encouraged to emphasize more on their distinctive advantages.

招生委员会将对您的报名申请材料和面试结果进行审核，并根据当年报考考生的总体情况，作出个人综合报考条件评估和总体比较。在录取过程中，申请条件是否符合很重要，但不是唯一参考标准，所有相关的因素都会影响到最终决策。申请人应通过报名表充分展示自己的优势、工作成就等，并应着重阐述与众不同的方面。诺欧博士项目的申请人都具备很高的素质条件，所以我们力求所招收的学员具备卓越的领导能力和出色的学习能力，能够分享丰富的管理经验和多元的人生体验。

Alumni Resources

校友平台

NEOMA
BUSINESS SCHOOL

NEOMA Business School has a wide range of research, covering eight academic departments: finance, marketing, strategy and innovation undertaking, information systems, supply chain and decision making, people and organizations, accounting, control and legal affairs, economics, culture and international relations.

NEOMA Business School is currently the highest ranked institution in the French elite business system for Chinese managers to enroll in a DBA program.

Its international DBA project has a 1:1 ratio of faculty system. NEOMA Business School focuses on individualized training with a comfortable learning atmosphere and environment.

诺欧商学院的研究方向广，覆盖学校8个学术院系：金融，市场营销，战略和创新创业，信息系统，供应链和决策，人与组织，财会、控制与法务，经济、文化与国际事务。诺欧商学院是目前法国精英高商系统面向中国管理者招收DBA学位项目排名顶尖的院校。其国际DBA项目中设置有1:1比例的导师体系。诺欧商学院注重个性化培养，拥有教学相长的学习氛围和舒适的学习环境。



GDA (全球工商管理博士联合会)

全球工商管理博士联合会 GLOBAL DBA ASSOCIATION (简称GDA), 诺欧DBA/FDBA项目为该委员会主要成员之一。联合会致力于联合全球多所高校，建立与加强成员之间联系，增进校友之间友谊；促进不同国家不同地域的DBA同学之间的学术交流；服务并支持DBA同学的事业发展；推动DBA教学及其他学术标准制定，推广DBA研究成果；凝聚DBA同学践行世界终身教育事业，共同建设全球学产研生态圈。



EMSS (管理思想践行学会)

管理思想践行学会(Engaged Management Scholarship Society), 是注册于英国伦敦的非盈利学术组织，旨在搭建研究平台，凝聚学术力量，推动交流合作，传播研究成果；从而更深入地在文化多样性的背景下，研究中欧企业成功的商业模式和内在机制，并推动中国企业管理理论创新总结中国管理特色，构建中国管理模式，传播中国文化管理理念，扩大中国企业影响力。

该学会的主要成员是以工商管理博士学员为主体的企业家以及从事管理学研究、注重理论与实践相结合的学者。



CMA (世界终身教育委员会)

世界终身教育委员会 (CMA, 全称 Comit Mondial pour les Apprentissages tout au long de la vie) 是一个法国非营利性协会，由联合国教科文组织大会主席和包括中国人在内的国际小组共同创建。它是联合国教科文组织的正式合作伙伴。其组织目标是与个人、组织以及公共部门，共同促进终身学习。入会后学享有关于终身学习的指导建议以及寻找商业伙伴，探求商业合作，参与国际项目的机会。

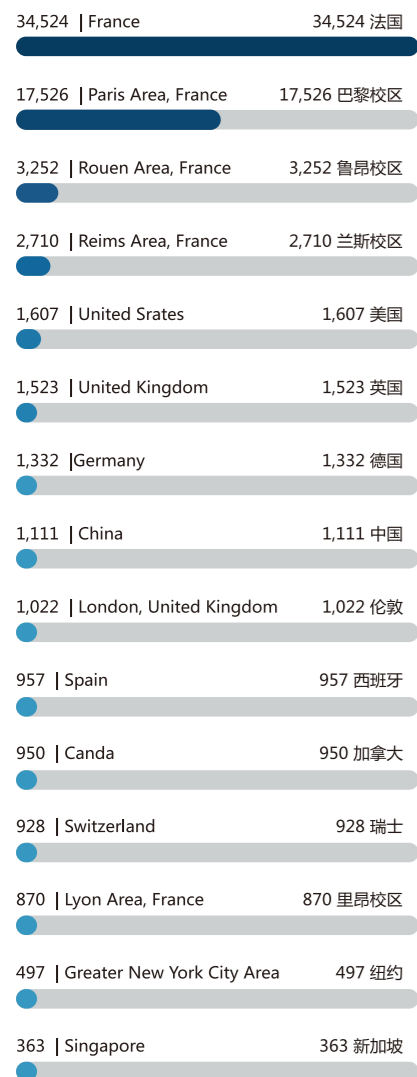


NEOMA Alumni

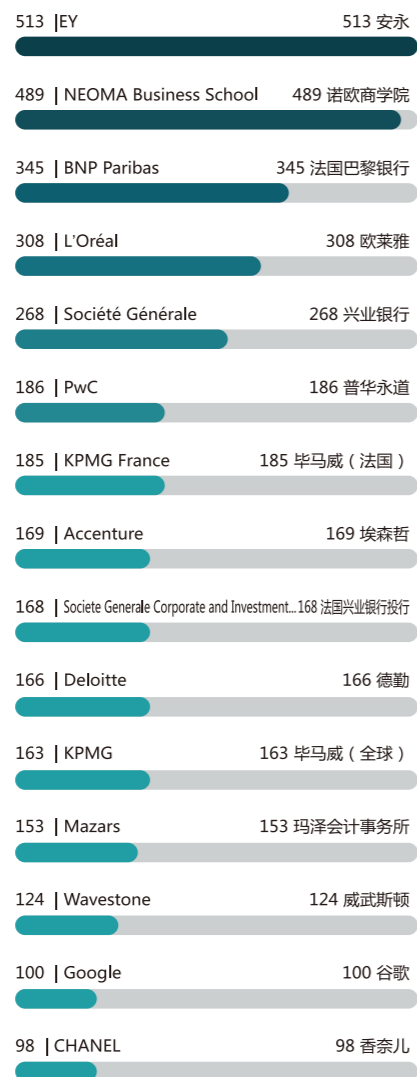
全球校友

49,702 alumni 全球校友49,702位

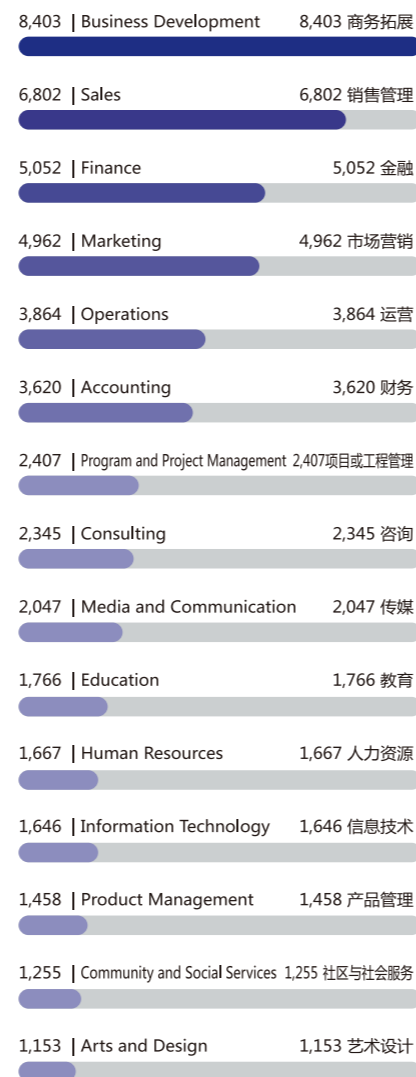
Where they live 遍布区域 + Add



Where they work 公司 + Add



What they do 行业



NEOMA

À tous les personnels et étudiants de Neoma qui, par la formation, préparent le futur.

En très cordial hommage.

希望所有加入诺欧的学生和老师，
都能迎接更好的未来。