

APPLICATION FILE

Executive Education Certificate

NEOMA & JEDHA

- ☐ EXECUTIVE MARKETING DIGITAL & DATA CERTIFICATE
- ☐ EXECUTIVE DATA MANAGEMENT CERTIFICATE
- ☐ EXECUTIVE CYBER RISK MANAGEMENT CERTIFICATE

Documents to provide:

- ☒ Curriculum vitae
- ☒ Cover letter
- ☒ National identity card or passport or valid residence permit
- ☒ Copy of the most recent obtained diploma



To be completed and sent by email as soon as possible to the following addresse:

ivana.teixeira@neoma-bs.fr

If you encounter any difficulty, you can also reach us at

+33 6 69 99 25 47.

Renseignements personnels

Last name:	First name:	Adress:
Birth Date: / /	Nationality:	Zip code:
City of birth :	Phone number:	City:
Email :		
Social security number:		

Type of funding :

☐ Personnal

☐ CPF

☐ Company

☐ Others : _____

Situation professionnelle :

- | | |
|---|-------------------------------------|
| <input type="radio"/> Craftsman, merchant, and business owner | <input type="radio"/> Unemployed |
| <input type="radio"/> Manager and intellectual profession | <input type="radio"/> Student |
| <input type="radio"/> Intermediate profession | <input type="radio"/> Retired |
| <input type="radio"/> Employee | <input type="radio"/> Other : _____ |

Company: _____

Job position: _____

Personal and professional goals:

● What are your personal and professional goals?

● What essential contributions does this program offer to your professional project?

How did you become aware of our certificates?

● In the medias:

- ☐ On google :
- ☐ With a website: which one:
- ☐ With a social media: which one:
- ☐ In the press: which one:

● Through a person I know:

☐ Precise:

● Others: _____

Executive Certificate Schedule - Session 3

Please tick the selected session:

MARKETING DIGITAL & DATA

Weeks	Dates	Courses Schedule	Type	Courses	Duration
1	11/9	9am-12:30pm 2pm-5:30pm	Classroom training NEOMA	Design thinking: Designer une UX client-centric	7 hours
2	11/14	6pm-8:30pm	E-Learning	Inbound marketing (SEO, SEA)	2 hours and 30 minutes
	11/16	6pm-8:30pm	E-Learning	Outbound marketing (SMA, RTB)	2 hours and 30 minutes
3	11/21	6pm-8:30pm	E-Learning	CRM: Fidéliser ses clients tout au long de leur cycle de vie	2 hours and 30 minutes
	11/23	6pm-8:30pm	E-Learning	Stratégie d'acquisition: Gagner la confiance de vos prospects pour vendre	2 hours and 30 minutes
4	11/28	6pm-8:30pm	E-Learning	Tracking & Webanalytics: Prendre des décisions orientées data	2 hours and 30 minutes
	11/30	6pm-8:30pm	E-Learning	Stratégie marketing digital: deepdive (Hamilton MANN)	2 hours and 30 minutes
5	12/7	9:30am-12:30pm 2pm-6pm	Classroom training Jedha	Validation des compétences & futur du marketing digital	7 hours

DATA MANAGEMENT

Weeks	Dates	Courses Schedule	Type	Courses	Duration
1	10/4	6pm-8:30pm	E-Learning	Les enjeux de la Data & Data Analytics	2 hours and 30 minutes
	10/5	6pm-8:30pm		Data Science	2 hours and 30 minutes
2	10/13	10am-12:30pm 2pm-6:30pm	Classroom training NEOMA	Appliquer l'IA	7 hours
3	10/18	6pm-8:30pm	E-Learning	Data Engineering & Big Data	2 hours and 30 minutes
	10/19	6pm-8:30pm		Cloud Computing	2 hours and 30 minutes
4	11/2	6pm-8:30pm	E-Learning	Data Governance & Data Management	2 hours and 30 minutes
	11/3	6pm-8:30pm		Data Monetisation	2 hours and 30 minutes
5	11/10	10am-12:30pm 2pm-6:30pm	Classroom training Jedha	Gestion de projet Data	7 hours

CYBER RISK MANAGEMENT

Weeks	Dates	Courses Schedule	Type	Courses	Duration
1	10/2	6pm-8:30pm	E-learning	LES FONDAMENTAUX DE LA CYBERSÉCURITÉ EN ENTREPRISE	2 hours and 30 minutes
	10/3	6pm-8:30pm	E-Learning	LES RÉFLEXES POUR PROTÉGER SON RÉSEAU	2 hours and 30 minutes
2	10/10	10am-12:30pm 2pm-6:30pm	Classroom training NEOMA	LA CYBERSECURITE : UNE AFFAIRE TECHNIQUE?	7 hours
3	10/16	6pm-8:30pm	E-Learning	PILOTAGE DE LA CYBERSECURITE	2 hours and 30 minutes
	10/17	6pm-8:30pm	E-Learning	METTRE LES MENACES SOUS SURVEILLANCE	2 hours and 30 minutes
4	10/31	10am-12:30pm 2pm-6:30pm	Classroom training Jedha	YOU'VE BEEN HACKED	7 hours
5	11/7	6pm-8:30pm	E-Learning	VALIDATION DES COMPÉTENCES	2 hours and 30 minutes
		6pm-8:30pm			2 hours and 30 minutes

Executive Certificate Schedule - Session 4

Please tick the selected session:

MARKETING DIGITAL & DATA

Weeks	Dates	Courses Schedule	Type	Courses	Duration
1	25/1	9am-12:30pm 2pm-5:30pm	Classroom training NEOMA	Design thinking: Designer une UX client-centric	7 hours
2	30/1	6pm-8:30pm	E-Learning	Inbound marketing (SEO, SEA)	2 hours and 30 minutes
	1/2	6pm-8:30pm	E-Learning	Outbound marketing (SMA, RTB)	2 hours and 30 minutes
3	6/2	6pm-8:30pm	E-Learning	CRM: Fidéliser ses clients tout au long de leur cycle de vie	2 hours and 30 minutes
	8/2	6pm-8:30pm	E-Learning	Stratégie d'acquisition: Gagner la confiance de vos prospects pour vendre	2 hours and 30 minutes
4	13/2	6pm-8:30pm	E-Learning	Tracking & Webanalytics: Prendre des décisions orientées data	2 hours and 30 minutes
	15/2	6pm-8:30pm	E-Learning	Stratégie marketing digital: deepdive (Hamilton MANN)	2 hours and 30 minutes
5	22/2	9:30am-12:30pm 2pm-6pm	Classroom training Jedha	Validation des compétences & futur du marketing digital	7 hours

DATA MANAGEMENT

Weeks	Dates	Courses Schedule	Type	Courses	Duration
1	23/1	6pm-8:30pm	E-Learning	Les enjeux de la Data & Data Analytics	2 hours and 30 minutes
	25/1	6pm-8:30pm		Data Science	2 hours and 30 minutes
2	1/2	9:30am-12:30pm 2pm-5:30pm	Classroom training NEOMA	Appliquer l'IA	7 hours
3	6/2	6pm-8:30pm	E-Learning	Data Engineering & Big Data	2 hours and 30 minutes
	8/2	6pm-8:30pm		Cloud Computing	2 hours and 30 minutes
4	13/2	6pm-8:30pm	E-Learning	Data Governance & Data Management	2 hours and 30 minutes
	15/2	6pm-8:30pm		Data Monetisation	2 hours and 30 minutes
5	23/2	10am-12:30pm 2pm-6:30pm	Classroom training Jedha	Gestion de projet Data	7 hours

CYBER RISK MANAGEMENT

Weeks	Dates	Courses Schedule	Type	Courses	Duration
1	30/1	6pm-8:30pm	E-Learning	LES FONDAMENTAUX DE LA CYBERSÉCURITÉ EN ENTREPRISE	2 hours and 30 minutes
	1/2	6pm-8:30pm	E-Learning	LES RÉFLEXES POUR PROTÉGER SON RÉSEAU	2 hours and 30 minutes
2	6/2	10am-12:30pm 2pm-6:30pm	Classroom training NEOMA	LA CYBERSECURITE : UNE AFFAIRE TECHNIQUE?	7 hours
3	13/2	6pm-8:30pm	E-Learning	PILOTAGE DE LA CYBERSECURITE	2 hours and 30 minutes
	15/2	6pm-8:30pm	E-Learning	METTRE LES MENACES SOUS SURVEILLANCE	2 hours and 30 minutes
4	22/2	10am-12:30pm 2pm-6:30pm	Classroom training Jedha	YOU'VE BEEN HACKED	7 hours
5	27/2	6pm-8:30pm	E-Learning	VALIDATION DES COMPÉTENCES	2 hours and 30 minutes
	29/2	6pm-8:30pm			2 hours and 30 minutes