



SCHOOL REPORT 2022 / 2023

NEOMA
BUSINESS SCHOOL

REIMS • ROUEN • PARIS

Be passionate. Shape the future

APPEAL & VISIBILITY



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“

Delphine Manceau
Dean

« ENGAGE FOR THE FUTURE » : NEOMA'S NEW 2023-2027 STRATEGIC PLAN

“Since the launch of its previous strategic plan, NEOMA has experienced strong growth and achieved all of the progress targets set for 2017. Today, the School is reaping the benefits of a successful merger, and I would like to commend the exceptional work of all the teams who have enabled NEOMA to follow this positive trajectory over the last five years. We are proud of a number of major achievements, including advances in our research, strong increases in the number of applicants to our programmes, the creation of Europe's first virtual campus, and the opening of our new campus in Paris. Our appeal and our rankings have risen sharply, and these achievements encourage us to be ambitious for the new phase that lies ahead. NEOMA aims to build on its current momentum while contributing to the major challenges of the future. It is against this backdrop that the School launched its new 2023-2027 strategic plan this year. This new plan was developed through a collaborative process. NEOMA mobilised all its stakeholders (students, faculty, staff, graduates) to draw inspiration from those who make up the School and

to gather their ideas. These contributions, collected through workshops and interviews, have fed into this new strategic plan. Entitled “Engage for the Future”, its ambition is to carry on NEOMA's momentum of transformation in the service of young people to address the major challenges of the future and establish itself as an enduring leader, based on **three pillars**:

- Engage for Academic Excellence :
Teaching & Research
- Engage for Society :
Impact & Exemplarity
- Engage for Students :
Learning Experience

Starting today, we are opening a new chapter in our School's development.”



Watch the video



APPEAL & VISIBILITY

2022-23 RANKING:

NEOMA in the TOP 7 in France

6th
place

**LE FIGARO
étudiant**

6th
place

Le Point

7th
place

Le Parisien

7th
place

Challenge^s

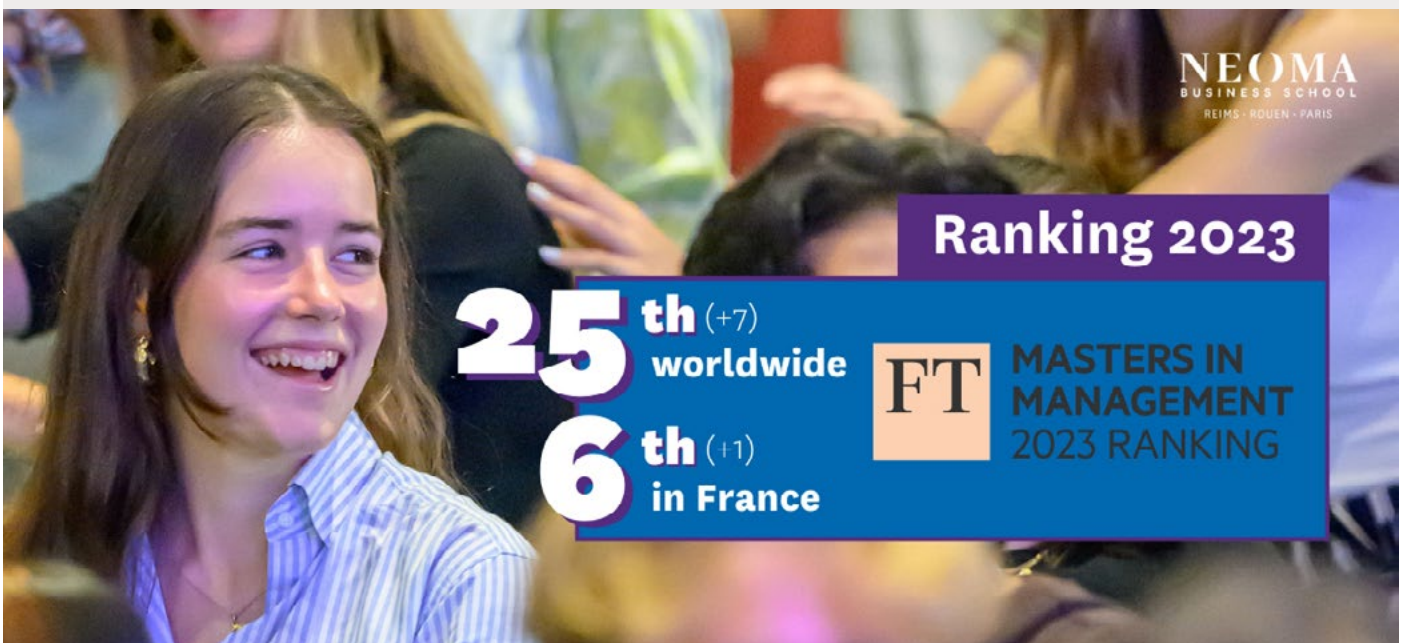
8th
place

l'Etudiant

FINANCIAL TIMES 2023: NEOMA in the TOP 25 worldwide

The « Masters in Management 2023 » ranking published by the Financial Times on 11 September 2023 is a reference around the world. **NEOMA is ranked 25th in the world**, up 7 places, and 6th among French schools. **NEOMA's Master in Management (MiM) scores well on:**

- **International faculty**
(ranked 8th worldwide)
- **Carbon footprint**
(new criterion, ranked 8th worldwide)
- **International course experience**
(ranked 9th worldwide)
- **Strength of alumni network**
(new criterion, ranked 14th worldwide)
- **Gender representation among students, faculty, and governance**



2023 COMPETITIVE ENTRANCE EXAMS: **Selectivity and appeal**

Every year, NEOMA puts its ability to attract the best candidates to the test. Once again this year, the School has succeeded in combining appeal and selectivity. For the Master in Management (Grande Ecole Programme), NEOMA confirmed its 8th

place in the **SIGEM ranking**, which ranks schools according to the choices made by admitted candidates coming from preparatory schools. NEOMA has narrowed the gap with the schools ahead of it and widened the gap with those behind it. In terms of undergraduate programmes, NEOMA performed very well thanks to the GBBA, CESEM, TEMA, and Bachelor in Services Management programmes. The Part-time Specialised Masters and Masters of Science also performed well.

NEW CAMPUS IN REIMS: Construction work begins

This project is the next stage in NEOMA's growth strategy. The School aims to make this new site in Reims a benchmark campus for the future. In line with NEOMA's strong commitment to sustainable development,

it aims to be an environmental reference, attaining leading environmental standards. The project also places the health and wellness of students and employees at the heart of its design. This year, the project has made good progress. The plot of land has been purchased and planning permission obtained. Invitations for bids have been issued and excavation work on the site has begun.



Magali Grandfils, NEW DIRECTOR OF THE REIMS CAMPUS

On 1 July 2023, Magali Grandfils was appointed Director of the Reims campus. Her role will include leading the teams and the life of the Reims campus, communicating the School's strategy to local stakeholders, and managing relations with the Reims economic, institutional, and academic ecosystem. *« I'm delighted to be taking over the management of NEOMA's Reims campus, at a time when the School is undergoing a tremendous*

development drive and making an active contribution to the reputation of our region, » explains Magali. In a career spanning more than twenty years, she has developed considerable expertise in both Human Resources and Consulting, helping national and international companies with their reorganisation challenges. She joined NEOMA in 2015 as Head of the Human Resources and Administrative Management Department.



A HAPPY RETIREMENT TO **Pascal Choquet**

After more than twenty years at NEOMA in various positions, and Director of NEOMA's Reims campus since 2016, Pascal Choquet has stepped into retirement. *« It has been a wonderful adventure, during which I have put all my enthusiasm at the service of the School, students, faculty, staff and all local stakeholders. »* The NEOMA community applauds his commitment, especially the students and graduates who expressed their strong support for him upon his departure.



Companies working with us FOR TRAINING TOMORROW'S MANAGERS

One of NEOMA's missions is to prepare students for the careers of tomorrow and for long-term employability. To fulfil this commitment, the School works with a number of companies.

Here are some examples of the different types of partnerships we have set up this year.

Parfums Christian Dior and exploring its universe

Students in the Master in Management programme had the chance to immerse themselves in the world of this luxury house, a blend of tradition and modernity that embodies French excellence. Over the course of the year, they had the privilege of discovering a number of the company's emblematic sites: the LVMH « Helios » Research site, the Dior Gallery, « HECTAR », Europe's largest agricultural campus, and the Château de La Colle Noire.



“
Testimonial from
Audrey, a Master in
Management student

“We were lucky enough to take part in one of the major events organised as part of the sponsorship between Parfums Christian Dior and NEOMA. What a pleasure to be able to discover the Dior heritage during this visit. Thank you to our hosts for sharing the history of this house with such passion”.

Sopra Steria Next and digital ethics

Jean Leviste, Senior Consultant at Sopra Steria Next, a specialist in digital ethics, spoke to 5th year students in the TEMA programme. To help the students understand how ethical standards are

established and that they will have to define a body of values to be used every day in their thinking and actions, Leviste presented a real project carried out by Sopra Steria Next on the notion of 'predictive justice'.



Learn more about collaborations with our partner companies



Saint-Gobain partner of the Master in Management programme hackathon

Over four days, students worked on real cases linked to the issues of the green transition. Saint-Gobain invited them to think about a hypothetical reinvention of the POINT.P - SGDB France retail chain, to imagine a new business that the Group could launch and to find new solutions to optimise construction waste recycling. By becoming a NEOMA partner, the Saint-Gobain group has also supported initiatives linked to educational innovation, the social and environmental transition and inclusion of employees with disabilities.

Angeles Garcia-Poveda

SPONSOR OF THE NEW MIM CLASS

A NEOMA graduate, Chairman of the Board of Directors of Legrand (following a successful career at Boston Consulting Group (BCG) and then Spencer Stuart), and a member of the School's Board of Directors, Angeles Garcia-Poveda has done us the honour of acting as sponsor for the Master in Management students in September 2023. During her address at the back-to-school events in Reims and Rouen, she outlined the challenges facing the managers of tomorrow: the green transition, the technological leap brought



about by artificial intelligence, and the need for meaning and social cohesion. She added: « *To meet these challenges, you will need to have three qualities. The three Cs: Curiosity, courage, and compassion* ».



AN UNFORGETTABLE EVENING: **Training young people, a performance lever for the retail sector?**

Organised under the leadership of Michel-Edouard Leclerc, the event brought together a number of leading figures to discuss the transformation of the retail professions and career opportunities in this fast-changing sector. More than 350 graduates, students, professionals, faculty, and staff attended this exceptional round table, with the presence of:

- **Olivia Grégoire**, French Minister for Small and Medium-sized Enterprises, Trade, Craft Trades and Tourism
- **Michel-Edouard Leclerc**, President of the Strategic Committee of E. Leclerc Centres and NEOMA Business School
- **Cathy Collart Geiger**, CEO, Picard Surgelés
- **Tiffany Foucault**, CHRO, Fnac-Darty



- **Dominique Schelcher**, President, Système U
- **Yves Puget**, Editor in Chief, LSA magazine
- **Mouna Viprey**, Founder, "Impact Confiante"



[Read the article](#)

[Watch the video](#)

Graduation Ceremonies

Graduation ceremonies are always an emotional occasion. In December and January, our undergraduate students experienced joyful graduation ceremonies at the Parc des Expositions in Reims and the Kindarena in Rouen. In June, graduates of the Master in Management, Part-time Specialised Masters and Masters of Science attended a memorable graduation ceremony at the Zénith de Paris, with

inspiring speeches by Jean-Baptiste Santoul, MiM class sponsor, NEOMA Class of 1992, and member of the School's Board of Directors, former CEO of Ferrero France and currently member of the Executive Committee and Director of Development at the head office of this Italian food giant, and Ilan Benhaïm, President of NEOMA Alumni, NEOMA Class of 2000, Co-founder and Executive Partner of Veepee.



[Watch the video](#)

Delphine Manceau JOINS THE BOARD OF THE AACSB

By becoming a member of the Board of Directors of the AACSB, the prestigious North American accreditation body, for three years from 1 July 2023, NEOMA's Dean will be working with leaders of international academic institutions to foster excellence in global higher education in business.



ACADEMIC EXCELLENCE

Strong growth in research

Research is one of NEOMA's fundamental missions. As with the world's great universities, which are both places for the creation and transmission of knowledge, the School's two missions - teaching and research - are inextricably linked. Over the last three years, NEOMA has significantly increased its output of research articles published in the world's top academic journals, both in terms of quality and quantity, and now ranks among the top business schools in France. This is a strong sign of NEOMA's commitment to participating actively and visibly in the advancement of scientific knowledge in management.

26 new professors

For the new 2023-2024 academic year, NEOMA welcomed 26 new faculty-researchers. These 13 women and 13 men represent 11 different nationalities.

Research – Key figures

Progression (21/22 vs 19/20)

x 3
Number of stars
and papers

x 4
Number of 5* papers
★★★★★

In our competitive sector (2022 and 2023)

1st place
For number of stars
and papers

3rd place
For 5* papers
★★★★★

DEVELOPMENT OF THE “Areas of Excellence”

Launched in 2021, the four « Areas of Excellence » that structure NEOMA's research now have more than 300 research projects underway and an annual target of 250 articles in leading international academic journals. They also organise international conferences.

NEOMA's “Areas of Excellence”

- **The Future of Work:** What does work look like in the future?
- **The World We Want:** How can we build a better world?
- **The Complexity Advantage:** How can we turn complexity into a business advantage?
- **AI, Data Science & Business:** How can we successfully harness the power of artificial intelligence and data science in business?



Caisse d'Epargne Grand Est Europe becomes a partner of the “Bioeconomy & Sustainable Development” Chair

The Caisse d'Epargne Grand Est Europe has been involved with NEOMA for many years, and this year became a partner of the School's «Bioeconomy & Sustainable Development» Chair. As a leading player in the banking sector, the Caisse d'Epargne Grand Est Europe thus demonstrates its determination to accelerate its own

environmental transition and to provide its customers with ever-better support in the face of these complex challenges. The Caisse d'Epargne Grand Est Europe will therefore benefit from the work carried out within the Chair, from transferable business cases and tools for steering sustainable action plans.

“

Testimonial from Nicolas Béfort,
faculty-researcher at NEOMA
and Chair Director

“Green transition issues are at the heart of companies' concerns today, and the bioeconomy represents a new approach in this area. The Caisse d'Epargne Grand Est will be able to draw on our cutting-edge research to fully address the complexity of these issues and take an informed role in the debate”.



Watch the video



Eric Saltiel, Executive Board member in charge of the CEGEE's Resources division, and Delphine Manceau, Dean of NEOMA.

Five NEOMA professors in the top 2% of the world's most influential scientists

In Stanford University's December 2022 rankings, NEOMA professors Shivam Gupta, Alessio Ishizaka, Volker Kuppelwieser, Pascal Paillé and Birgit Schyns feature in the renowned list of the world's 2% most influential scientists in all fields. The ranking is based on a list of some 160,000 scientists worldwide in 22 scientific fields and 176 sub-fields.

POPULARISING SCIENCE: Making management research useful and accessible

For several months now, NEOMA has been regularly posting articles stemming from its faculty research work on its website and social networks. The aim of this effort is to make our professors' expertise accessible to the general public. This content can also be reprinted or quoted in the national and international press, on subjects as varied as the future of the fossil fuel economy, crowdsourcing, employee engagement, and more.



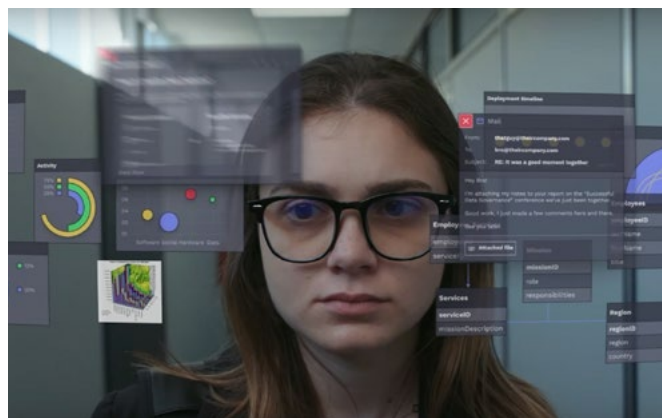
Find all the articles here



TEACHING

AACSB recognition FOR NEOMA'S "INTERACTIVE LEARNING" COURSES

Granted by the prestigious American organisation that puts innovation at the heart of its accreditation processes, the AACSB "Innovations that Inspire" spotlight programme has recognised NEOMA as one of the world's top 25 institutions in terms of educational innovation. This is the third time that NEOMA has been selected for this annual programme, confirming its status as a pioneering school in terms of educational innovation. This year, the School distinguished itself with its Interactive Learning (iLearning) courses, which are scripted, interactive, courses in which the student is the hero.



Over the last 6 years, NEOMA has received **17 national and international awards for innovations in teaching.**



[Read the article and watch the video](#)

New Master in Management features unveiled

For the start of the 2023-2024 academic year, the Master in Management is changing in line with NEOMA's new strategic plan:

- **Three new double degree agreements in Human Resources**, with leading French institutions: CFFOP (Université Paris-Panthéon-Assas) and Université Paris 1 Panthéon-Sorbonne.
- **A new Immersive Virtual Reality case study** on new workspaces with Enedis
- **Strengthening of the Talent & Career service**, in line with NEOMA's commitment to enhancing its students' employability, with four new modules (self-awareness, sector-specific support in consulting and business banking, international work experience, simulated recruitment interviews, etc.).
- **A new course dedicated to high-level athletes**, to allow them to combine their academic excellence with their passion for sport.



Testimonial from
Antoine, student and
high-level athlete

During my two years of preparatory school, I stopped playing basketball professionally, but I continued to play for a club. Since joining NEOMA, I've taken up basketball again at a high level. Everything is going well. I'm managing to balance my classes and my practices. It takes discipline and a lot of organisation, and that's the secret of success. And I enjoy being able to switch from one world to another. I like having friends at school and meeting people with different backgrounds at the club. It's a real balancing act for me. I'm also very involved in student life".

AUDITING, CONSULTING, FINANCE: 5 DSCG course equivalences

Great news for students aiming for careers in major auditing firms and in the finance departments of large companies: in September 2022, NEOMA obtained five course equivalences of the Diplôme Supérieur de Comptabilité et de Gestion (DSCG, a higher education diploma in accounting and management) course units for students in the Accounting, Control, Auditing track within the Master in Management Programme.



Students learn about negotiation through role-playing



Last June, the students of the MSc Business Development & Clients Grands Comptes took part in the « Nuit de la Négociation » (« Negotiation Night »). The programme included role-playing activities in which students put themselves into the shoes of either a salesperson or a buyer. Opposite them was a business representative. It was then up to them to try their hand at the art of negotiation.



Watch the video

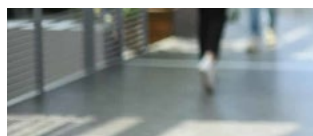
Six of the School's partner companies took part:

- **Bouygues Telecom Entreprise**
- **Capgemini**
- **Enterprise Holdings**
- **Essity**
- **Saint-Gobain**
- **MBDA**

The MSc International Finance receives the RICS international accreditation

The Real Estate & Wealth Management track of the MSc International Finance has been awarded the RICS (Royal Institution of Chartered Surveyors) accreditation for a 5-year term. The RICS is an international organisation whose mission is to supervise and promote professions related to real estate and construction. Recognised as a benchmark of excellence throughout the world, the RICS certifies the educational quality of the International Finance curriculum. It also vouches for the ethics and integrity taught to students, as the RICS has established itself on the international market as a guarantee of compliance with

a strict code of ethics. This accreditation has been awarded to just two other business schools and three universities in France. In the accreditation process, NEOMA benefited from the active support of PwC Luxembourg, a long-term sponsor of the programme.



NEOMA is very attached to the French preparatory school system and allows students coming from this path to build on the knowledge they have acquired during their two (or three) years of intensive study when they enrol at the School. To achieve

this ambition, NEOMA has been working for several years with preparatory school professors to develop the «Humanities & Management» course. This year, we worked with Sarah Miquel, who teaches economics and law in the preparatory classes at Lycée Kastler. Her special approach is to get our students to debate on a particular theme. This year's theme was 'The World'.

Read the article and watch the video

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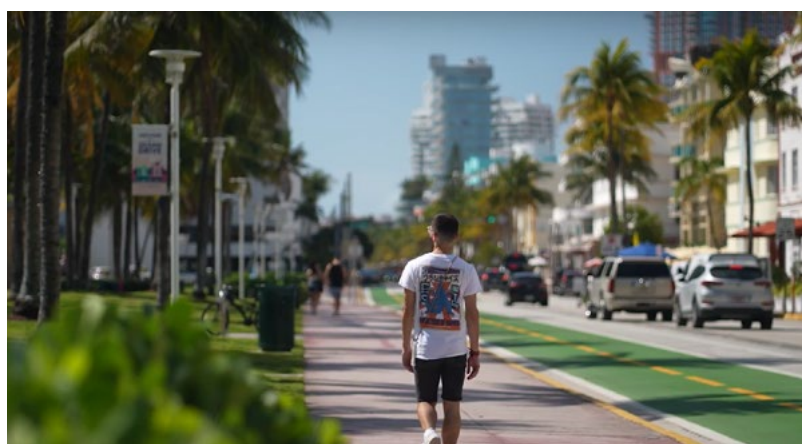
face, this illuminated board mixes video and animations to captures students' attention more effectively and improve knowledge acquisition.



INTERNATIONAL

New partner universities

NEOMA is expanding its range of partnerships with some of the finest universities in the world, in line with the immersive approach for which it has historically advocated.



12 new international double degree agreements, in particular with the Universidade Católica Portuguesa and Universidad ESAN (No. 1 in Peru).

40 new exchange agreements with renowned partners such as Universitat Pompeu Fabra (Spain), Yonsei University (South Korea) and Tulane University (USA).

Students increasingly interested in Europe

In 2023, seven of the top ten most popular destinations for NEOMA students were in Europe (compared with five in 2019). 51% of students' exchange placement requests were in Europe (vs. 39% in 2019). To satisfy this emerging trend, 50% of the new international exchange agreements signed in 2023 will be based in Europe.

“

Testimonial from Pierre,
Master in Management student
on exchange at Bocconi

“I chose Bocconi because it's a very prestigious university. Italy is also a country that really appealed to me, in particular from a linguistic point of view. Lombardy is also a very rich region, with its fashion, automotive and luxury food industries, for example. Milan is also a great place to live.”

INTERNATIONAL STUDENT RECRUITMENT: Key figures in 2023

25%
international
students
at NEOMA

TOP 3
NATIONALITIES:
India, China, Morocco

International Day on the Virtual Campus

This year, International Day took place on NEOMA's virtual campus. International Day is a must for students going abroad. For the occasion, the virtual campus underwent a major overhaul: bigger, more open, more stable, more seamless, and more collaborative than ever. Students were able to meet their partner universities - 60 of them were there virtually - and talk to those who had lived in all four corners of the globe. A total of 300 students, in



their virtual avatars, were able to move around, attend presentations, take part in discussions... just like in the real world, to help them prepare for their next trip.



ENVIRONMENTAL & SOCIAL TRANSITION

NEOMACT: PART OF A DRIVE FOR ACTION AND TRANSFORMATION

With NEOMACT, we support our faculty and train our students to move from intention to action. From defining their eco-profile, through to certification by the '2 TONNES' organisation and including interactive online training to help them better understand the issues surrounding climate change and biodiversity, NEOMACT enables students to get involved and take real action on these vital issues. The scheme also provides academic recognition for community projects in local, national, or international associations recognised

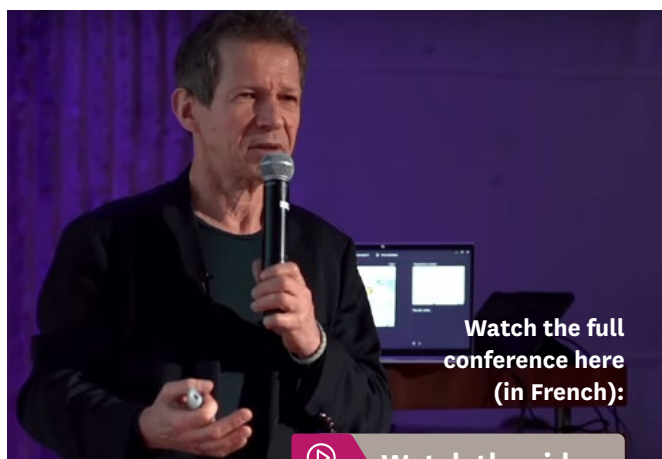
as being in the public interest. With NEOMACT, the School is also launching a new mandatory role within all student organisations: the « CSR Representative ».



Training our faculty to meet tomorrow's challenges

In an interdisciplinary approach, NEOMA is setting up a training programme for all its faculty on the issues of social and environmental transition. Master classes will be run by a number of representative

professors, and e-learning resources will be made available. In addition, workshops and role-playing exercises will encourage peer-to-peer sharing.



Watch the full
conference here
(in French):



Watch the video

AN EXCEPTION CONFERENCE-DEBATE WITH Jean-Marc Jancovici

On 1 December 2022, NEOMA, the NEORATEUR student organisation and the Reims Region Urban Planning Agency organised a conference on the climate and energy crises on the Reims campus with Jean-Marc Jancovici, one of the world's leading experts on energy and climate change.

Responsible Campus Trophy

In October 2022, the community vegetable garden and nature sanctuary created on the Rouen campus in 2021 were awarded Responsible Campuses Trophies, under the patronage of the French Ministry of

Higher Education & Research. The aim of this participative project is to contribute collectively to the conservation of biodiversity and to question the place of nature in the urban environment.



IMPACT NOW:

NEOMA's commitment to the climate

How can we reduce our carbon footprint, sort our waste, and eat responsibly? Given that the future of our planet is a crucial issue, the School has mobilised all its resources to organise the « Impact Now Village ». From 17 to 19 January 2023, a number of non-profits and organisations came to the three campuses to raise students' awareness of the little things we can do in our daily lives.

“

Testimonial from Estelle,
student and President of the CSR
Committee on the Reims campus

“I thought it was very important to get involved in organising this event, especially as several student organisations took part and were able to forge links with each other on this occasion, whether or not they were committed to the social and ecological transition. It's vital that students take action.”

**NEOMA's scholarship policy****PROMOTING EQUAL OPPORTUNITY**

No student should have to give up on studying at NEOMA for financial reasons. All students with CROUS grants are guaranteed partial exemption from their tuition fees, depending on their level and year of study. With 33% of students receiving assistance (CROUS grants and apprenticeships),

NEOMA ranks first among France's top 10 schools in terms of social diversity.

In 2022-2023:

- 1,200 CROUS scholarship students were enrolled in one of the School's programmes.
- The budget for scholarships reached €1.27 million

In 2023-2024, NEOMA is going even further and increasing its budget for scholarships to €2.1 million, 40% of which will be funded by the NEOMA Foundation and 60% by the School's budget.

Les Cordées de la Réussite:

15 YEARS OF EQUAL OPPORTUNITY

In November 2022, NEOMA celebrated the 15th anniversary of the Cordées de la Réussite. This scheme is run by two of NEOMA's student organisations: Prépa' Rémois in Reims and Envie D'Sup in Rouen. Each year, they organise workshops, outings, and meetings in secondary schools, with the aim of combating self-censorship and inspiring young people to pursue higher education. Over the past 15 years, 5,000 secondary school students have been mentored by their NEOMA tutors.



“

**Testimonial from Roman,
President of the Prépa'Rémois
organisation**

“We have lots of good stories to tell. One about a young girl who met a lawyer at a workshop and decided to study law. Another who became a teacher and writer. These are great achievements, given the difficult backgrounds a lot of these young people come from. We underestimate the invisible obstacles they put in their way. Our action is very real. We can support them from secondary school right through to undergraduate studies. We see them several times a month, we know them well, we share important moments with them. And we quickly see that what we do helps them.”





DIGITAL TRANSFORMATION

“AI is challenging education: It’s up to us to adapt!”

BY ALAIN GOUDEY

Generative AIs such as ChatGPT, Google Bard and Midjourney are profoundly transforming our relationship with information and creation... and therefore with learning. We take a closer look at ChatGPT and its impact on higher education with [Alain Goudey](#), Associate Dean for Digital.

“ChatGPT (Generative Pre-trained Transformer) is a generative artificial intelligence that interacts with the user in the form of a chatbot. From a request that

you formulate, it is capable of constructing a response based on all the data that the AI will have assimilated during its training («public» internet data up to November 2021) ... We are not talking here about a Google search result, but rather a relatively researched and above all completely written text. It’s a radical revolution, and it’s happening fast.

Artificial intelligence is having a major impact on society, business, and education. The [World Economic Forum’s Future of Jobs report](#) forecasts the creation of 69 million jobs, but the destruction of 83 million by 2027. According to a March 2023 [study by Goldman Sachs](#), a quarter of current work tasks could be automated by AI in the United States and Europe. As an institution of higher education, we need to train our students to master

this type of technology. Indeed, it is not generative AI that is going to replace people in certain professions, but rather people who know how to use generative AI well... AI is going to be integrated into all the tech we use in our daily lives, such as Office 365, mobile phones, and search engines. Even if we wanted to, it wouldn't be technically possible to ban ChatGPT”.

Teaching methods must therefore evolve and embrace this innovation

“Like all technologies, ChatGPT is a means to an end! As educators, we need to ensure that students are aware of its limitations and know how to use it correctly. The generated text has no meaning for the machine - it corresponds to a statistically significant response to the question asked. The tool should therefore not result in a copy and paste, but should be used as a starting point for thinking about more detailed and more comprehensive answers, to go further in your thinking. The tool does not ‘think’. It can help students in their learning process, but it cannot replace a professor’s teaching or the student’s personal reflection. In addition, generative AI is based on a data set, which is specific to each model. We are talking about the language of the training corpus, and behind the language is the culture. Behind culture, there is the vision of the world. There are always biases in culture, and it’s important that students are aware of them. These biases will depend on the tools (and the model) that are used: a thorough understanding is essential! AI is constantly developing, and new models will continue to emerge. It is important that our students acquire the necessary flexibility to switch from one AI tool to another. They will also need to develop (and we are already helping them to do so) the ability to write instructions (or prompt engineering) for artificial intelligence”.

Should we be afraid of cheating on exams?

“When artificial intelligence produces content for you, it’s easy to see why



students are interested, and there are plenty of examples of this in the media... But there’s no point in fearing it - on the contrary, we need to take advantage of it! The integration of ChatGPT and artificial intelligence into higher education offers opportunities to question and improve the student assessment process. With its focus on personalised assessments, continuous support, quality feedback and reduced workload for teachers, ChatGPT has the potential to transform education to become more equitable and efficient. The time saved allows for more human interaction, which benefits both professors and students. As a professor, I believe that the combination of humans and AI can really transform education in a profound way! AI alone will be less efficient! Developing our students’ soft skills, critical thinking, and ability to learn has always been NEOMA’s guiding principle. This has never been more relevant: **in the age of artificial intelligence, we are cultivating human intelligence.** And it makes all the difference.”

Training faculty, students, and staff in digital transformation

NEOMA is rolling out a **new training plan for the faculty** in teaching innovations, structured around workshops. The aim is to provide teaching staff with an opportunity to discover and experiment with new methods (gamification, interaction, etc.) and new tools to develop their courses. Artificial intelligence (with ChatGPT, Adaptive Learning, etc.) will play a central role in this programme.

Students will also be trained in generative AI, with the aim of enabling them to acquire and develop a critical understanding of the subject. Several courses will present in depth AI, its impact on society, ethical and legal considerations, and the consequences for employment, with a focus on ChatGPT. There will also be application sessions,

including practical exercises in writing prompts.

School staff will also be able to attend dedicated training courses relevant to their profession.

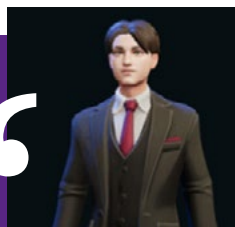


NEOMA's TEMA students spend an intensive week learning English in the metaverse

“Welcome to the Metaverse, where Fiction meets Reality”: This new language course was designed by NEOMA professors, supported by the school's Digital Department. During the course, some of the students take on the role of

managers charged with implementing a digital transformation in the not-too-distant future. The other students play their colleagues, who are reluctant to take part. The avatars meet on NEOMA's virtual campus, where they must convince the others to accept this new worldview, using the format of their choice (interview, news programme, skits, etc.). All in English, of course!

“



Testimonial from Victor,
TEMA student

“This intensive week has allowed me to think about the importance and impact that all these new technologies will have on our society. I immediately connected with the subject because I have personal experience of NFTs and digital art forms”.



STUDENT LIFE

STUDENT LIFE AT NEOMA:
**Create, Experiment,
Take Responsibility**



Watch the video



A trophy-laden year FOR SPORT AND THE ARTS

ECRICOME Challenge 2023

Nearly 2,100 students from the five Ecricome schools competed in eight sports over three days in April 2023 in Rennes. For the 31st year running of the third-largest student sports event in France, students from NEOMA Reims scored the best results in all sports, winning the sports trophy. The school also won the award in 2022.



French Business Schools Cup 2023, an excellent year for NEOMA

The highly prestigious Coupe de France des écoles de commerce is a competition that sports fans look forward to every year. At the 2023 event, NEOMA students won no fewer than five trophies: women's handball, women's volleyball, men's futsal and a double in basketball with the victory of NEOMA's men's and women's teams.

Top Eight EY 2023 tournament organised by NEOMA: 700 students on the pitch

Organised in April by the students of NEOMA's Top Eight organisation, the rugby tournament brought together the top schools, as has been the tradition since 2001: besides NEOMA, AUDENCIA, EM Lyon, ESCP, ESSEC, ENSAM, Dauphine, HEC, Grenoble EM, Polytechnique, Saint-Cyr, and Sciences Po Paris Supaéro. A special guest was the University of Kent. For this 22nd edition, the students succeeded in mobilising EY, historical partner, Margo Conseil, Yucatan, Société Générale and Serge Blanco (former rugby player turned businessman). A number of rugby stars, including Fabien Pelous, were even on hand to cheer on the young players at the Marcoussis centre.



NEOMA triumphs at the Trophée des Arts 2023

From 23 to 26 March 2023 in Spain, a thousand young people from French business schools came together for what is now Europe's leading student arts competition. Four days of artistic challenges and shows, dance, theatre, graphic arts and more, all in a fun, exciting atmosphere. NEOMA won the Trophée des Arts and the Trophée de l'ambiance, and also took first place in classical theatre, the free event, dance, and the mix



“

Testimonial from Louis, student and President of the Bureau des Arts on the Rouen Campus

“We won the Trophée des Arts as well as the atmosphere award. That hasn't happened since 2016! Winning these trophies requires a great deal of organisation, and it's thanks to every member of our delegation that we were able to win them”.

Découvrez toute l'activité et les succès des associations étudiantes de NEOMA :



Read more

NEOMA Conseil:

A LOOK BACK AT A SUCCESSFUL MERGER

In March 2023, NEOMA Conseil was listed among the top 30 Junior Entreprises in France. NEOMA Conseil's inclusion in this list, in the first year of the merger of the

two NEOMA Junior Entreprises, is a sign of the professionalism and commitment of the new structure. The students have many ambitions for the future: to increase their market share on a national scale while strengthening their local roots, to develop their range of CSR services, and to continue to develop support for the school's staff and students.

RAIDES DINGUES, A PODCAST THAT GIVES STUDENTS A VOICE

Launched in September 2023, «Raides Dingues» is NEOMA's new podcast series. NEOMA students talk about experiences that have changed them profoundly. These include sporting and artistic events, academic exchanges in faraway countries and extraordinary challenges.... In each

RAIDES
DINGUES

episode, they share the lessons they have learned and their emotions. Available on all listening platforms!



Listen here



EXECUTIVE EDUCATION

NEOMA's Executive Education,

IN BRIEF:

- A portfolio of over 30 clients (SMEs, major national and international groups such as Groupama Centre Manche, Enedis, Crédit Agricole Nord Est, Naval Group, Safran, Sopra Steria, Fayat Energies, L'Oréal, E. Leclerc centres, etc.)
- In-company and customised training courses, the General Management Programme, VAE, and certificates
- Courses in management and leadership, finance, digital marketing, sales performance, communication, and innovative project management
- Mainly on-site programmes, with a distance learning platform combining the two teaching approaches
- All sectors, with specific expertise in banking and insurance, industry, and sport
- An average training duration of between 2 and 10 days

Acquisition of MELTIS

Last April, NEOMA announced the acquisition of MELTIS, a company specialising in Executive Education. With this acquisition, NEOMA strengthens its Executive Education activities, with the aim of reinforcing its growth prospects and developing its influence in the continuing education market. Founded in 1999, MELTIS operates in a wide range of sectors,

including the public sector, industry, healthcare, banking, and insurance. It specialises in in-company training (courses offered to employees of the same company), offering customised services in the fields of management, personal development, professional performance, business development and customer relations.

In-company training

NEOMA offers more and more « in-company » training courses, i.e., training delivered exclusively to a group of employees belonging to the same company. For example, in Rouen, NEOMA trained Groupama Centre-Manche employees during a 6-day customised course on

team leadership and customer portfolio development. In Reims, NEOMA trained ENEDIS employees on the theme of « Managing Complexity », or how to manage pressure, anticipate resistance and identify weak points.

NEOMA AND PROVALE FORMATION support rugby players in their career transition

NEOMA and Provale Formation, the training organisation of the professional rugby players' union, have enhanced their collaboration with the launch of the «Executive Manager» course. NEOMA and Provale, which have been partners since 2021 on a course dedicated to real estate, have this year launched a new course combining management, entrepreneurship, and project management. This new «Executive Manager» course is divided into two distinct tracks, in French and English. The first year of the course brings together more than nine nationalities, including players from Botswana, South Africa, Ireland, and New Zealand. This



new course is a level 6 diploma course, registered with the RNCP, guaranteeing that students will obtain a diploma that is recognised on the job market.

NEOMA IN FIGURES

3

CAMPUSES :

Reims, Rouen, Paris

1

VIRTUAL
CAMPUS

3

INTERNATIONAL
ACCREDITATIONS:

EQUIS, AACSB, AMBA

GENDER EQUALITY

710
employees

2022 GENDER
EQUALITY INDEX*:
90/100

*A measure to promote equality
and performance in the workplace.
Source [official website](#)

STUDENTS

100
nationalities

50%
in the MiM

25%
international
students

52%
female students

48%
male students

STUDENT SOCIETIES

97
societies

2,400
students involved

500
events organised
each year

€3.5
million annual
budget



FACULTY & RESEARCH

195
core
professors

73%
international
faculty

Number of research articles:
x 2.5 IN 5 YEARS
Number of stars:
x2.5 in 5 years

86%
of academic
articles published in
international journals

ACADEMIC PARTNERS

400
international
partners in 61
countries

88%
accredited
partners

EXECUTIVE EDUCATION

1 100
INDIVIDUALS
trained each year
(all programmes/courses)



NEOMA ALUMNI

72,000
graduates

Located in over
127 countries

25%
work abroad

400 EVENTS
bringing together over
23,000 PARTICIPANTS
a year in France and abroad



CORPORATE RELATIONS & CAREER SERVICES

1,700+
personalised appointments
per year to support students'
professional and personal
development

5
internship offers
per student on
average

1 600
work-study students
(apprenticeships +
professionalisation contracts)

700
professional
guest lecturers

RESEARCH CHAIR:
Bioeconomy & Sustainable
Development Chair - Caisse d'Epargne
Grand Est Europe

TEACHING CHAIRS:
Entrepreneurship Chair – KPMG
Next Leaders Chair with Ferrero
Wealth Management & Real Estate
Chair - PWC Luxembourg



STARTUP LAB

INCUBATORS

Created in
2011
Present on all
3 CAMPUSES

250+
startups launched
since 2011

100+
projects incubated
each year

200+
in pre-incubation
each year

SPECIALISED ACCELERATORS

2
SPECIALISED ACCELERATORS
(EdTech in Reims and Mobility in Rouen)

30
START-UPS ACCELERATED
each year