



SCHOOL REPORT
2023-2024

NEOMA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS

“ In a rapidly changing world, we need to offer a relevant response. That’s why this academic year of 23-24 has seen the acceleration of several major projects at NEOMA: the creation of new programmes on artificial intelligence and the impact of geopolitics on businesses, the launch of work on the future Reims campus, the signing of new partnerships with high-profile companies, the growth of our fund-raising, the agreement of new alliances in France and abroad, the progress of our research, and the roll-out of a wide-ranging training plan on AI for our students, teaching staff and colleagues.

We have also implemented our NEOMACT system, aimed at getting students involved in environmental matters.

And we mustn’t forget something I am particularly proud of: from this year we now take responsibility for 100% of the education costs for students in receipt of a level 7 grant on the Master in Management Programme.

All these projects and more make NEOMA a School that is moving forward, being active, always progressing. In this new academic year, we will continue to develop to meet the challenges awaiting the new generation, especially acting for the ecological and social transition, evolving in a world under tension and learning to innovate.

I must thank most warmly all the teams, students, members of the teaching staff, colleagues, alumni, and our partners for their unstinting commitment. It is because of you we are able to keep continuously innovating and moving forward. ”

Delphine MANCEAU,
Dean



An ambitious strategic plan constructed around 3 pillars

With ‘Engage for the future’, NEOMA is making a commitment to young people to meet the challenges of the future alongside them, focussing on 3 pillars:

- **Engage for Academic Excellence**
(teaching and research)
- **Engage for Society**
(impact and excellence)
- **Engage for Students**
(the student experience)

The activity report looks at the major areas of progress for each pillar.

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NEOMA RIDING HIGH IN THE 2023-24 RANKINGS

In France

Challenge^s

6th place

LE FIGARO
étudiant

7th place

Le Point

7th place

Le Parisien

7th place

l'Étudiant

8th place

changeNOW

Les Echos
Start

8th place

Internationally

FT FINANCIAL
TIMES

- Financial Times 'Masters in Management 2023':
25th place in the world (+7), 6th in France
- Financial Times 'European Business Schools 2023':
34th place in the world (+7), 9th in France
- Financial Times 'Executive MBA 2023':
46th place in the world (+32) and 7th in France.
- Financial Times 'Executive Education 2024': **World Top 20**
 - > 'customised programmes' section:
19th place in the world and 5th in France (+17)
 - > 'open enrolment' section:
direct entry to **37th place in the world and 6th in France.**

SIGEM 2024

NEOMA and its Master in Management Programme retain their **8th place** in the ranking of the French Schools preferred by applicants to intensive foundation courses.



KEY EVENTS

2023-24

September 2023

NEOMA organised three major conferences to launch the return of the Master in Management Programme with Angeles Garcia Poveda, President of the Board of Directors of the Legrand company and sponsor of the student year group, Gilbert Cette, professor at NEOMA and renowned economist, and Pascal Boniface, Director of IRIS.

October 2023

NEOMA was placed 8th among Schools most committed to the ecological and societal transition in the rankings by Change NOW and Les Echos Start.

November 2023

NEOMA inaugurated its new cycle of 'Inspirational Encounters' with Pascal Demurger, Director General of MAIF and joint President of Mouvement Impact France. Other conferences were to follow with Henri Giscard d'Estaing, President of Club Med, Fanny Moizant, President and Co-founder of Vestiaire Collective, a NEOMA graduate of 2001, and Philippe Besson, French writer, playwright and screenwriter and a NEOMA graduate of 1988.

Décember 2023

NEOMA rose 7 places to be 34th among European Business Schools in the prestigious Financial Times ranking.

January 2024

NEOMA organised a hackathon in Reims and Rouen so that students could work on creating a business with a positive impact, with La Poste, Volkswagen Group France and Bonduelle as partners.

February 2024

NEOMA became the dominant European School award-winner at AACSB with its new prize for a systemic approach to Generative Artificial Intelligence.



March 2024

The Chair in Bioeconomy and Sustainable Development at NEOMA and the Caisse d'Épargne Grand Est Europe co-organised an evening devoted to the ecological transition of Champagne, bringing together all the actors in Champagne on the NEOMA Reims campus.

April 2024

The French Institute for International and Strategic Affairs (IRIS) and NEOMA launched the first Geo-economic and Geopolitical Meeting, for senior executives, institutional decision-makers and the general public.

NEOMA Week welcomed 70 first-year students on the intensive foundation courses at the Rouen campus to an immersion into the ecosystem of management schools.

May 2024

NEOMA accelerated the transformation of its Master in Management Programme with the announcement of several strategic alliances in France and abroad.

June 2024

NEOMA was awarded DD&RS (Sustainable Development and Societal Responsibility) certification for higher education for the maximum duration of 4 years.

July 2024

NEOMA announced it would take responsibility for 100% of the education costs of students with a grade 7 grant on the Master in Management Programme starting from the next academic year.

ENGAGE FOR ACADEMIC EXCELLENCE



NEOMA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS



Be passionate.
Shape the future

RESEARCH

The strategic vision

of Serge da Motta Veiga,
Associate Dean of Faculty and Research

« Research must have an impact on all the actors in our ecosystem »



What were your main projects in 2023 ?

Ever since I arrived, my aim was, of course, to continue promoting the research and academic excellence of the School, especially through our publications. This is something of great importance to us. We have also optimised operational processes to facilitate the research activities of our research and teaching staff. And our biggest project is the impact of our research, not only in the School, with our students, but also the impact on all the stakeholders in our ecosystem.

Let's start with promoting research. What are your ambitions in that area?

We produce a considerable number of high-quality publications. My ambition is to put greater emphasis on publications in line with our strategy, in particular in areas like sustainable development, sustainable finance, the sustainable supply chain, or artificial intelligence. These areas are also at the centre of our recent recruitment drives.

Promoting research to the general public is important to you. What methods do you use to achieve that?

At NEOMA, our commitment to sharing research can be seen through a media coverage strategy masterminded by our knowledge mediation. We publish articles accessible to the general public on our website, encourage our faculty to appear in the media and collaborate with key partners like FNEGE and The Conversation. To optimise this approach, we have recruited a person to head up the promotion of research, whose mission is, among other things, to map the expertise of our faculty, which is the largest in terms of French business schools. This overarching approach is aimed at making our research accessible to the general public, thereby helping to enrich the societal debate and strengthen the links between our institution and wider society.

Your second major objective is to improve the impact of the research. What does that mean?

Our teaching and research staff are the driving force of many research projects, but once their article is published, the project comes to an end. But publication should not be

seen as an end in itself. Making people aware of the results of your research, drawing up a communication strategy, these things are also part of the researcher's job. The impact should no longer be purely academic but societal as well. It should not only be measured by indicators such as citation rates. It's about ensuring that research activities and their results have a positive impact on society as a whole, beyond the world of academia. For example, we would like our work to have an even greater impact on the School and the students. To achieve this, we are working even harder to create links with the courses.

We are also seeking to create synergies with all the stakeholders in the School's ecosystem. From November 2023 we have been organising, alongside businesses, morning meetings known as 'NEOMAtinées' which enable researchers and businesses to exchange ideas and initiate collaborations. The objective is for our teaching and research staff to offer solutions to their problems. We devoted one morning to the Supply Chain, one to sustainable finance, one to inclusive leadership, and one to alternative workspaces.

This year, we have three meetings planned on subjects that are very important to NEOMA: artificial intelligence, health and the Bio-economy. It's too soon to talk about definite projects, but discussions are underway. And we hope to move up a gear, to organise even bigger events and set up new research Chairs.

Public bodies are also major economic players. Is NEOMA looking to strengthen links with them too?

Definitely. It's important to have designated teaching and research staff as experts in major public bodies. For example, Gilbert Cette is President of the Retirement Guidance Counsel. We have also reinforced our partnerships with local authorities (Région Normandie, Métropole Rouen Normandie, Région Grand Est, and Grand Reims) who provide financial support for a number of our projects.

We have even appointed a new member of staff to monitor these partnerships on our Reims campus.

Key figures in Research

The School recorded continuous growth in its production of knowledge between 2020 and 2024.

AREAS OF EXCELLENCE

We have 4 areas of excellence to provide multidisciplinary responses to contemporary challenges:

- **The World We Want** – What type of world do we want for tomorrow and how can businesses help to build it?
- **The Future of Work** – What will be the new ways of working and key skills in tomorrow's world?
- **AI, Data Science and Business** – How can we steer the digital transformation and its impacts on organisations and society?
- **The Complexity Advantage** – How can we facilitate the decision-taking of organisations and individuals in an increasingly complex world?
- **80%** of the teaching staff are involved in at least one project affiliated to the Areas of Excellence
- **400** affiliated projects
- **250** publications in journals featuring on our reference lists

RESEARCH RESULTS

- An increase of **156%** in published research articles
- An increase of **169%** in the number of stars for published research articles
- An increase of **100%** in the share of publications in Financial Times reviews
- **45%** of members of the teaching staff of NEOMA have published in top journals (category 4* and 5*)
- **34** professors have received a total of 50 prizes or academic distinctions

Over the last four years, NEOMA has considerably improved its production of research articles published in the world's top academic journals, both from a qualitative and quantitative point of view.





DISSEMINATION

- An increase of **100%** in intellectual contributions aimed at influencing practice (for example, professional articles, books, studies and reports).
- **70** articles in *The Conversation*, a medium which offers articles analysing current issues, written by university academics and researchers.
- Over **1000** examples of expertise from our professors in the media between 2020 and 2024.

EUROPEAN, NATIONAL AND LOCAL PARTNERSHIPS

- An experimental laboratory (XP Lab) opened at the end of 2023, financed by Métropole Rouen Normandie
- A project financed at national level on the theme of the impact of technologies on learning (DeMETeRE, in collaboration with the University of Reims Champagne-Ardenne)
- A local project with the University of Rouen on local energy communities (financed by the conurbation of Rouen)
- Two projects financed by the European Union:
 - > **BLUEPRINT** aims to study how the reuse of urban waste, via the circular economy, could be a social innovation tool in favour of job creation and returning to work.
 - > **VISTA-AR** with the purpose of promoting natural and cultural heritage assets, especially by encouraging cultural heritage sites to adopt up-to-date technologies, such as virtual reality, in order to offer their visitors new experiences and thereby increase their number.



TEACHING

The Master in Management Programme steps up the pace

NEOMA Master in Management is continuing its transformation by forming new alliances while reinventing itself from the inside.

“In a rapidly changing world, we need to offer a rapid response”, emphasises Delphine Manceau, Dean of NEOMA Business School.

MAJOR CHALLENGES AWAITING THE NEW GENERATION:

- To master new skills,
- To act for the ecological and social transition,
- To evolve within a world under stress,
- To learn to innovate to follow new paths...

To provide its students with the keys they need, the NEOMA Master in Management Programme fills its curriculum with new:

- French and international double degrees, especially in the areas of engineering, data, artificial intelligence and the ecological and social transition.
- International partnerships.
- Courses, seminars, pathways and specialisations.

[For more information](#)

Launch of the MSc Strategy, Organisation and Consulting

To meet the complex challenges encountered by business, NEOMA is opening this programme which specifically prepares students for careers in management consultancy and strategy or in organisations undergoing in-depth transformation.

Programme strengths:

- To master a 360° strategic vision
- To develop expertise in management and consultancy
- To acquire key skills in consultancy, evaluated by professionals in the sector
- To explore how technological innovations can help develop a competitive advantage

[Watch the video presenting the programme](#)



New programmes devoted to professionals

NEOMA is launching new continuous training programmes, leading to qualifications and certificates, aimed at people working in business, in a hybrid format that is compatible with professional activity.

THE 'LEADERSHIP & GEOPOLITICS' EXECUTIVE CERTIFICATE in partnership with IRIS, The French Institute for International and Strategic Affairs



Geopolitics has become a key parameter for businesses and managers. In light of this, IRIS and NEOMA, who are long-standing partners, have come together to create the [the 'Leadership & Geopolitics' Executive Certificate](#). This 5-day training provides decision-takers with the keys to develop a strategic reflection allowing them to exercise enlightened leadership in complex geopolitical contexts. With a combination of in-person and distance learning, it brings together well-known speakers such as the geopolitical scientist Pascal Boniface, Director of IRIS, and former Prime Minister Jean-Pierre Raffarin.

THE 'EXECUTIVE MASTERS', with the 'Business Development and Major Accounts Clients' Programme

What with internationalisation, increased competition and digital acceleration, professionals must rethink their commercial 'business to business' approaches. This new [Executive Masters in Business Development & Clients Grands Comptes](#) aims to perfect techniques of persuasion and complex negotiation, essential for professionals operating in a highly competitive environment. The training is structured in four blocks of skills: drawing up a development strategy, conducting a complex top-level sale, negotiating with major account clients, coordinating inter-sectoral projects and commercial teams.

THE 'INNOVATION & TRANSITIONS' EXECUTIVE CERTIFICATE in partnership with AgroParisTech



In collaboration with AgroParisTech, the ['Innovation & Transitions' Executive Certificate](#) offers a holistic view of ecological, technological and operational challenges in business. It explores the systemic issues of the transition, identifying key actors and proposing innovative strategies for a successful transition.

The training is structured in five skill blocks: climate, biodiversity and resources; the business during transition; business strategies for a successful transition; ecological products; managing the transition jointly.

ENGAGE FOR SOCIETY



DIVERSITY AND EQUAL OPPORTUNITIES

Renewing the partnership with Maison Veuve Clicquot

Since 2021, Maison Veuve Clicquot has each year supported ten NEOMA students in financial difficulty.

“Veuve Clicquot is a brand whose name evokes a pioneer among female businesses leaders. Our company remains faithful to that heritage, and has for a long time sought to give visibility to female profiles in the professional world and highlight women of inspirational bravery. Believe in your dreams, believe in your intuitions. I hope these Veuve Clicquot grants will allow these exceptional students to complete their studies,” states **Jean-Marc Gallot, President of Maison Veuve Clicquot and a NEOMA graduate.**

At the end of March, NEOMA and the champagne company brought together current and future holders of their grants. The young women told their stories, sharing the problems in their lives and the difficulties they face in joining our prestigious School.

“I had already thought of giving up my course several times but I am here today to share with you my great relief at being selected for this grant. I want to thank Maison Veuve Clicquot for giving me this second wind at the time I needed it most,” says **Flora Ferreira**, a student on the Master in Management.

“Thanks to this grant I have been able to follow a course that suits me, a course that fits with my professional ambitions. This help gave me the chance to study without worrying and no longer have to think about the next payment for my studies,” explains **Anna Seye**, Master in Management student.

These young women were awarded this grant because of their academic results, courage and determination. Veuve Clicquot is very committed to equal opportunities. The Company used this event to talk about its mentoring programme. The ten Veuve Clicquot mentors have each issued an ‘Act of commitment’ to their mentees, as a symbol of their desire to be available and provide support.

The grant beneficiaries

Mariam and Anis have been able to concentrate on their studies thanks to the financial support of the full Wolff grant. Mr and Mrs Wolff have made a commitment to the NEOMA Foundation to finance one grant per year for ten years.

Watch the video



**2024 academic year:
up to 100% of the costs
of education are covered**

NEOMA takes responsibility for 100% of the costs of education for students awarded a level grant 7 on the Master in Management Programme.

The School has announced it will take responsibility for 100% of the costs of education for all students with level 7 CROUS grants throughout their studies.

The School is also increasing the amount it will contribute to the costs of education for students holding level 4, 5 and 6 grants, who will now be exempted from 20%, 40% and 60% respectively of the costs of their education throughout the years of their course.

This announcement applies both to students who joined the School at the start of the academic year and those already part way through their course, and is in line with the historic commitments of the School in matters of social responsibility.

ENVIRONMENTAL TRANSITION

NEOMA awarded DD&RS certification for the maximum time

Allocated for the maximum period of 4 years from the School's application, this certificate recognises the strong commitment of NEOMA in matters of sustainable development and societal responsibility.

Since 2015, DD&RS – Sustainable Development and Societal Responsibility – certification for Higher Education has covered 17 sustainable development goals (SDGs) defined at international level by the UN.

It is structured across five areas and NEOMA has demonstrated its commitment to contributing to the major evolutions of society in each area. The strong points highlighted by the team are:

- **Strategy and governance:** The coherence of NEOMA's EST* strategy led by a dedicated management team and its full integration within the global strategy of the School.
- **Teaching and training:** The thorough integration of DD&RS issues in the training offer as well as in community life, by including the NEOMACT student commitment mechanism.
- **Research and innovation:** The Production of research in direct line with the 17 sustainable development goals (SDG), in particular through the Areas of Excellence '[The World We Want](#)' and '[Future of Work](#)', and the '[Chair in Bioeconomy and Sustainable Development](#)'.
- **Environment :** The quality and dynamism of the School's 'Sustainable Campus' policy.
- **Social policy:** The student grants and support mechanisms such as the '[Wellness Centre](#)'. Staff training on DD&RS issues, for example the use of the 2 Tonnes workshop, is also recognised.

*EST: Ecological and Social Transition



“The DD&RS certification committee highlighted the relevance of the NEOMA approach and we are proud to have been awarded this certification”, said Delphine Manceau, Dean of NEOMA.

“It reinforces our ambitions in terms of societal and environmental impact, in line with the ‘Engage for Society’ pillar of our [strategic plan](#).”





The environmental issues at the heart of the new MSc Sustainability Transformations

In October, NEOMA welcomed the first students on the new MSc in Sustainability to the outreach Transition campus at Forges (77). The students attended workshops over two days to acquire a real understanding of current environmental issues. They explored concepts and methods which could lead us to a more sustainable way of life; they immersed themselves in notions of planetary limits; they imagined a decarbonised future, and all the actions to be set up in order to consume less energy.

All this provides the bases for their training. Indeed, the decarbonisation of 'business models', the regulatory aspects, and 'management change' are central to the course. *"The positive transformation of businesses demands major skills of coordination, like those of an orchestra conductor, to drive it forward,"* adds Delphine Manceau, Dean of NEOMA Business School. *"It's all about learning to get different strands to work together on cross-cutting projects."*

Within a context of heavy regulatory obligations in terms of non-financial performance, NEOMA is delighted to count EY France as a partner on its MSc in Sustainability Transformations, with case studies and several masterclasses planned. This audit and consulting firm has chosen to invest in education, in line with its philosophy, 'Building a Better Working World'. For 25 years, the firm has supported its clients as they move towards more sustainable economic models. This partnership will give NEOMA students direct access to the best practices and knowledge in that field.

Like EY, BMW Group France is also interested in becoming involved with NEOMA and contributing to the courses.

[Watch the video on the Transition campus](#)





Our students at the controls of the 2tonnes workshop

How can we move from an over 9-tonne carbon footprint to only 2 tonnes by 2050? What individual and collective actions should be set in place? That was the challenge for the 2tonnes workshop organised on the NEOMA campus. During January, students on the MSc Sustainability Transformations enjoyed this workshop in their classes. Here they talk about this learning experience.

Education in climate issues is one of the keys to action

“Firstly, the concepts and issues around climate change are presented. The participants do not all have the same level of knowledge, and they learn from each other. They have eight turns at gradually working from 9-10 tonnes to 2 tonnes by choosing their own actions. It’s interesting to compare the very different choices all aimed at the goal of reducing their carbon footprint. Education in climate issues is also one of the keys to action.”

Baptiste, student on the Msc Sustainability Transformations and leader of the 2tonnes workshop

The workshop made me want to intensify my commitment

“I feel as if I try hard on a daily basis and yet my carbon footprint is still very high. The 2tonnes workshop highlighted the harmful effects of air travel in my lifestyle. I decided not to fly this year and keep taking the train. The workshop made me want to intensify my commitment, so why not also become a leader of awareness-raising workshops such as Climate Fresk or 2tonnes, for example.”

Nella, Student on the Master 2 MSc Global Management



The strength of the workshop is to show solutions

“We were afraid of extending the eco-anxiety which young people already suffer from. The workshop’s strength lies in showing that there are loads of solutions. The leaders felt that it was a great success, as it was something that had never been done before. I felt that all the participants were super committed, debates sparked off between them on ecological matters they had never previously thought about, for example biogas. You can see it could have a real impact on people, so that was great! I really want to keep going.”

Anna, student on the Msc Sustainability Transformations and 2tonnes workshop leader

Exchanging knowledge

“A superb first experience! We took part in a 2tonnes workshop a few months ago with the other students on the MSc Sustainability Transformations and were then trained in leading. We had the chance to lead the workshops for the first time with volunteer students from Reims and Rouen at the Impact Now event. I really enjoyed discussing these low-carbon transition issues with them, sharing our knowledge and the existing levers for action. It made me even keener to lead other 2tonnes workshops!”

Dany, student on the MSc Sustainability Transformations and 2tonnes workshop leader

TAKING IT FURTHER

Alumni talk to Master in Management students about the societal impact

During the seminars to start the academic year, students on the Master in Management were encouraged to ask themselves: “How, as an individual, can we make a real impact on the world around us?” To help them think about this, two very committed NEOMA graduates came to share their experience and motivation.

[Read the interviews](#) 



ZOOM INNOVATION

Artificial intelligence, towards increased human intelligence

Will technology based on artificial intelligence make us stupid?
Or could it enhance human abilities? Might it also better prepare students
for a digital and ever-changing world of work?
The view of Alain Goudey, Associate Dean for Digital at NEOMA.



Integrating artificial intelligence (AI) or generative artificial intelligence (GenAI) is revolutionising our teaching and learning methods and even the way we think. Not only does it give us as educators the ability to personalise education, enhancing and diversifying our pedagogic approach, but it also enables us to develop the diversity of human capacity. It allows us to respond more effectively to the individual needs of learners.

ENHANCED AND PERSONALISED PEDAGOGIC CONTENT

Some students need to stand back from what they are learning and connect the ideas one to another. These are known as reflective learners. For them, artificial intelligence can invent question and answer systems to generate ideas (for example: What interesting conflicts could there be in a science-fiction novel?). It can also offer detailed feedback on a first draft, or provide in-depth explanations of subjects. Other students are known as active learners, as they learn better by doing. For these students AI can invent simulations and educational games. This practical experience in a virtual environment reinforces comprehension and memorising.

There are also students who register information better through social interaction, known as relational learners. For them, AI can facilitate virtual learning communities with a tutor, offering group activities, discussion moderating and role-playing. Voice assistants and language-learning apps are the most popular example of this. They offer interactive language practice, with corrections and suggestions in real time. These tools can detect nuances in pronunciation, grammar and vocabulary use, and provide personalised feedback for more effective and nuanced language learning.

CREATIVITY: AI ENABLES US TO OVERCOME OUR OWN LIMITS

Creative intelligence can also be stimulated by AI. The mind that enjoys thinking innovatively, solving problems in an original way, and creating new ideas can find in these tools a source of inspiration. For example, there are text generators (ChatGPT, Google Gemini, Claude 3, Mistral Large, etc.), photo editors (Midjourney, Stable Diffusion, etc.) and software for musical composition (Suno, Udio). Instead of being a threat, they can also abolish authors' blank page syndrome, or enhance their prose with vocabulary and style suggestions. In the field of design, AI can help design innovative products, exploring a multitude of configurations, incorporating criteria such as sustainability, aesthetics, technical or mechanical constraints, and functionality. Last year, Toyota began to request it in designing its vehicles. The engineers were able to go beyond the limits of human imagination and explore shapes and structures that were unthinkable just two years ago.

DOES AI MIRROR OUR EMOTIONS?

And what about emotional intelligence? That can also find real stimulus in AI. Some applications and educational platforms are capable of analysing facial expressions or tones of voice, and deducing inner feelings at any given moment. This can be useful when preparing to speak in public. Users can be made aware of their own emotions and those of others, so they are able to understand and manage them. Even better, we are now seeing simulations based on AI and virtual role-playing. These offer safe environments where learners can experience different social and emotional situations. They learn to navigate complex interactions and develop skills such as empathy, negotiation, and conflict resolution. It would be difficult to provide this type of practice in a more traditional class setting.

AI REQUIRES A CRITICAL MINDSET

Yet we must be careful not to become too addicted to AI. In education, it could also lead to a diminution of interpersonal skills, such as communication and collaboration, which are crucial in the professional world. Taken to the extreme, this could lead to affective dependency on these virtual entities. This phenomenon is already being observed in China. Users ask AI assistants for comfort and advice, as their emotional support is available at any time of day.

The integration of AI into the world of education raises many other issues. Firstly, that of managing data generated by students when they use platforms. Data is collected, stored and analysed. This is personal information that must be protected by strict protocols. They require respecting GDPR and the forthcoming AI Act.

Then there is the question of the prejudices it reproduces and amplifies. AI algorithms are designed by humans using selected data. There is a risk of losing the critical eye and of different visions of the world being homogenised.

It is therefore essential for humans to develop a new intelligence: to understand how AI works, and to view this technology with a critical eye. The 'average' responses of the robot cannot be taken at face value, they must be honed and made better. All studies show that it is the human/AI alliance that is by far the most effective.

Finally, there is a risk of inequality of access to an education enhanced by AI. It should not be only the institutions with sufficient resources which offer these advanced technologies to their community, thereby exacerbating the various inequalities that already exist in society.

TAKING IT FURTHER



This article was published in the June 2024 NEOMAG devoted to multiple intelligence. Click [HERE](#) to read the full article.





The AACSB rewards innovation at NEOMA for the fourth time

With this fourth ‘Innovations that Inspire’ award, NEOMA has become the most award-winning institution in Europe, confirming its status as a pioneering School in teaching innovation.

In this ninth year of the ‘Innovations That Inspire’ challenge’, the AACSB, the North American accreditation body, received applications from over 240 institutions all over the world recognised for their forward-looking vision of education and their innovations.

One of the 26 major innovations in the world of education and management

NEOMA won the award for its mechanism for acculturation to Generative Artificial Intelligence. This new mechanism, launched in September 2023, is used internally, and designed in various formats, adapted to different audiences and their specific needs: a course for all students in the School, regular training sessions offered to all the teaching staff, three training modules specifically for colleagues.

“With this ambitious cross-cutting mechanism, our objective is not only to enable the whole of our community to master the potential of Generative Artificial Intelligence, but also to extend its use across the whole of our activities,” explains Delphine Manceau.

“We want more than ever to consolidate our status as a pioneering School in terms of pedagogical innovation and to reinforce even further the digital transformation to which NEOMA is committed.”



NEOMA has received the ‘Innovations that Inspire’ award from the AACSB four times

- In 2024 for its mechanism for acculturation to 360° Generative Artificial Intelligence
- In 2023 for Interactive Learning at NEOMA
- In 2020 for its mechanism ‘Entrepreneurs Without Borders’ (now known as ‘Global Incubator’)
- In 2018 for its teaching mechanism in Immersive Virtual Reality

Launch of the MSc Artificial Intelligence for Business

The objective of this programme is to train experts capable of designing, directing and deploying AI solutions within businesses. Graduates will acquire the skills necessary to become leaders in the field of AI and to offer their organisations a competitive advantage, thanks to a specialist course, combining AI technology, management and practical case studies.

Launch of the Executive Certificate 'Generative AI for Business'

This training offers professionals the opportunity to develop the practical skills needed to effectively integrate generative AI technologies into their business strategies.

It offers theoretical understanding and in-depth practice, presenting recent mechanisms and evolutions, while developing critical thinking on their application.



ENGAGE FOR STUDENTS



At the heart of the ECRICOME Challenge 2024

The Ericome Challenge is the third biggest student sports event in France. At the end of March 2024, Rouen hosted the event for the first time in seven years. NEOMA students worked for months to organise it.

Julie Fabre, a student on the Master 2 International Project Management, and President of the Association describes the experience. She talks about the year of preparation and the amazing event itself.

[Read her story](#)

[Watch the video](#)

Our centre to take care of the physical and mental health of our students

Since 2020, the NEOMA Wellness Centre has supported our students in all matters affecting health, whether physical or mental.

The School considers this a priority, as well-being is essential for successful studying. The School has opened a Wellness Centre with a nurse on each of the campuses, Reims, Rouen and Paris.

A PLACE TO ANSWER EVERY QUESTION

Students are able to talk to the nurses when they like and once a week to one of the psychologists. The latter regularly talk to students about managing stress in the run-up to the exams. Mental health is in fact the main reason for consultations.

At the end of 2024, the [NEOMA Wellness Centre](#) organised speed meetings with Apsytude, a psychologists' platform, and input from the suicide prevention association, 3114.

It runs many activities on risk reduction in party settings, consent, sexuality and a healthy lifestyle.

The nurses have developed a network of partners in Reims, Rouen and Paris, allowing them to easily guide students towards appropriate help.



A PLACE FOR EVERYONE

The Wellness Centre is also a place where you can talk about disability. Some students can therefore obtain special academic arrangements, or access the disability contacts at the School to express their needs.

More generally, the NEOMA Wellness Centre takes an active part in matters of diversity and inclusion. It has a unit to combat all forms of violence, bullying or discrimination. Seven members are always contactable, so that they can react according to the urgency of the situation.

A PLACE WHERE YOU CAN FEEL SAFE

The NEOMA Wellness Centre should always be seen by students as a refuge, a place where they can speak freely, where it is easy to feel safe and enjoy confidentiality. It is now readily seen in this way, as shown by the 55% increase in cases dealt with between the start of the academic years 2022 and 2023.

To successfully achieve its support mission, the Wellness Centre is carefully aligned with the other services of the School, such as the Internships, Mobility and Programmes services (provided that medical confidentiality is respected). Similarly, there is an obvious link with the Exams service, in order to set in place special arrangements for the health situation of each student.

You can be a student AND a top-level sports person at NEOMA !

Lesson times adapted to your training and competitions, flexible deadlines for work and exams, catch-up sessions... NEOMA will set up bespoke study arrangements for its young top-level sportsmen and women. The programme directors and the Wellness Centre examine each person's individual situation and adapt their obligations accordingly. They are also offered medical monitoring with the nurse on their campus.

"On a personal level, I particularly appreciate not having to sacrifice my passion for my studies. I like being able to practice my sport with no adverse consequences on my education, which was always the case in the past. On a professional level there are loads of benefits too. Setting priorities, organising yourself, taking responsibility, and being versatile too, it's all great experience, really enriching," explains Swann, a student and top-level Western horse rider.

"When I was at the pool I could concentrate on my training without worrying about my university work and when I was in class, I wasn't stressed, knowing that NEOMA was always there to support me. Swimming in Reims gave me so many opportunities to immerse myself in French culture, improve my language skills, and above all to swim against the best in France and take on many organising roles in my club, I couldn't have done it without NEOMA's help," says Lara, an Irish student and top-level swimmer.

[Read the stories of Swann and Lara](#)



Focus on reconversion training for rugby players

In October 2023, during the Rugby World Cup, teams from NEOMA and MELTIS, a subsidiary of the School, invited their partners, together with actual and prospective clients, to a conference entitled 'Trust & Leadership: how to transform a try within your organisations?'

This event, organised at the famous Stade Français, brought together some prestigious speakers: Thomas Lombard, Director General of the Stade Français, Laurent Gontard, Director of HR Development at the Stelliant Group, and Coumba Diallo, a player in the French Women's XV. NEOMA knows the world of rugby well, especially through its partnership with Provale Formation, the training body for the union of professional rugby players. NEOMA and Provale have been partners since January 2021, supporting players to develop their skills towards their professional reconversion at the end of their sporting career. In addition to a training course in the property sector, NEOMA and Provale also launched a new training offer combining management, entrepreneurship.

A new double degree with CEIBS, the top business school in Asia

In line with its strategy of forming alliances with the best institutions in the world, NEOMA has signed up to a new double degree in management with the China Europe International Business School (CEIBS).

From the start of the academic year 2024, students on the Master in Management at NEOMA will be able to take an MBA with CEIBS, reputed as one of the best such courses in the world.

CEIBS is a Chinese-European School based in Shanghai which has become established in China, and is now one of the top Asian business schools.

With both EQUIS and AACSB accreditation, [CEIBS](#) has been ranked No.1 in Asia in the world ranking of MBA programmes MBA by the Financial Times for eight consecutive years.

NEOMA therefore joins the very small circle of the other prestigious partners of CEIBS, such SDA Bocconi School of Management, IE Business School, The Wharton School and INSEAD.

Immersions au cœur de l'innovation et de l'entrepreneuriat social



As part of their course, students on the Global Executive MBA take part in an immersive experience abroad for 'International Learning Experiences (ILE)'.

On the programme are direct discussions with local business leaders and visits to their companies. This year participants had the chance to find out how sectors such as financial services and supply chains get the best out of the digital acceleration and technological advances to develop opportunities for growth in Brazil and China.

In Ghana, the ILE focusses on social entrepreneurship, demonstrating the powerful social link between social impact and economic performance and pointing out that profitability is perfectly compatible with a deep commitment to positive societal change.

Social entrepreneurship in Accra: [Watch the video](#)

Innovation in São Paulo: [Watch the video](#)

Innovation in Shanghai : [Read the article](#)

Work starts on the new Reims campus

The future campus is emerging from the earth: the general earthworks and foundations are finished, the construction of the different levels is underway. NEOMA's associates are closely involved with the project, visiting the site and taking part in workshops.

A campus that is pleasant to live, work, teach and study on, and mindful of the ecosystem: these are some of the aims that 86 volunteers from different services have been working towards between April and July 2024.

New workshops are scheduled, to plan the functioning of the various services and activities on the future campus, identifying the changes necessary and defining what needs to be set in place to achieve the change.





KEY FIGURES

- **3** campuses: Reims, Rouen, Paris
- **1** 100% virtual campus
- **3** international accreditations: Equis, AACSB, AMBA

EQUALITY between Men and Women

- **710** colleagues
- Male-female equality index 2023 : **90/100**

STUDENTS

- **100** nationalities
- **50%** on the Master in Management
- **25%** international students

STUDENT ASSOCIATIONS

- **97** associations
- **2400** students involved
- **500** events organised every year
- **3,5** million euros of annual budget

FACULTY AND RESEARCH

- **210** permanent teaching staff
- **73%** from abroad
- **92%** of teaching and research staff hold a doctoral degree
- **40** nationalities including **13** European
- Number of research articles: **X 2,5** in 5 years
Number of stars: **X 2,5** in 5 years
- **86%** of articles published in international journals

INTERNATIONAL ACADEMIC PARTNERS

- **400** partner universities in **61** countries
- **88%** of partners are accredited

EXECUTIVE EDUCATION

- **1100** learners trained every year
- Over **30** companies put their trust in us

NEOMA ALUMNI

- **76,200** graduates
- Spread across more than **127** countries
- **25%** working at international level
- **400** events bringing together over **23,000** participants per year in France and abroad

BUSINESS RELATIONSHIPS AND CAREER SUPPORT

- Over **1,700** individual business meetings per year for student professional development
- **5** internship offers on average per student
- **1,600** block release students (traineeship + professionalisation contracts)
- **700** professional speakers

STARTUP LAB

- **Incubators** on the 3 campuses
- Over **250** startups launched since 2011
- Over **100** incubation projects every year
- Over **200** pre-incubation projects every year
- **1** accelerator specialising in mobility at Rouen
- **30** start-ups accelerated every year





Reims Campus

59, rue Pierre Taittinger - CS 80032
51726 Reims Cedex

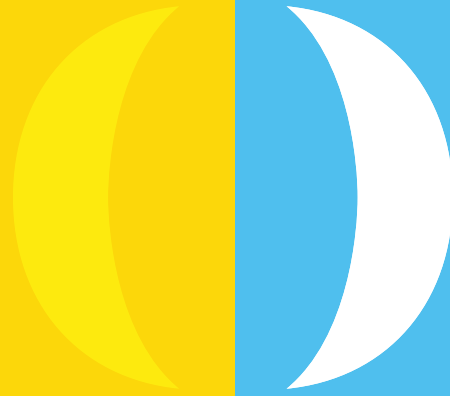
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