



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY  
工商管理學院 SCHOOL OF BUSINESS

NEOMA  
BUSINESS SCHOOL  
REIMS · ROUEN · PARIS

# HKBU-NBS

## Double Degree Programme

### NEOMA

BUSINESS SCHOOL

Study in an innovative global business school in France and experience distinct academic atmosphere

NEOMA  
BUSINESS SCHOOL  
REIMS · ROUEN · PARIS



*Apply for September 2025 Admission before*

**24 January 2025**

***\*for current BBA Year 2 students only***

ENQUIRY:  3411 7523



[mandyma@hkbu.edu.hk](mailto:mandyma@hkbu.edu.hk)

*Double Degree Programme between  
Hong Kong Baptist University, School of Business  
and  
NEOMA Business School*

## **BACKGROUND**

NEOMA Business School is our School-level exchange partner in France. A MOU between HKBU School of Business and NEOMA Business School was signed in December 2021, establishing a partnership to offer a 2+2 Double Degree Programme to undergraduate business students. Upon completion of the programme, students will be awarded two degrees in business, one from HKBU and one from NBS. This leading Programme is designed to provide highly aspiring students:

- Learning opportunities in business in Hong Kong and France
- Global mindset and essential skills to confront future challenges in business environment
- A platform to build network and develop connections across the two cities

## **ABOUT NEOMA BUSINESS SCHOOL**

Founded in 1871, NEOMA Business School (NBS) is an innovative business school based in Reims, Rouen and Paris. The School offers an extensive portfolio of programmes for over 9,000 undergraduates and postgraduates. Same to HKBU's School of Business, NBS is crowned by the three most prestigious international accreditations granted to business schools: AACSB, EQUIS and AMBA. It is one of the best business schools in Europe, receiving a rank of 34 in Financial Times European Business Schools ranking 2023. The NBS Undergraduate Business Programme— CESEM, offers their students three international tracks (Europe, the Americas, Asia), altogether 18 partnering universities, for obtaining two degrees. 100% of their students are awarded two Bachelor degrees from recognised Business Schools. Up to 95% of CESEM courses are conducted in English.

## **PROGRAMME STRUCTURE & CURRICULUM**

This is a 2+2 year undergraduate programme, requiring completion of a minimum of 128 credit units at HKBU and 240 ECTS at NBS. Students are expected to earn at least 64 units at HKBU and 120 ECTS at NBS in 4 terms respectively. Students will spend their first two years in HKBU BBA and the final two years in NBS. The study schedule of each BBA Concentration and the number of units to be taken in HKBU and NBS may differ slightly and is subject to the course enrollment record of each student.

After transferred to NBS, students must consult BBA Programme Office for course enrollment and report their study plan every semester. This will help you to fulfil the graduation requirements of both institutions.

Students are required to submit credit transfer application to the Academic Registry upon completion of the programme for credit transfer approval.

## STUDY PLAN

Participating BU students will largely follow the original study plan to enroll in courses of different categories in the first two years. Changes of course sequence may be required depending on the concentration enrolled. Interested students are advised to contact the BBA Programme Office during course add/drop period for consultation.

During their stay at NBS, students are required to complete a list of core courses and select business major and elective courses under each category to maximize their learning abroad and fulfill course requirements of both BU and NBS. Please refer to *Annex 1* for the study plan.

## ELIGIBILITY

For September 2025 admission, students meeting the following requirements are welcome to apply:

- Current local or non-local BBA students in Year 2 from all concentrations
- Attain cGPA 3.0 or above
- Good command of English (IELTS 6.0/ TOEFL iBT score of 79 or above)

## TUITION FEE

Students are required to pay HKBU tuition fee following the u-wide payment schedule.

## OTHER EXPENSES

Estimated budget on living expenses and other costs per month is as follows:

Item	HKD	EURO
<i>Accommodation</i>	3,202	400
<i>Meals</i>	1,201	150
<i>Transport</i>	200	25
<i>Social Activities/ Leisure</i>	600	75
<i>Miscellaneous</i>	400	50
<b>Total</b>	<b>5,603</b>	<b>700</b>

## SCHOLARSHIP

Local student accepted to the HKBU-NBS Double Degree Programme is eligible to apply for the *Global Experience Support Scheme* and *Mr. Mai Shi Song Scholarship for BBA Double Degree Programmes* offered by the School of Business, to receive a minimum of HKD\$40,000 scholarship yearly.

## **APPLICATION**

Interested students who meet the admission requirements are welcome to submit application on or before **24 January 2025 (Friday)** by completing the online application form. *Late application will not be considered.*

## **SELECTION**

A maximum of 10 students will be nominated by the BBA Programme Office every year.

A holistic approach will be adopted to assess students. Criteria including academic ability, communication skills, suitability to the programme (study plan) and non-academic achievements will all be considered. Selection interview will be held in early-February.

## Study Plan for HKBU-NEOMA Business School Double Degree Programme

### Study Plan @ HKBU (Year 1 & 2)

Participating students are required to complete the below courses and fulfill the graduation requirements<sup>^</sup> by the end of Year 2.

BBA Core	University Core
ACCT 1005 Principles of Accounting I	University English I
ACCT 1006 Principles of Accounting II	University English II
BUSI 1006 Business Research Methods*	University Chinese
BUSI 2005 Organizational Behaviour	The Art of Persuasion
BUSI 2035 Entrepreneurship and Innovative Thinking	Healthy Lifestyle
BUSI 3046 Business Communications	<b>GE Course</b>
ECON 1005 Principles of Economics I	GE History and Civilization
ECON 1006 Principles of Economics II	GE Values and the Meaning of Life
FINE 2005 Financial Management	GE Quantitative Reasoning
ISEM 2005 Management Information Systems	GE Interdisciplinary Thematic Course
LLAW 3007 Principles of Law	<b>Concentration Core*</b>
MKTG 2005 Marketing Management	Concentration Core courses

*\*Requirements vary among Concentrations. Please check with BBA Programme Office for the respective concentration.*

*<sup>^</sup>Students are required to complete University Life (CCL) and University's Putonghua Graduation Requirement.*

### Study Plan @ NBS (Year 3 & 4)

Participating students are required to complete the below courses during the two years study in NBS. For courses under "Major" and "Elective", students should take the courses which could be transferred to BU to fulfill the concentration requirements.

Business Ethics	Data Analysis & Business Intelligence
Human Resource Management	The Digital Organization
Strategic Management	Leadership and Organization Development
ELECTIVES: Management Accounting and Control/ Globalization and Innovation/ Fundamentals of Finance/ Strategic Marketing/ Coding School (a choice of 2)	ELECTIVES: Innovation Management/ Negotiation/ Entrepreneurship/ Operation Management/ Brand Marketing (a choice of 2)
French as a foreign language (beginners, intermediate, advanced) (1)	French as a foreign language (beginner, intermediate, advance) (3)
Business Research Methods	Internship (around 6 months)
MAJOR: Finance/ Digital Marketing/ Entrepreneurship/ International Business Development/ Supply Chain Management (a choice of 2)	Personal and professional development
French as foreign language (beginner, intermediate, advanced) (2)	Final project

#### Remarks:

1. The remaining units required for graduation will be fulfilled through transfer of units or course exemption by completing equivalent courses at NBS.
2. The final study plan should be approved by HKBU BBA and NBS.