

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 2027 Admission before

25 January 2027

ENQUIRY:  3411 7523

 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 32 in Financial Times European Business Schools ranking 2024. The NBS Undergraduate Business Programme— Global BBA – Global Double Degree CESEM Track, offers their students three international tracks (Europe, the Americas, Asia), altogether 23 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.

ELIGIBILITY

For September 2027 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)

**For Year 1 students, it is recommended that you submit your application to secure your place in the programme and prepare your study plan in advance.*

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
Total	5,603	700

SCHOLARSHIP

Student accepted to the HKBU-NBS Double Degree Programme is eligible to apply for the financial support offered by the School of Business, to receive a minimum of HKD\$42,000 scholarship yearly.

APPLICATION

Interested students who meet the admission requirements are welcome to submit application on or before **25 January 2027 (Monday)** by completing the online application form [HERE](#).
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.