



**“EXPLORE NEW WORLDS,  
GO FORWARD AS RESPONSIBLE LEADERS”**

# EXPLORE NEW WORLDS, GO FORWARD AS RESPONSIBLE LEADERS

Commitment, spirit of enterprise, drive, responsibility and respect are values on which we pride ourselves.

Our ambition? Train open minded and confident managers, with high self esteem without being over confident, ready to explore new areas and lead their teams towards daring company projects. In the 140 years since the creation of Rouen Business School we have drawn on the expertise of our faculty to educate innovative and daring leaders. In the age of global business, international activity is and always has been at the heart of our mission – a mission to ensure tomorrow's decision-makers are prepared for a constantly and rapidly changing world.

## ROUEN BUSINESS SCHOOL KEY FIGURES

**4,200** students of which **1,300** are international  
**17,000** graduates  
**105** permanent professors (**70%** have PhDs and **41%** are non-French)  
**500** experts  
**81** nationalities on the campus  
**200** international academic partners  
Budget of **32,2 Million Euros** in 2012  
A campus of **25,000 m<sup>2</sup>** covering **7 ha**.

# ROUEN BUSINESS SCHOOL PROGRAMMES

- Many programmes 100% in English (French not always obligatory)
- International students can attend French lessons on Campus at all levels

## GRADUATE PROGRAMME & POSTGRADUATE PROGRAMMES

### Master in Management Grande Ecole

- flagship programme of Rouen Business School
- seven semester programme
- recruits a more diverse population of students after 2 to 4 years of undergraduate studies
- 2,000 students
- 6 fields of specialisation
- French track and English track

### International MBA

- AMBA accredited
- intensive one-year full-time programme
- taught entirely in English
- recruits national and international participants
- minimum 3 years of work experience

### Masters of Science

- 12 to 15-month programmes
- taught entirely in English
- recruits students from all around the world holding a recognised bachelor degree or equivalent

### Specialised Masters

- Specialised programmes taught in French

## BACHELOR PROGRAMMES

### BSc in International Business

- 4-year programme
- recruits after high school
- French track and English track
- careers in trade, marketing and management in companies with an international dimension

### Bachelor in Business Administration

- 3-year programme
- recruits after high school
- 4 fields of specialisation: Bank and Insurance, Supply Chain Management, General Management of SME's, Tourism Management

### Bachelor in Retail Management

## EXECUTIVE EDUCATION

### Paris Executive Campus

Paris Executive Campus, a joint subsidiary of Rouen Business School and Reims Management School, runs executive training programmes, providing companies and managers with a complete range of executive programmes.

ON LINE

Paris Executive Campus website  
<http://www.paris-executive-campus.com>

## CONTACTS

For partnerships and exchange

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For recruitment

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## A FACULTY RICH IN DIVERSITY AND EXPERTISE

Our 105 permanent professors, from different countries and professional horizons, share their expertise, commitment to teaching, research findings, and publications which contribute to the school's international visibility.

Every year the School welcomes over 30 visiting professors from top foreign universities. These professors teach and carry out research projects with professors from our School.

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Classes, internships, apprenticeships, social and sporting activities, choice of specialisation, advice for personal and professional development, the entire faculty works together with the students to turn them into **responsible, confident, daring leaders, ready to explore the changing world of the 21<sup>st</sup> century.**

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Consult the CVs of Rouen Business School professors:  
<http://www.rouenbs.fr/en/faculty/the-teaching-departments/overview>

ON LINE

## RESEARCH: DISCOVER, ANTICIPATE, AND BUILD THE FUTURE

**“Explore new worlds, go forward as responsible leaders”. The vision of Rouen Business School offers a framework which corresponds to the school's research activity.**

Rouen Business School is rethinking business by producing scientific-based knowledge intended not only for the students – future managers of tomorrow's business - but also for the school's stakeholders (companies, regulatory public and local authorities, advisory boards, etc.). This knowledge is then applied in our research partnerships:

- Air France - LVMH - MATMUT «**New Careers**» Chair
- BNP Paribas - KPMG «**Business Model and Entrepreneurship Innovation**» Chair

Research at Rouen Business School will explore new worlds and situations that have arisen due to the financial crisis by providing knowledge in the following areas:

- **behavioural patterns of young people since the arrival of digital technology**
- **environmental constraints in supply chain management**
- **new attitudes to work and career**
- **new banking and accounting regulations**
- **creation or discovery of opportunities and their implementation**

### RESEARCH ORGANISED INTO 4 RESEARCH GROUPS

In order to accomplish its mission, Rouen Business School has a team of 105 faculty organised into four research groups and an Entrepreneurship and Innovation Centre.

- **Responsible Finance**
- **Contemporary Pathways of Career, Life and Learning**
- **Markets, Brands & Experiences**
- **Entrepreneurship and Innovation**

The Entrepreneurship and Innovation Centre brings together teaching programmes (project «Entreprendre», Explor'actions, Entrepreneurship Major), the incubator «Starting-Bloc», the «Business Model and Entrepreneurship Innovation» BNP Paribas – KPMG Chair, and the research group «Entrepreneurship and Innovation». This centre aims to increase the number of entrepreneurial projects developed by the school's students.

Check-out the latest research news, and the published works of our professors on:  
<http://www.rouenbs.fr/en/recherche/news>

ON LINE



## INTERNATIONAL: OPEN TO THE WORLD, A MULTICULTURAL CAMPUS

### 200 INTERNATIONAL ACADEMIC PARTNERS

Rouen Business School develops partnerships with top universities and business schools. This exceptional network is one of our schools principal strengths. Every year, our School welcomes **1,300 foreign students representing 81 different nationalities:**

- 700 degree seeking
- 600 exchange students.

To help them settle into their new life on campus and their new life in France, the students are supported by a student association called Cultures Connection.

### MULTICULTURAL FACULTY AND PROGRAMMES

41 % of our permanent faculty are non-French. Throughout the year, over 30 visiting professors from around the world participate in teaching activities or research. The School offers 24 double degrees.

The Postgraduate Programmes are thoroughly international. Several are taught in English:

- 1 International MBA (80 % international students)
- 8 Masters of Science: Global Management, Finance, Marketing French Excellence, International Project Development, Supply Chain Management , Global Business, Arts Managements and Tourism & Luxury Services.

## INTERNATIONAL VISIBILITY

### ACCREDITATIONS

In March 2002, Rouen Business School was awarded the internationally recognised **EQUIS accreditation**, regularly renewed since then.

Rouen Business School received the **AACSB accreditation** in April, 2011.

Rouen Business School has also received the **AMBA accreditation** for its International MBA.



### RANKINGS



**Financial Times 2012 Rankings (September 2012)**  
**Best Masters in Management in the world**

The Financial Times has ranked our Master in Management Grande Ecole programme as the **19<sup>th</sup> best Master in Management**. This ranking confirms our commitment towards excellence and our place as one of the leading business schools worldwide.

# OUR INTERNATIONAL PARTNERS

## ARGENTINA

- UADE Universidad Argentina de la Empresa
- UCA Universidad Católica Argentina
- Universidad Nacional del Sur

## AUSTRALIA

- Griffith University
- La Trobe University
- Monash University
- Swinburne University of Technology

## AUSTRIA

- Johannes Kepler Universität, Linz
- Leopold-Franzens-Universität Innsbruck
- University of Applied Sciences, IMC Fachhochschule Krens

## BRAZIL

- COPPEAD - Universidade Federal do Rio de Janeiro - Instituto de Pós-Graduação e Pesquisa em Administração
- FGV Fundação Getúlio Vargas
- PUC Pontifícia Universidade Católica do Paraná
- USP Universidade de São Paulo

## CAMEROON

- UCAC Université Catholique d'Afrique Centrale, Faculté de Sciences Sociales et de Gestion

## CANADA

- Brock University, Faculty of Business
- Concordia University, John Molson School of Business
- Dalhousie University, Faculty of Management
- McMaster University, DeGroote School of Business
- Nipissing University, School of Business & Economics
- Queen's University, School of Business
- Saint Mary's University, The F. Sobeay Faculty of Commerce
- UNBC University of Northern British Columbia, School of Business
- Université de Sherbrooke, Faculté d'Administration
- Université Laval, Faculté des Sciences de l'Administration
- University of Calgary, Haskayne School of Business
- University of Manitoba, I.H. Asper School of Business
- University of Ottawa, School of Management
- University of Saskatchewan, College of Commerce
- University of Western Ontario, Richard Ivey School of Business
- University of Windsor, the Odette School of Business
- UQAM Université du Québec à Montréal, Ecole des Sciences de la Gestion
- UVic University of Victoria, Peter B. Gustavson School of Business
- Wilfrid Laurier University, School of Business & Economics
- York University, Faculty of Administrative Studies

## CHILE

- Universidad Adolfo Ibáñez
- Universidad Andrés Bello
- Universidad Católica del Norte
- Universidad de Chile
- Universidad de los Andes
- Universidad Diego Portales

## CHINA

- HKUST Hong Kong University of Science & Technology
- Hong Kong Polytechnic University
- Nankai University
- Ningbo University of Technology
- Renmin University
- Shanghai University
- SISU Shanghai International Studies University
- Southwestern University of Finance and Economics, School of Business Administration

- Tsinghua University, School of Economics and Management
- University of Macau
- Wuhan University
- Zhejiang University

## COLOMBIA

- CESA Colegio de Estudios Superiores de Administración
- Universidad de los Andes
- Universidad Externado de Colombia

## CROATIA

- Zagreb School of Economics and Management

## DENMARK

- Cphbusiness Lyngby
- CBS Copenhagen Business School

## ECUADOR

- Universidad del Pacífico – Ecuador

## ESTONIA

- Tallinn University of Technology, School of Economics and Business Administration

## FINLAND

- Aalto University School of Economics
- Haaga-Helia University of Applied Sciences
- Jyväskylä University of Applied Sciences
- Turku School of Economics

## GERMANY

- DHBW Stuttgart - Duale Hochschule Baden-Württemberg
- EBS European Business School
- Fachhochschule für Technik und Wirtschaft Berlin
- Friedrich Alexander-Universität Erlangen
- Gottfried Wilhelm Leibniz Universität Hannover
- Hochschule für Technik und Wirtschaft Dresden
- Hochschule Pforzheim-University of Applied Sciences
- Reutlingen University - ESB Business School
- Universität des Saarlandes
- Universität Regensburg
- WHU - Otto Beisheim School of Management

## HUNGARY

- CEUBS Central European University Business School
- Corvinus University of Budapest

## INDIA

- Birla Institute of Management Technology
- Bishop Heber College
- IIM Indore
- IIM Kozhikode
- IMT Ghaziabad
- Loyola Institute of Business Administration
- NMIMS Narsee Monjee Institute of Management Studies

## IRELAND

- University of Dublin, Trinity College

## ISRAEL

- Tel Aviv University

## ITALY

- LUSS Libera Università Internazionale di Studi Sociali
- Università Cattolica del Sacro Cuore
- Università degli Studi del Molise
- Università degli Studi di Modena e Reggio Emilia
- Università di Genova
- Università Politecnica delle Marche - Ancona

## JAPAN

- Akita International University
- Nagoya University of Commerce & Business
- Rikkyo University - College of Business
- Ritsumeikan Asia Pacific University
- Sophia University

## KAZAKHSTAN

- IAB International Academy of Business, Almaty

## LEBANON

- ESA Ecole Supérieure des Affaires
- USEK Holy Spirit University of Kaslik

## MALAYSIA

- Universiti Sains-Malaysia

## MEXICO

- Instituto de Estudios Superiores de Tamaulipas
- ITAM Instituto Tecnológico Autónomo de México
- TEC Campus Ciudad de México
- TEC Campus Cuernavaca
- Tec Campus Estado de México
- TEC Campus Guadalajara
- TEC Campus Monterrey
- TEC Campus Santa Fe
- TEC Campus Toluca
- UdeM Universidad de Monterrey
- Universidad Iberoamericana
- Universidad Regiomontana

## MOROCCO

- ISCAE Institut Supérieur de Commerce et d'Administration des Entreprises

## NORWAY

- BI Norwegian Business School
- NHH Norwegian School of Economics

## PAKISTAN

- Superior University

## PERU

- ESAN Escuela de Administración de Negocios para Graduados
- Universidad del Pacífico

## POLAND

- Gdansk University of Technology
- Kozminski University
- University of Gdansk
- Warsaw University

## PORTUGAL

- Universidade Católica Portuguesa
- Universidade Nova de Lisboa

## RUSSIA

- Lomonosov Moscow State University Business School
- MIRBIS Moscow International Higher Business School
- Plekhanov Russian Academy of Economics

## SENEGAL

- ISM Institut Supérieur de Management

## SINGAPORE

- Singapore Management University

## SLOVENIA

- University of Ljubljana Faculty of Economics

## SOUTH AFRICA

- University of Stellenbosch Business School

## SOUTH KOREA

- Ewha Womans University
- Seoul National University
- SKKUBS Sungkyunkwan University, Seoul
- Sogang University Business School

## SPAIN

- ESIC Campus Valencia
- ESIC Escuela Superior de Gestión Comercial y Marketing
- Universidad Carlos III
- Universidad Complutense de Madrid
- Universidad de Almería
- ETEA Universidad de Córdoba
- Universidad de Deusto
- Universidad de León
- Universidad de Salamanca
- Universidad de Valencia
- Universidad Pontificia Comillas - ICADE
- Universidad Pública de Navarra
- Universitat Rovira i Virgili

## SWEDEN

- Halmstad University
- Karlstad University
- Stockholm University School of Business
- University of Gothenburg

## SWITZERLAND

- ZHAW School of Management and Law

## TAIWAN

- NCCU National Chengchi University
- NTCB National Taipei College of Business

## THAILAND

- Assumption University
- Chulalongkorn University
- Thammasat University

## THE NETHERLANDS

- HAN Arnhem Business School
- Inholland University Rotterdam
- Tilburg University
- Universiteit Maastricht

## TUNISIA

- ISCAE Tunis

## TURKEY

- Bilkent University
- Bogazici University
- METU Middle East Technical University
- Yasar University

## UNITED KINGDOM

- Aston University Business School
- Bangor University Business School
- Glasgow Caledonian University
- Kingston University
- Nottingham Trent University
- University of Edinburgh
- University of Hull Business School
- University of Warwick
- University of Westminster

## URUGUAY

- Universidad ORT

## USA

- American University
- Bentley University, McCallum Graduate School of Business
- Brandeis University, International Business School
- Case Western Reserve University, Weatherhead School of Management
- Emory University, Goizueta Business School
- Fairfield University, the Charles F. Dolan School of Business
- Indiana University, Kelley School of Business
- John Carroll University, Bolser School of Business
- Michigan State University, the Eli Broad College of Business
- MIIS Monterey Institute of International Studies, Fisher Grad. School of International Business
- Minnesota State University, Mankato, College of Business
- Pace University, Lubin School of Business, New York
- Pepperdine University, The Graziado School of Business and Management
- The Pennsylvania State University, Smeal College of Business
- Towson University, College of Business & Economics
- University of Pittsburgh, College of Business Administration
- University of Richmond, Robins School of Business
- University of Wisconsin-Whitewater, College of Business & Economics

## VIETNAM

- CFVG Centre Franco-Vietnamien de Formation à la Gestion
- FSB FPT University School of Business

# ROUEN BUSINESS SCHOOL AND ITS CONTACTS WITH COMPANIES

Identify, train and recruit talent... Companies are present at all stages of the student's life, from the selection process through to their entry into a profession. National or international, they are involved in the creation of programmes, providing teaching materials and research activities.

## THE CENTRE CARRIER

Rouen Business School has joined forces with the Alumni Association (RBSAA) to launch the Centre Carrier, providing students and graduate with career guidance throughout their working life.

### The Centre Carrier specialises in:

- preparing each student for the job market and helping them to have a successful career path
- supporting and guiding graduates when they require help throughout their career. Services include personalised workshops, training and counselling.

## PROFESSIONALS MEETING YOUNG TALENT

Rouen Business School organises regular opportunities for students and companies to meet for example: Career Fair, conferences, corporate days, company visits, interview and recruitment simulations.

## THE CORPORATE CLUB

Rouen Business School receives financial support from over 70 companies.

Corporate Club  
ROUEN BUSINESS SCHOOL

### GOLD MEMBERS



### SILVER MEMBERS



### BRONZE MEMBERS



# ROUEN BUSINESS SCHOOL ALUMNI ASSOCIATION: AN ACTIVE NETWORK OF SUPPORTIVE GRADUATES

Created in 1923, the Rouen Business School Alumni Association is one of the oldest and most active Business School alumni associations and currently has over 17,000 graduates in 50 countries.

17 000 ALUMNI  
Some examples...

**BRIGITTE LIBERMAN**  
Graduated in 80  
Master in Management Grande Ecole  
General Director  
L'OREAL COSMETIQUE ACTIVE

**LEI ZHU**  
Graduated in 2004  
Specialised Master  
Department Manager, CHINA  
DECATHLON SA CHINA

**EMIL SWIERKOCKI**  
Graduated in 2004  
Master of Science  
Financial Analyst / Project  
Management Officer, UK  
JP MORGAN CHASE & CO

**JANNETTE BILLOT**  
Graduated in 2007  
International MBA  
Area Sales Manager, USA  
CARTIER

**Roccio BARROS DAVILLA**  
Graduated in 2009  
Master of Science  
Procurement, Purchasing Agent, MEXICO  
SCHERING PLOUGH PHARMACEUTICALS

**SUBARNA GANGULY**  
Graduated in 2009  
Master of Science  
Human Resources, INDIA  
INFOSYS TECHNOLOGIES

# A GREEN CAMPUS!

Joining Rouen Business School guarantees you with top level management training. It also offers you the best conditions for studying. The campus and its infrastructure have been designed to ensure that students and faculty evolve in a pleasant and stimulating environment. The aim is to find the best possible mix between work and personal life.



## ROUEN IN A FEW FIGURES

Region with the largest service sector in the greater Paris region  
**176,300** jobs in the area  
**75,700** jobs in Rouen

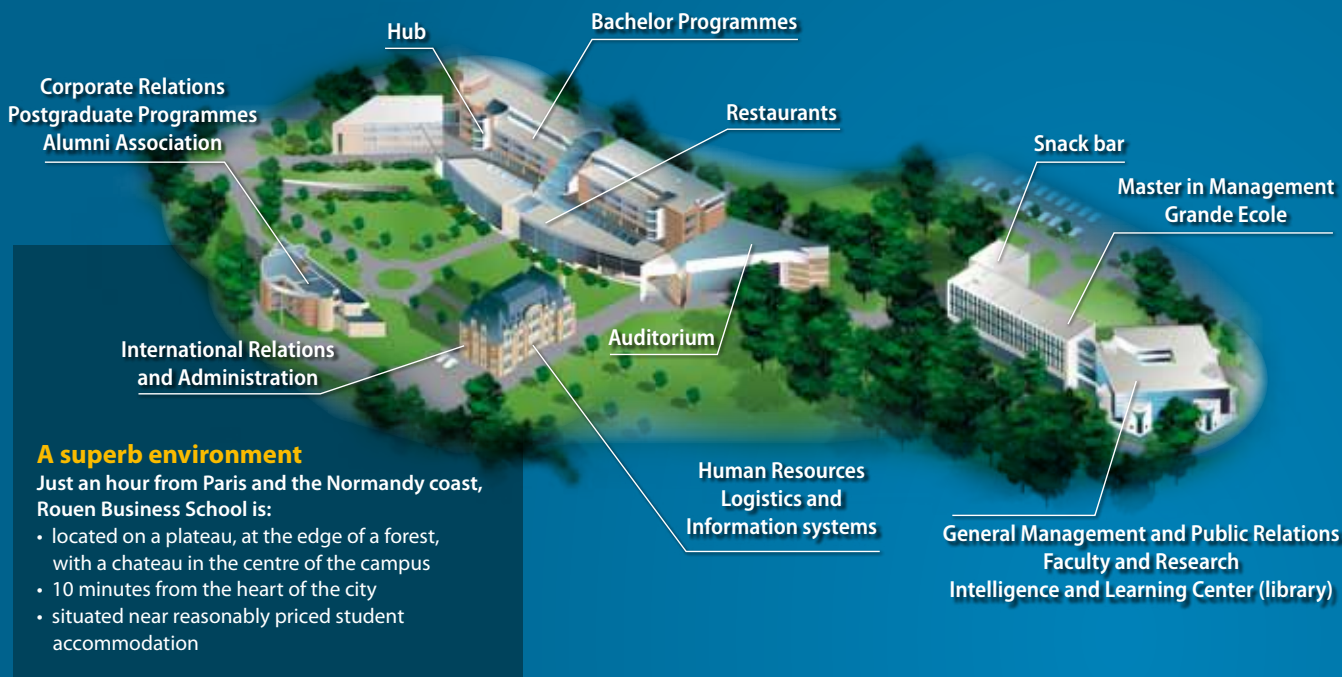
## ONE OF THE KEY FRENCH PORTS

**Largest French port** for cereal export  
**Main French port** for agro-industry, paper products, grouping of container merchandise on the North/South route  
**6<sup>th</sup> French port** in total tonnage



## ROUEN, AN ATTRACTIVE AND LIVELY CITY

With 600,000 inhabitants, including 2000 international students, Rouen, the capital of Normandy, has always fascinated artists, writers and travellers. With its gothic architecture, medieval alleys and historic monuments, Rouen is known as the City of Art and History.



**PRME** Principles for Responsible Management Education



Rouen Business School welcomes and supports students with disabilities during their course and until they are first hired, in partnership with HandiSup Haute Normandie and the association @talentegal. Disability coordinator: Daniele Pederzoli - dpd@rouenbs.fr



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 BUSINESS SCHOOL

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