

DOUBLE BACHELOR DEGREE IN E-COMMERCE & INTERNATIONAL BUSINESS

电子商务/国际商务学士双学位

BACHELOR OF SCIENCE IN INTERNATIONAL BUSINESS, FROM NEOMA BS (FRANCE)

法国 诺欧商学院 国际商务学士学位

BACHELOR IN E-COMMERCE, FROM NANKAI UNIVERSITY (CHINA)

中国 南开大学 电子商务学士学位



ENTREPRENEUR OF YOUR OWN TALENT

像企业家一样经营你的天赋

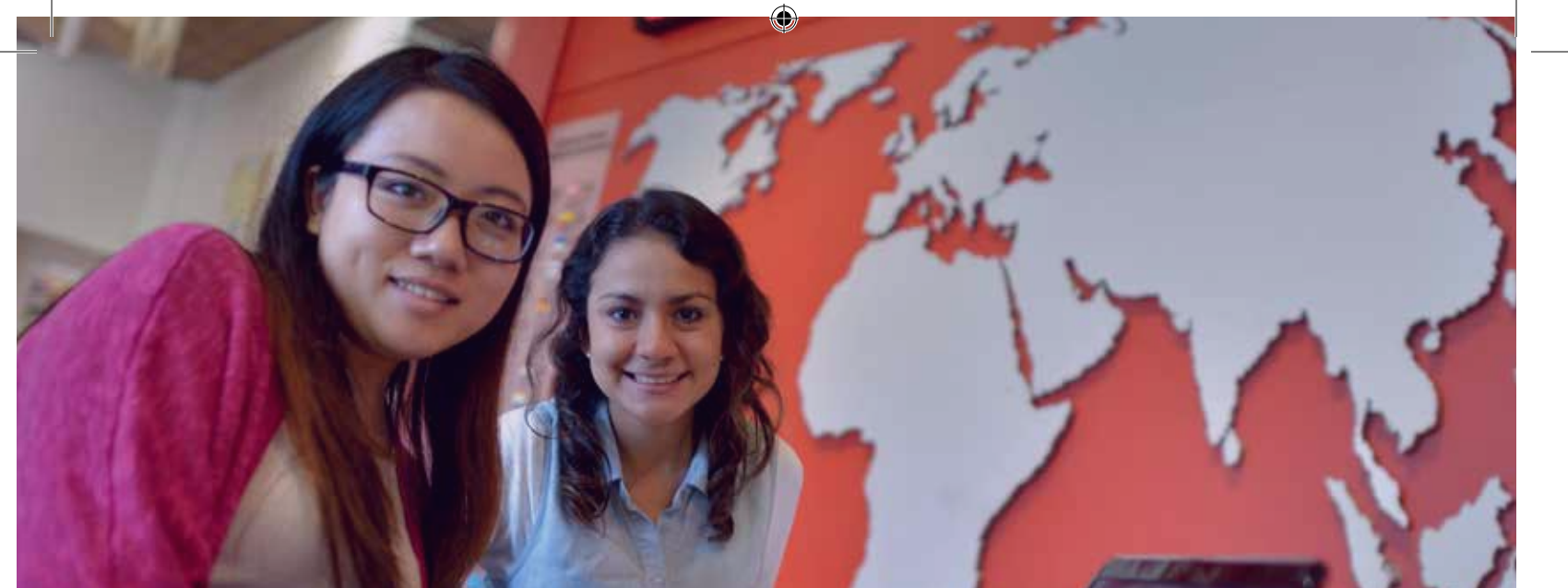


南开大学
Nankai University

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS



If you have always dreamed of studying in two of the most fabulous countries in the world, then our Double Bachelor degree in E-commerce & International Business offered in China and France is for you!

如果你梦想在中国、法国这两个无与伦比的国家学习，
我们的电子商务/国际商务本科双学位将成为你的不二之选！

China, the largest E-commerce and most innovative market in the world, is now setting the benchmark for modern day global business, and is becoming a must-play, must-win market for new business in the future. Trends such as mobile commerce, secured technology tools, big data analytics, are rapidly transforming business and creating an enormous demand for talent with a cross-disciplinary perspective.

中国，世界上最大的电子商务和最具创新性的市场，引领着当今全球商业模式，也是未来新型商业发展的必争之地。移动商务、安全技术工具、大数据分析等主要趋势引发了颠覆性的商业变革，对培养跨学科的商务人才提出了迫切的要求。

Through the integration of technology and management knowledge, with a focus on innovation and entrepreneurship, **the objective of the program** is to teach future managers and entrepreneurs with a global vision, business and management skills, as well as intercultural communication competences, who are capable of performing as responsible leaders and going beyond established business models.

通过融合技术和管理知识、关注创新和创业，该双学位项目旨在培养具有全球视野、经营和管理能力以及跨文化交际能力的未来管理者和企业家，使其成为负责的、能不断应对变化的领导者。

The very essence of the double degree program is **Agility and Entrepreneurship!**

该项目的核心在于：灵活性与创新创业

- Develop professional agility, employ critical analysis, a shared leadership to transform business needs into real e-commerce, to maximise the effectiveness of organisations in a changing business environment;

培养职业机敏性，进行批判性分析、共享领导力，将商业需要转化为电子商务实务，在不断变化的商业环境中最大限度地发挥组织机构的效力；

- Create a genuine entrepreneurial mind-set that aims to innovate, create and experiment, to develop and apply new technologies into business models such as product, service, and E-commerce innovation.

建立真正的企业家思维模式来实现创新、创造和实践，在产品、服务和电子商务创新等商业模式中开发和应用新技术。

Why choose THIS PROGRAM? 为什么选择该项目?

Two degrees from two very prestigious institutions in China and France

从久负盛名的中国大学和法国商学院获得两个学位

NEOMA BS is accredited by the three major international professional accreditation bodies (AMBA, EQUIS, AACSB), and is ranked 6th placed among the French schools in the prestigious **Shanghai Ranking (Academic Ranking of World Universities)** for business administration(2018). Nankai University ranks among **the top 10 universities** in China. Together we offer 4 years of exciting and high quality education, resulting in the achievement of two globally recognized degrees. This joint program is approved by Chinese Ministry of Education.

诺欧商学院享有AMBA、EQUIS、AACSB三大国际认证,在2018年上海交通大学全球大学学术排名(工商管理类)中位列法国商学院第六位;南开大学是中国排名前十的大学。双方将共同提供高质量的教学项目,使学生在四年内获得两个全球认可的学位。该项目为中国教育部批准的中外合作办学项目。

A unique cross-discipline perspective that combines Innovation and Entrepreneurship

独特的将创新与创业相结合的跨学科视角

At the crossroads of technology and business development, new market opportunities require **transformational leadership and interaction between technical and business knowledge**. The combination of innovation and entrepreneurship enables our graduates to understand and manage, but also how to innovate business, in order to create new business models meeting market demands.

在技术和商业的交叉发展下,新的市场机会需要变革型领导以及技术和商业知识之间的互动。创新创业的结合使我们的毕业生不仅懂得如何管理,更懂得如何创新企业,从而创造出符合市场需求的新的商业模式。

A practical activity-based teaching method in an international environment

国际环境下体验式的实践教学

NEOMA's professors, with a **highly international profile**, will deliver 1/3 of the courses, **100% in English**, with up-to-date business and management theories and innovative pedagogy, such as projects, simulations, seminars and case studies: **"learning by doing"** incorporating International teamwork across campuses in China and France. Graduates will have the desired soft skills to integrate in an international career.

三分之一的课程将由拥有高度国际化背景的诺欧商学院教授以全英文方式授课,包含最新的企业管理理论和创新教学方法,以及我们称之为“边学边做”的学习方式,通过例如商业项目、模拟、研讨会和案例研究的实践,在中国和法国的校区建立国际合作团队,使得毕业生具备融入国际职场的软技能。

An opportunity to gain international experience and cultural integration by studying in France in the 4th year

第四年可前往法国学习,体验国际交流和文化融合

In the 4th year students can either stay in China to complete the program or study in France with NEOMA's international undergraduate students. The **multicultural experience and the international immersion** in France will greatly broaden the global vision of our students.

学生在第四年既可以选择在中国完成双学位的学习,也可以选择赴法国诺欧商学院与其他国际本科学生一起学习。多元文化和国际环境下的学习体验将极大地拓宽学生的全球视野。

Maximised employability through partnerships with international corporations

借助国际公司合作伙伴关系,最大化学生就业

Students will gain **real-life experience** through internships, intrapreneurial projects, and start-up experiments in China and abroad. Thanks to the **career service, on-campus incubators** and a large global alumni network, students have access to numerous employment opportunities after their graduation.

通过在中国和国外的实习、内部创业项目、创业实践,学生将获得真实的商业体验。同时,学校提供的职业服务和校园孵化器以及遍布全球的校友网络将为毕业生提供诸多就业机会。

Application Requirements AND PROCEDURES

申请者与申请流程



Chinese candidates 中国学生

Chinese students will be enrolled through
The National entrance examination of China.

通过中国普通高等学校招生全国统一考试进行录取。

Contact/联系方式

Admissions Office,
Nankai University
南开大学招生办公室
Tel: (+86) 022-23504845
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Nankai University
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Program STRUCTURE

项目结构

Year 1

- Fundamental courses
- Learning skills
- English improvement

Year 2

- Core courses

Year 3

- Core disciplines
+ elective courses

Year 4

- Specialization
- Internship
- Thesis

第一年

- 基础课程
- 学习技能
- 英语提升

第二年

- 核心课程

第三年

- 核心学科
+ 选修课程

第四年

- 专业方向
- 实习
- 论文

Duration

学制

4 years / 4 年

Language

语言

English / 英语

- University-level courses are taught in Chinese.
大学必修课及选修课为中文授课。

Campus

校园

- China: Tianjin, Nankai University

中国：天津 南开大学

- France (optional in the 4th year),
at the Rouen or Reims campus
法国 (在第四年可选)：鲁昂校区或兰斯校区

Five MODULES 五大模块

Courses offered during the 4 year programme
课程融合贯穿四年



Module
模块



Description
描述



Example of courses
课程 (举例)

Fundamental Business Courses 基础商业课程

The module gives students an overview of business, management and strategy, and lays a solid foundation for further study.

该模块为学生提供商业、管理以及战略的概述,为进一步的学习打下坚实的基础。

Accounting 会计学
Operations Management 运营管理
Financial Management 财务管理
Human Resource Management 人力资源管理
Marketing 市场营销

Quantitative & Science Foundation 数量与科学基础课程

This module equips students with needed learning tools, a broad base of quantitative information in science and technology, and critical thinking skills.

这个模块给予学生必要的学习工具,结合批判性思维,奠定量化的科学与信息技术基础。

Statistics 统计学
Operations Research 运筹学
Introduction to E-Business 电子商务导论
Website Design and Development 网站设计与开发
Principals for Database 数据库原理

Innovation & Entrepreneurship 创新与创业课程

This module integrates business with technology; delivers the cross-disciplinary knowledge and develops a mind-set that promotes innovation.

该模块将商业与技术相结合,培养跨学科的知识 and 思维模式,鼓励创新创业。

Strategic Management 战略管理
Entrepreneurship Management 创业管理
Innovation Management 创新管理
Leadership & Project Teams Leadership 领导力与领导项目团队
Marketing & Innovation Protection 营销与创新保护
Change Management 变革管理

New Retailing and Targeted Marketing 新零售与精准营销课程

The module develops skills and attributes future leaders and managers should have in the context of new retailing, to design and implement marketing strategies and related activities in a dynamic environment.

该模块开发未来领导者和管理者在新零售情境下所需的技能,以在动态环境下策划和实施组织各项营销战略和活动。

Targeted Advertising 精准营销
Big Data and Business Intelligence 大数据与商务智能
CRM & e-Business Strategy CRM 与电子商务战略
Consumer Behavior 消费者行为学
Multi-channel Retailing & e-Commerce 多渠道零售和电子商务
Logistics and Supply Chain Management 物流与供应链管理

Specialization & Practice 专业方向与实践课程

This module demonstrates the application of knowledge in business practice, enables *Learning by Doing*, and ensures students gain hands-on experience.

这个模块展示知识在商业实践中的应用,通过“边做边学”确保学生获得实践经验。

Business Analytics and Practical Case 商务分析与实践案例
Social Practice 公能实践
Learn and Innovate 学习与创新
Intership 实践教学
Thesis 毕业论文

Learning Objectives:

教学目标:

- Master and apply appropriately the fundamentals of management and technology
掌握和合理应用管理和技术的基本原理
- Develop a comprehensive professional expertise
培养全面的专业技能业
- Operate efficiently in global and cross-cultural contexts
在全球和跨文化背景下有效运作
- Mobilize oneself and others for a common objective
为共同目标领导自己和团队
- Think creatively and develop added value on work processes and projects
创造性思考并为工作流程和项目创造附加值

Credits:

学分:

150 Chinese Credits (equivalent to 240 ECTs)
150 中国学分 (相当于 240 ECTs)



Opportunities for joining NEOMA BS's Master programs

有机会进入法国诺欧商学院攻读硕士学位

If students want to pursue their Master degree at NEOMA BS after completing the joint program, they can choose from a wide range of master programs (in English), with a good reputation and high ranking in and outside of France.

如果学生在完成双学位项目后想赴法继续深造,攻读(英文)硕士学位,诺欧商学院为其提供了广泛的选择;每个项目在法国甚至全球都享有良好声誉与排名。

• Master of Science (1-year): around 20 programs in the field of Marketing, Finance & Accounting, General Business and Management, including double master degrees

一年制理学硕士:专业覆盖市场营销、财务和会计、综合商科与管理,包含硕士双学位项目

• Master in Management (2-year): with wide range of specializations to choose based on interests to gain double or triple master degrees

两年制管理学硕士:可依兴趣广泛选择专业方向,获得双学位或三学位

• TEMA (Innovation & Digital management, 2-year): unique innovative curriculum combining management and technology, to train managers with first-rate technology skills and knowledge as well as an entrepreneurial profile

两年制TEMA(创新与数字化管理硕士):独具创新的课程体系将管理与科技相结合,培养既懂得最新技术又能创新创业的管理者

Add value and ENHANCE YOUR EXPERIENCE

价值提升与学习体验支持:

Talent & Career Development

才能与职业发展

Enrich your individual trajectory and boost your career

丰富个人成长、助力职业发展

Career Service, Jobs & Internships

求职服务、工作与实习

Dedicated to your professional and interpersonal development, our advisors provide guidance in the "Career Service" (classes, coaching, seminars).

致力于学生的职业和人际关系发展，顾问将提供职业服务（课堂、辅导、讲座）。

Personal Development Unit

个人发展中心

All the courses are designed to help you develop your personal qualities, inside and outside the classroom. A comprehensive package of professional activities contributes to building your Personal Trajectory.

课程设计将帮助你在课堂内外提升个人素质，全方位的职业活动有助于打造你的个人发展轨道。

A team of advisers is available and dedicated to answer any questions you may have related to your life on and off campus, in order to make your study experience as enjoyable and rewarding as possible.

顾问小组致力于解决你在校园内外可能遇到的任何问题，使你的学习经历愉快并充满收获。

The program works closely with business enterprises to explore internship and employment opportunities for our students.

项目与企业紧密合作，共同开拓学生实习和工作的机会。

A 360 degree personalized service

全方位个性化服务

If you choose to study in France in the 4th year, a team of advisers offers a diverse set of services to help make your life and integration easier on the campuses:

如果你选择第四年在法国学习，中心顾问团队将提供多样化的服务，帮助你适应本地生活并融入校园：

- On-campus /city-centre accommodation arrangement
校园/市中心住宿安排
- Health formalities (student social security, medical care...)
健康手续(学生社会保障、医疗.....)
- Administrative formalities (student card, general information...)
行政手续(学生证、一般资料.....)
- Reception of documents (internship reports, medical certificates, absence justification...)
文件接收(实习报告、医疗证明、缺勤证明.....)



NEOMA BS Incubator 诺欧企业孵化器

The three incubators in NEOMA BS, created in 2011, help students to transform ideas into start-ups:

创建于2011年，诺欧商学院三个企业孵化器帮助学生将商业理念转化为初创项目或公司

+100

start-ups launched
初创公司

+50

projects currently in incubation
在建项目

+200

projects in pre-incubation
筹备项目

- **A collective, equipped workspace**
整合的设施 完备的工作空间
- **Individual and collective coaching**
个人的或集体的辅导
- **Personalised mentoring**
个性化的导师服务
- **Network connections with our expert graduates**
连接毕业生的专业人际网络
- **A web development team**
网页开发团队

About NEOMA BS

关于诺欧商学院

NEOMA Business School, one of the Top 10 business schools in France, was created in April 2013 with the merger of Reims Management School (1928) and Rouen Business School (1871). Together both schools have a history of nearly 150 years, with Rouen Business School being the 2nd oldest business school in France. The Reims and Rouen campuses are both approximately one hour by train from Paris.

The School offers a broad range of high-quality business and management programs (Marketing, Finance, Commerce, Supply Chain, etc.) at the bachelor, master and doctoral level as well as executive education programs. Its mission is to train creative and responsible leaders who will constantly adapt to an ever changing global environment. In keeping with a longstanding and solid expertise that has made its reputation for excellence, NEOMA Business School's students apprehend innovative pedagogy, based on experiencing the culture of immersion and simulation (case studies, challenging seminars...).

诺欧商学院是法国排名前十的商学院，由兰斯高等管理学院（建于1928年）和鲁昂高等商学院（建于1871年）于2013年4月合并而成，其中鲁昂高等商学院是法国第二悠久的商学院，已有近150年历史。兰斯和鲁昂校区距离巴黎仅约一小时左右火车车程，交通便利。

诺欧商学院提供从学士到博士层次广泛、高质量的商科管理项目（市场营销，金融，贸易，供应链），也包括高层经理教育项目。学院的使命是培养能适应不断变化的全球环境的创新负责的领导者。长期可靠的专业教育造就了诺欧商学院的卓越声誉，学院运用创新的教学方法赋予学生基于文化浸润和商业模拟的独特学习体验（案例研究，研讨会...）。



Key facts

学校数据

150 years' combined experience of delivering academic excellence in higher education

150 年卓越的高等教育经验强强联合

3 state-of-the art campuses: Rouen, Reims and Paris

3 个先进的校区：鲁昂、兰斯、巴黎

3 international accreditations

3 大国际商学院认证



160 permanent professors

1,200 professional teachers, 62% of the faculty is international

160 名常任教授, 1,200 专业教师, 62% 为国际师资

200 key corporate partners

200 个重要企业合作伙伴

9,500 students from diverse countries and backgrounds

9500 名来自不同国家和背景的学生

1 network of over **59,500** graduates

1 个超过 59,500 名毕业生的校友网络

9th in France in European Business School Rankings 2018, by Financial Times 2018

《金融时报》2018年欧洲商学院排名第九位

41th place in the international ranking of the prestigious Financial Times « Masters in Management 2018 »

《金融时报》(2018年管理学硕士)国际排名第41位

19th worldwide in master program in management, **4th** in France (Grande Ecole Programme), by The Economist 2019

《经济学家》2019年管理类硕士项目排名全球第十九，其中管理硕士项目排名法国第四位

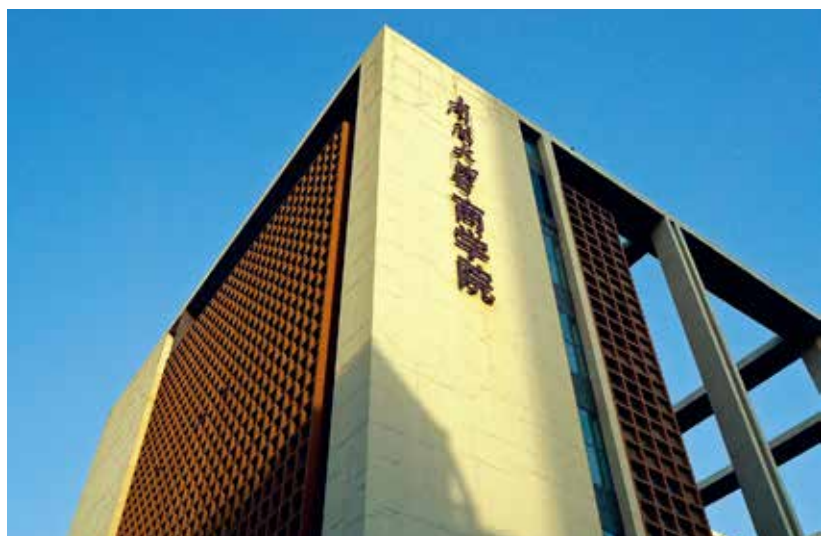


About NANKAI UNIVERSITY

关于南开大学

Nankai University, ranked N°.10 in China, N°.52 in Asia and N°. 277 in the world, is one of the most elite academic institutions nationally, regionally and globally. Founded in 1919, amongst the oldest schools in China, the university has a prestigious and long tradition of academic and research excellence, with the most influential alumni in modern Chinese history, including Zhou Enlai, the first Premier of the People's Republic of China. The University is located in Tianjin, one of the top 5 largest cities in China with one of the largest ports in the world, as the epicentre of economic activity in Northern China and the fastest growing region in the country for many years.

南开大学在中国排名第10位，亚洲排名第52位，世界排名第277位，是区域、国家和全球最优秀的学术机构之一。南开大学成立于1919年，是中国最古老的学校之一，也因其学术和研究卓越传统而极负盛名。南开大学拥有在中国近现代历史上一些最具影响力的校友，包括周恩来总理。大学所在天津市是中国五大城市之一，也是世界上最大的港口之一，不仅是中国北方经济活动中心，也是中国经济增长最快的区域之一。



About NANKAI BUSINESS SCHOOL

关于南开商学院

Nankai Business School, founded in 1929, is one of the oldest schools of Nankai University. The school has always committed to educating students to improve themselves and inspiring them by Nankai's motto: dedication to public interests, acquisition of all-round capability, and aspiration for progress with each passing day.

Nankai Business School earned AACSB and AMBA accreditation with 5-year term, showing a growing international profile in business administration education.

Nankai Business School takes pride in and gains strength from its well-designed programs, highly qualified teaching and research staffs, and efficient administration. It is widely recognized as one of the most vigorous and promising business schools in China.

南开大学商学院成立于1929年，为南开大学成立最早的学院之一，始终遵循“允公允能，日新月异”的校训，致力于培养具有全球视野和国际竞争力的管理人才。

南开大学商学院已获得国际高等商学院协会（AACSB）和英国工商管理协会（AMBA）为期5年的认证，这也彰显了南开大学工商管理教育的国际化。

商学院立足自我，凭借优势专业、优秀师资、高效管理，已成为国内领先的商学院。

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

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