



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

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ARNAUD LANGLOIS-MEURINNE
DEAN, ROUEN BUSINESS SCHOOL

"Commitment, spirit of enterprise, drive, responsibility and respect are values on which we pride ourselves. Our ambition ? Train open minded and confident managers, with self-esteem but no inflated ego, ready to explore new areas and lead their teams towards daring company projects. In the 140 years since the founding of Rouen Business School we have drawn on the expertise of our faculty to educate innovate 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".

PROUD OF OUR ROOTS

Since its founding in 1871, the second business school to be created in France, Rouen Business School has had a clear mission: **Train business leaders, directors of overseas agencies and consular agents to represent France in a suitable manner in its international trade relations.** This mission statement was originally written and promoted by the founders of Rouen Business School, entrepreneurs interested in training young people to develop trade relations between France and the rest of the world.

ROUEN BUSINESS SCHOOL KEY FIGURES

3,650 students of which 1,000 are international
15,600 graduates
83 permanent professors including 70% PhDs and 40% non-French
500 experts
60 nationalities on the campus
190 international academic partners
Budget of 29 Millions Euros
A campus of 25,000 m² covering 7 ha.

A FACULTY RICH IN DIVERSITY AND EXPERTIZE

Our 83 permanent professors, from different countries and professional horizons, provide 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.

Classes, internships, apprenticeships, social and sport activities, choice of specialization, advice for personal and professional development, the entire faculty works with the students for one objective: **train responsible, confident, daring leaders, ready to explore the new world of the 21st century.**



Access 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.

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:

- behavioral patterns of young people due to digital technology
- consideration given to environmental constraints in supply chain questions
- new attitudes to work and career
- new banking and accounting regulations

RESEARCH ORGANIZED INTO 4 GROUPS

In order to accomplish this mission, Rouen Business School has a team of 83 faculty organised into four research groups and an Entrepreneurship and Innovation Center.

RESPONSIBLE
FINANCE

CONTEMPORARY
P@THWAYS
OF CAREER, LIFE
AND LEARNING

YOUNG
PEOPLE AND
RESPONSIBLE
CONSUMPTION

CUSTOMER,
RETAIL &
SUPPLY CHAIN

ENTREPRENEURSHIP AND INNOVATION CENTER

The Entrepreneurship and Innovation Center aims to promote entrepreneurship and support entrepreneurial projects of students and alumni. This center groups together the teaching, support and guidance, and research programs concerning topics relating to business creation and entrepreneurship. This center 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

190 INTERNATIONAL ACADEMIC PARTNERS

Rouen Business School develops partnerships with major international Universities and Business Schools. This exceptional network is one of our Schools principal strengths. Every year, our School welcomes **1,000 foreign students of 60 different nationalities**:

- 550 degree seeking
- 450 exchange students.

To facilitate their integration on the campus and in France, the students are supported by a student association called Cultures Connection.

MULTICULTURAL FACULTY AND PROGRAMS

40 % of our permanent faculty are non-French. Throughout the year, over 30 foreign visiting professors participate in teaching activities or research. The School offers 24 double diplomas.

The development of postgraduate programs is thoroughly international. Several are taught in English:

- 1 International MBA (80 % international students)
- 3 Masters of Science: Global Management, Finance and Marketing French Excellence

INTERNATIONAL VISIBILITY

ACCREDITATIONS

The School is certified **EQUIS**, and has also received the **AMBA** accreditation for its International MBA. The proposed **AACSB** accreditation plan has been accepted and will be finalized in 2011.



RANKINGS



Financial Times 2010 Rankings (September 2010) **Best Masters in Management**

The Financial Times has ranked our Master Grande Ecole program as the **23rd best Master in Management**. This ranking confirms our commitment towards excellence and our place as one of the leading business schools worldwide.



«Challenges» Business Schools Rankings (December 2009)

In the 2009 Business Schools Rankings published in Challenges, Rouen Business School takes **9th place for its 'Power'** and **4th place for its 'International Outreach'**.



«L'Etudiant» Business Schools Ranking (November 2009)

Rouen Business School comes in at **8th place** in the 2010 rankings of the French Business Schools published by the magazine 'L'Etudiant'. The school is praised for the fact that «Rouen Business School is one of the most attractive and most selective business schools in France»

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 Krams

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
- McGill University, Desautels 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. Sobey 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, École des Sciences de la Gestion
- UVic University of Victoria, Faculty 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
- Ningbo University of Technology
- Renmin University

- Shanghai University
- SISU Shanghai International Studies University
- 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

- Aarhus School of Business, University of Aarhus
- Business Academy Copenhagen North
- CBS Copenhagen Business School

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

- EBS European Business School
- Fachhochschule für Technik und Wirtschaft Berlin
- Fachhochschule Reutlingen
- Friedrich Alexander-Universität Erlangen
- Gottfried Wilhelm Leibniz Universität Hannover
- Hochschule für Technik und Wirtschaft Dresden
- Hochschule Pforzheim-University of Applied Sciences
- Universität des Saarlandes
- Universität Regensburg
- VWA Studienakademie
- WHU Otto Beisheim Graduate School of Management

GREAT BRITAIN

- 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 Sunderland
- University of Warwick
- University of Westminster

HUNGARY

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

INDIA

- Birla Institute of Management Technology
- Bishop Heber College
- 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

- LUISS Libera Università Internazionale

JAPAN

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

LEBANON

- ESA Ecole Supérieure des Affaires

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

- NHH Norges Handelshøyskole

PAKISTAN

- Superior University Lahore

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

- MIRBIS Moscow International Higher Business School
- Moscow State University, Graduate School of Business Administration
- Plekhanov Russian Academy of Economics
- SUM State University of Management

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

SPAIN

- ESIC Escuela Superior de Gestión Comercial y Marketing
- Universidad Carlos III
- Universidad Complutense de Madrid
- Universidad de Almería
- Universidad de Córdoba - ETEA
- 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

THAILAND

- Assumption University
- Chulalongkorn University
- Thammasat University

TAIWAN

- National Chengchi University

THE NETHERLANDS

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

TURKEY

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

USA

- American University
- Bentley University, McCallum Graduate School of Business
- Brandeis University, International Business School
- California Polytechnic State University, Orfalea College of Business
- 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, Boler 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
- Montclair State University, School of Business
- Pepperdine University, The Graziado School of Business and Management
- SMU (Southern Methodist University), O'Quinn School of Business
- 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

COMPANIES / SCHOOL: COMBINING TALENTS

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. French or international, they are involved in the creation of programs, providing teaching materials and involved in research activities.

CAREER CENTER

The Career Center assists students in their career planning from advising them on their choice of major, to finding an internship or starting a job search. It focuses on the student's individual needs in terms of professional career, and works in tandem with personal development workshops that address more general issues of the student's professional projects.

PROFESSIONALS MEETING YOUNG TALENT

Rouen Business School organizes regular meetings between students and companies: Job Forum, conferences, corporate days, company visits, interview and recruitment simulations.

THE CORPORATE CLUB

Rouen Business School receives financial support from over 60 companies.

Corporate Club ROUEN BUSINESS SCHOOL



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 15,600 graduates in 50 countries.

15 600 ALUMNI
Some of them are members of our
Strategic Orientation Committee



BRIGITTE LIBERMAN
GRADUATED IN 80
GENERAL DIRECTOR
L'OREAL COSMETIQUE ACTIVE



JEAN MARC GALLOT
GRADUATED IN 88
GENERAL DIRECTOR
RUINART / GROUPE LVMH



DAVID GUIRAUD
GRADUATED IN 78
VICE PRESIDENT / GENERAL DIRECTOR
GROUPE LE MONDE

ROUEN BUSINESS SCHOOL PROGRAMS

- 50% of the classes are taught in English
- Participants do not need to speak French
- International students can attend free French lessons on Campus at all levels

GRADUATE PROGRAM & POSTGRADUATE PROGRAMS

Master Grande Ecole

- flagship program of Rouen Business School
- seven semester program
- recruits a more diverse population of students after 2 to 4 years of undergraduate studies
- 2,000 students
- 13 majors

International MBA

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

Masters of Science

- 18-month programs
- taught entirely in English
- recruits primarily international students holding a three- or four-year undergraduate degree

Specialized Masters

- Specialized programs taught in French

BACHELOR PROGRAMS

BSc in International Business

- 4-year program
- recruits after high school
- careers in trade, marketing and management in companies with an international dimension

Bachelor in Business Administration

- 3-year program
- recruits after high school
- 4 fields of specialization: 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, is dedicated to executive training, providing companies and managers with a complete range of executive programs made to measure qualifying training courses.

ON LINE

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

A GREEN CAMPUS!

Joining Rouen Business School is a guarantee of top level management training. It is also a guarantee of the best conditions for integration and 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 daily life.



ROUEN IN A FEW FIGURES

1st regional tertiary metropolis
in the greater Paris region
176,300 jobs in the area
75,700 jobs in Rouen

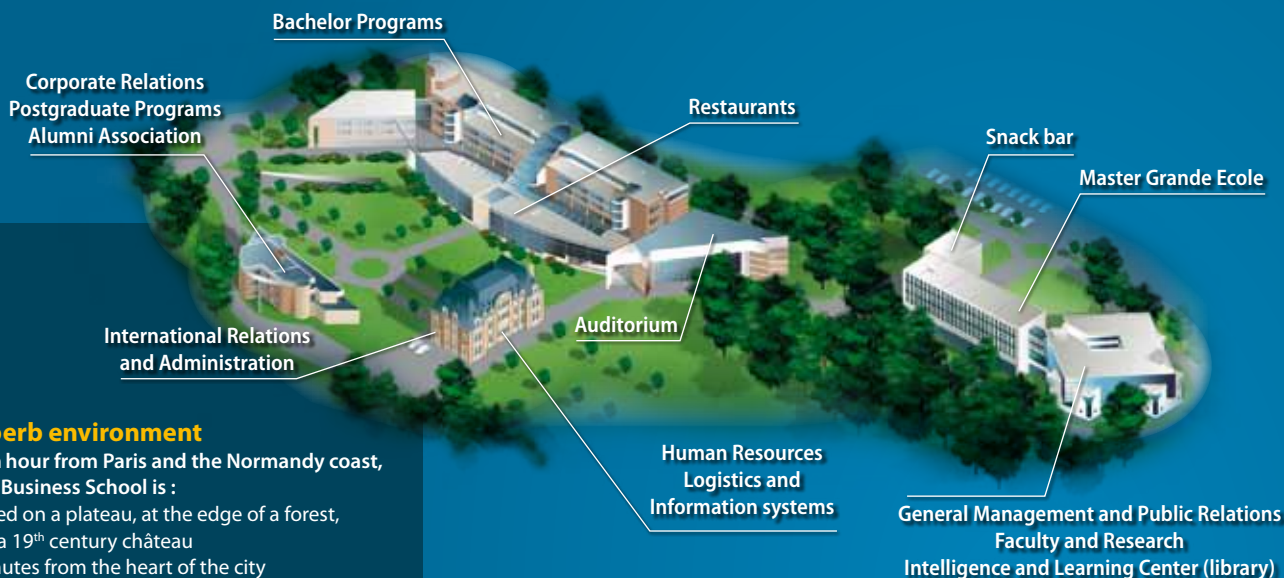
ONE OF THE KEY FRENCH PORTS

1st European port for cereal export
1st French port for agro-industry, paper products, grouping of container merchandise on the North/South route
6th French port in total tonnage



ROUEN, AN ATTRACTIVE AND LIVELY CITY

With 500,000 inhabitants, 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.



A superb environment

Just an hour from Paris and the Normandy coast, Rouen Business School is :

- located on a plateau, at the edge of a forest, with a 19th century château
- 5 minutes from the heart of the city
- situated near reasonably priced student accommodation
- actively involved in assisting students in finding suitable housing



HIGHER EDUCATION AND HANDICAP

Rouen Business School actively supports the rights of persons with disabilities.

For more information, please contact Daniele Pederzoli who is dedicated to helping and advising students with handicap: dpd@rouenbs.fr



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