

Reims Management School

- 3000 students and 17500 alumni
- 78 international partners
- 2 campuses in Reims
- Permanent Faculty of 65 professors & over 50 international visiting professors



Accreditations

- Reims Management School is accredited Equis since 2000.
- RMS is also involved in the process of 2 new accreditations : **AMBA**, British accreditation focused on MBA programmes (decision first term 2006) and **AACSB**, American accreditation focusing on all the School's programmes (decision end 2006, beginning 2007).

Executive MBA

- Classes begin on May 19th 2006
- Admission sessions : January 26th, March 2nd, April 6th, May 5th

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### "Study Tour" in Beijing for the Executive Class 2004-2005

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For the EMBA 7, after two incomparable tours in Madrid and New-York, the 3rd study tour in Beijing, was the icing on the cake. Centered around the theme "Doing Business in China", this was the last seminar for this group which now only has to complete and defend their Business Plan to graduate! They stayed in Beijing from November 21st to 27th, and were accompanied by Maria Ruiz, professor of finance at RMS.

Professors Li Yong and Jiahe Zhao from Tsinghua University discussed the Chinese environment and the various strategies to enter the Chinese market. The importance of the cultural was often stressed, and everyone could appreciate the importance the argument when interacting with local Chinese people. Participants worked on a case study about the entrance of Michelin in the Chinese market. They also visited two companies : Lenovo, manufacturer of computers who recently overtook IBM's PC operations, and typical Chinese State Company producing Beer. Beer testing at the end of the visit helped put everything into perspective!

The seminar was also culture based and the group visited the Forbidden City as well as the Great Wall that runs along some 6000 km. Participants only made it through 50 meters however, 100 for the most courageous! They also visited the Summer

2006

• Admission criteria : Master 1 (Maîtrise) + 5 years of professional experience in management positions or 10 years of professional experience for non-graduates, GMAT or TAGE-MAGE, English proficiency

Palace, the Chinese version of Versailles. It is a beautiful site overlooking a lake with several palaces and temples, some of them build on an island.

Exotic food, dancing, and karaoke singing played an important role during this seminar, contributing to the good unity of the group and to a full "introduction" to the Chinese way of life. Participants, while often debating the merits of "I love Chinese food" or "Let's go to the Hard Rock Café", enjoyed the hospitality of the ravishing Chinese hostesses...

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### "Study Tour" in Madrid for the Executive Class 2005-2006

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International MBA

• Classes begin on September 14th 2006 for international students and on September 25th 2006 for national students

• Admission sessions for applicants living in France : January 26th, March 2nd, April 6th, May 5th, June 10th, July 11th, September 7th 2006.

International applications can be received from October 2005 to July 20th 2006.

• Admission criteria : Bachelor degree, 3 years of professional experience privileged, GMAT or TAGE-MAGE, English proficiency

The first Study Tour for the fourteen members of MBA 9 began on Monday, November 21st and ended 5 intense days later on Friday, November 25th. EOI Escuela de Negocios, RMS partner in Madrid, put together a seminar in which many topics explored the finer points of Marketing, Communication, and Brand building. A common thread throughout the week was the Adolpho Dominguez case, to which additional concepts like negotiation and influencing skills, the balanced scorecard, and changing organisations were applied. Furthermore, the study of the AD case permitted participants to delve deeper into the strategic issues concerning the international expansion of this quintessential Spanish clothing brand.

Mid-week, the group visited the headquarters of the Spanish airline Iberia, where the application of Revenue Management in the airline industry was presented. On Friday morning team presentations regarding recommendations for Adolpho Dominguez took place, followed by a very provocative subject: Cultural Dimensions of International Business, that enumerated the challenges facing the EU in the context of declining birth-rates and aging populations at home, juxtaposed with explosive population growth in Africa and Asia.

While some of the EOI sessions were run by EOI faculty, the vast majority were conducted by an impressive array of consultants and business leaders based in Spain. Raymond Ouellet, a Marketing Professor at RMS, attended the seminar and provided both logistical and theoretical support to the participants.

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Chinese MBA alumni reunion  
in Beijing on October, 15th 2005

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In October, Hsin Mei Turmel, Reims MBA admissions Manager, was in China for educational fairs. She took advantage of this opportunity to organize a Chinese MBA Alumni Reunion.

This first and historical RMS event took place in Beijing on October 15th 2005; the atmosphere was warm and enjoyable. With some nostalgia, alumni exchanged memories of their past stay and study in Reims, quickly re-establishing the "RMS MBA spirit". More importantly, they exchanged about their post-MBA experiences and many initiated relationships that are likely to develop in the future.

The event also marked the start of the administration office of Chinese MBAs Beijing, which will provide the necessary support for future MBA exchange students from Reims and newly recruited MBA participants.



Each year since 2000, Reims Management School recruits Chinese MBA students. After graduation, newly minted Chinese MBAs often go back to China where many of them now hold important and managerial positions in China.



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