

International Students Focus : Cross-program interviews



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«Creating value in the Champagne Business» program

Internet Sites:
An information portal for the RMS group website



#6 - Octobre 2007 to January 2008
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**REIMS MANAGEMENT SCHOOL
NEWSLETTER # 6**

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editorial >>>

Next year Reims Management School will celebrate its 80th anniversary. In its 80 years existence, the school has proved its ability to adapt and take up new challenges, from economic globalization to the digital revolution, including the permanent changes in companies.



Nowadays, we offer innovative management training programs that are recognized internationally.

2008 will be a year of celebration during which we will celebrate this anniversary all together around events that will mark the life of our school. It will also be a timely moment to disclose strategic plans currently being developed as well as the positioning of the school that will result from them.

François Bonvalet,
Dean of Reims Management School



in brief >>>

«Société Française de Management» seminar



On July 12th, Reims Management School welcomed the summer seminar of "the Société Française de Management" on the theme: "critical management studies à la Française?" Co-organized by Rachel Beaujolin-Bellet, this one day seminar was the occasion to welcome 50 young management science teacher-researchers who came to discuss the place, epistemological postures, and methodological approaches of academic research with explicit reference or not to the critical studies stream, even criticizing it with a view to going beyond it.

22 nationalities represented at RMS Welcome Days

On September 13th and 14th RMS International Student Services welcomed 90 foreign students having joined the school for this academic year (excluding this year's 217 CESEM foreign students). Representing 22 nationalities, they joined the different programs for study periods of 3 to 12 months (55 in the Sup de Co program, 21 in the International MBA and 14 in the TEMA program).

CFA Institute: moving up to level 2 !

Sup de Co Reims is among the very few French Graduate Management Schools that are able to prepare their students for the prestigious CFA certification within the framework of their degree course. The Chartered Financial Analysis certificate is an internationally recognized certificate of excellence in financial analysis and portfolio management. There are three levels of competence aimed at finance professionals wishing to boost their careers.

Last year 37 Sup de Co students, selected on the basis of their academic results and personal motivation took the level 1 examination. 13 candidates passed, i.e. a success rate of 35%, in conformity with the world statistics released by the CFA Institute. Sup de Co students thus showed themselves up to the task of passing this very difficult examination. From January 2008, students holding CFA level 1 will be able to prepare level 2 within the framework of their Sup de Co degree course.

Sup de Co Reims thus becomes the only management school in France to be able to prepare its students to the two first levels of CFA within the framework of its degree course.

The RMS Foundation awards 20 grants for an amount of €106 326

The grant allocation committee of the RMS Foundation met for the first time on November 20th 2007. The grant allocation amount is set in the form of quotas. It covers from 50 to 80% of annual tuition fees. 35 applications all programs included were submitted, leading to the allocation of 20 grants

for the academic year 2007-2008 for a total amount of €106,326.

The funds allocated to each student will be directly paid by the "Fondation de France" to the RMS Tuition Department in December.

More information on the RMS Foundation website: www.fondation-rms.org.

RMS programs move up in Financial Times and Business Week international rankings

Sup de CO Reims ranks 24th among the 40 best European Masters listed by the Financial Times in September. In 2006, Sup de Co Reims entered the rankings in 28th place out of 35 listed. This year's rankings list 40 Masters, 5 more than last year. In spite of the competition with these newcomers, **Sup de Co has gained 4 places compared with 2006 and now ranks 7th for the quality of the jobs its graduates find in companies.** Information: www.ft.com/businesseducation/

In November Business Week published its list of the best MBAs in the world. The executive MBA of RMS is listed among the top ten part time MBAs in Europe. The survey was made among 9274 graduates from 81 part-time MBAs worldwide, with an answer rate of 35%. More information on the Business Week Website: www.businessweek.com/schools/rankings/

Eric Fimbel : His last book is the hybrid fruit Of both scientific research And tangible professional applications.

Professor at RMS, PhD in Management Science, accredited to supervise research, Eric Fimbel simultaneously combines activities as a teacher, researcher, expert consultant and auditor. He is the author of several books and tells us about his latest, published in August 2007 by Pearson France/in the Village Mondial collection: «Strategic Alignment: synchronizing information systems with company trajectories and maneuvers».

« The initial idea for this book, E Fimbel explains, arose from the observation that professionals used none of the existing alignment models because they did not find anything in these models that enabled them to shed light on company practices. (...) the objective of this book was to answer this company expectation to have at their disposal an applicable model, and appears to have been reached since 4,000 issues were sold in the first month after release, followed by around twenty requests for lectures, from professional organisms, but also from large companies. It is the product of what I would call hybridization: scientific thinking validated by a new international survey. »

« The researcher is a person who understands the environment before constructing solutions. Management science requires permanent moving forward and backwards to check the credibility of theories when put into practice. The research studies mentioned in Strategic Alignment... go beyond mainstream academic thinking by their free streak of iconoclasm. It is for this reason that they interest professionals. In terms of strategic alignment, it is the first model offered to companies that has been recognized by the major players both in demand (CIGREF, MEDEF, USF, AUFO, ANDSI, ...) and in supply (IBM, HO, SAP, ORACLE, INEUM, ERIWARE, ...). »

« Information systems as a transversal discipline are a new science which still lacks robustness. Research in this field needs to nourish itself on everything. For my part, supervising PhD theses and belonging to a research laboratory requires me to step back sufficiently. I believe that enriching hybridization like working in an internationally recognized research laboratory (LIPSOR in the CNAM) advising large companies and professional institutions, writing articles, giving lectures... enables me to contribute to building the credibility of Higher education and make the students benefit from it. For example, I allowed TEMA students to attend, in the same way as

the other delegates, the USF convention from 9 to 11 October, the largest professional event devoted to ERP in France. Finally I also contribute to the influence of RMS in the academic world, in particular by supervising several PhD theses. »

The publisher's point of view:

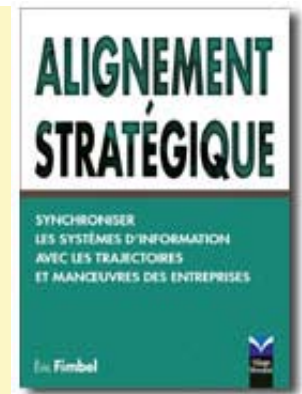
The leaders of companies such as information systems professionals have long noticed that it is difficult to synchronize their information systems (IS) with operational expectations and strategy changes in their organization. The

difficulty to obtain satisfactory and durable results has brought them to ask themselves questions on the best way to conceive, implement and maintain these convergences, commonly referred to as « alignments ».

This book nourished by the results of a new international survey conducted among 150 companies, analyses desynchronizations and explains how to remedy them. It proposes an alignment model: the DyGAM (Dynamic and Global Alignment Model), as well as the tools, which make its exploitation possible in private and public companies. (...).

The interest and applicability of the Dygam model have been officially recognized and supported by:

- Large organizations representing user companies: CIGREF (Large French companies IT Club), USF (Association of French speaking users of SAP), AUFO (Association of French speaking users of Oracle), IES (Institut Esprit Service-Medef: an organization belonging the French Employers Organization: the MEDEF), ANDSI (National Association of Information Systems Directors of the pharmaceutical industry).
- Major world players in Services Supply: IBM, SAP, HP, ORACLE, INEUM, EURIWARE-PEA.



The Reims Management School Champagne Chair trains “bubbly” managers from all round the world

After launching training in French last May, the Champagne Management chair has created a program in English: « Creating Value in the Champagne Business ».

Reims, October 2007. Reims Management School's Champagne Management Chair has continued developing its innovative pedagogical work to perfect managers working in the sparkling wine market... After the creation in May of the “Future leaders in Champagne” program aimed at the French speaking managers of the profession, **the Chair is now launching a summer program in English** for the French and foreign managers of the big Champagne Houses, wine and spirit and retailing groups. MBA student will also be offered the possibility to participate. The objective of the “**Creating Value in the Champagne Business**” program is to study the specificities of a market unique in the world in great depth and to accompany its developments with ever improved value creation around the “Champagne” brand in the world. The first summer program is to take place in Reims from June 30 to July 11 2008.

How create ever increasing value around the «Champagne » brand?

To answer this question, two weeks of intensive training including visits to estates (vineyards and cellars) tasting sessions and talks by Champagne professionals: wine growers, cellar masters, CEOs of the major Champagne Houses, CIVC (Champagne Wine Inter-professional Committee) representatives.

Each subject will be approached from a local and international dimension:

- History and Geography;
- The market and its economic agents (winegrowers, CIVC, big Champagne Houses, distributors...);
- Market development prospects;
- Financial structures of economic agents;
- Distribution networks;
- Regulations governing controlled appellations;
- Consumer analysis per geographic area – study of sociological behavior (wine tourism);
- Brand management.

Next Summer Session from June 30th to July 11th, 2008

You can ask for information and detailed program at

chairechampagne@reims-ms.fr

All Champagne Chair news on the website

<http://www.chairechampagne-rms.com/>

Virginie PEZ – Sup de Co Reims – awarded first prize for best Research Paper in Marketing

On November 7th 2008, Virginie PEZ, a Sup de Co student 2004-2007 (re)defended her master's dissertation in front of a board of examiners composed of teachers and professionals⁽¹⁾. Virginie was selected for the final among many French and foreign candidates having submitted their work in the category «Research Dissertation».



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Organized for the first time by Syntec Marketing & Opinion Studies Federation and Learning Syntec, The Syntec trophies reward the best student dissertations in the field of market research and opinion polls.

These awards are aimed at master's students (M1 or M2) in universities or schools, in professional or research oriented programs, having produced an innovative dissertation in the field of marketing studies and / or opinion polls. They concern individual as well as collective work.

Virginie PEZ's dissertation was about developing customer loyalty in the mobile telephony market. The examiner's board had no hesitation in awarding the trophy to her.

Mr. François ROUFFIAC Chief Editor of Marketing Magazine presented Virginie PEZ with a superb trophy and €1500 in front of an audience of marketing and market survey professionals.

Virginie PEZ has long wished to embrace a career as a researcher. This professional project now appears to be shaping up. She is currently working for a major mobile telephony operator while preparing a PhD in Marketing at the University of Paris Dauphine under the supervision of Professor Pierre VOLLE.

The Reims Management School team congratulate her for the quality of her work and the trophy she has been awarded.

1 : Sandor Czellar (HEC) ; Bernard DENNI (IEP Grenoble) ; Olivier BAUBY (DG IFOP) ; Matthieu CAPILLA (Head of Department TNS SOFRES) Frédéric DORION (CEO DIMENSIONS) ; Christophe EXCOFFIER (CEO NOVAMETRIE) ; Yves KRIEF (CEO SORGEM) ; William OUAKI (CEO d'ARES) ; Benoît VOLATIER (Associate Director Associé d'OCCURRENCE) et François ROUFFIAC (Chief Editor MARKETING MAGAZINE).

Anca Vasiloaica, 29, Romanian, International MBA.

Anca, tell us about your career path...

« I was born in Romania in Sibiu, European capital of culture in 2007. After completing secondary school, I left for Canada. My dream was to become a professional tennis player. I joined the Ménard-Girardin junior tennis Academy in Montreal, the best in Canada. I met Stella Sempras (Pete's sister) there and she told me about the possibility for high level sportsmen to undertake college education in the United States. Thanks to Stella, I received many offers from US universities. I chose Mississippi State University which offered to finance my tuition fees as well my costs as a tennis player (equipment and university tournament registration fees...)

Four years later, I obtained a BS in business Administration and a minor in Mathematics, while representing my university in university championships. I played many tournaments in the US. I then found my first job as the manager of a tennis equipment shop: SHOP & VOLLEY in Dothan Alabama.

When I returned to Romania one year later, I worked as head of marketing within a Romanian textile company, MATASEA ROMANA. I was in charge of 7 regions in Romania. Six months later, I joined a Spanish company in Romania, SEDATEX, one of the largest textile companies in Europe, which works with H&M, DECATHLON, and KIA-BI... I was in charge of the whole of the Romanian market. After three years in this position, I felt the need to develop my career and give it an international dimension. It was at that moment that I envisaged the opportunity of doing an MBA.

What made you choose to follow the international MBA of Reims Management School?

MBA.com! This website is an MBA program search engine, which puts schools and applicants in touch. In the first instance, I did not wish to go back to the United States. I put my profile on line on the website and I looked for a European AMBA accredited MBA program, taught in English and with an international environment. 4 or 5 schools emerged among which Reims Management School which I contacted. I chose the RMS MBA because it corresponded to the criteria I had set for myself, with additional advantages such as the RMS employment services... and of course there was France's cultural appeal!

What are your expectations concerning the program?

First of all, I wanted an enriching cultural experience. From that point of view, I was immediately reassured! There are 18 nationalities represented in our year: Russian, Kazakh, Japanese, Chinese, Indian, Lebanese, American, Mexican, Belgium, Cameroonian, and Taiwanese... I also wish to acquire the competences I need to give an

international dimension to my career. I would like to work in various areas, for a major international company. I love traveling and am ready to work anywhere in the world.

I would like to acquire new knowledge to widen my competencies in management, learn surprising, unusual things...

I intend to take advantage of the job fairs and of RMS employment services to help give a new start to my career.

Tell us about your first steps in France and in Reims? Your integration in this new environment...

The MBA office teams were wonderful! They met me at the station, showed me around the school, and helped me find an apartment... They helped me with all the administrative procedures I dreaded. I also benefited from an RMS Foundation grant of €10,000 which helped finance half the cost of the program. For the other half, I took out a bank loan and I finance my everyday life with my savings. I am currently living in an ACOBA apartment 50m from the campus. It is very practical, and thanks to the school's WIFI system I get internet access for free!

In your opinion, what are the success factors for an international program?

For me, it is first of all to have the possibility to interact in a multicultural environment, and to exchange experiences and ideas from different horizons with other people. From this point of view, I believe our year is particularly rich!.. The fact that all the teaching is in English facilitates communication between us.



Saskia Ranc, 19, German, Franco-German CESEM.

Saskia tell us about your pathway

My father is French and my mother German. I did all my schooling in France and completed my secondary education in the International lycée of Nice. I am thus used to living and working with international students and teachers. Last

year I passed the international option economics Baccalaureate: German history and literature, which validated my diploma in both countries. I love travelling. I have already had the opportunity to visit many European countries as well as the USA and New Zealand. I wish to go on travelling and, of course, find a job that will enable me to do so. Finally I hope I will be able to do the optional 5th year and get an IPBS masters after the CESEM.

What gave you the idea to choose the CESEM?

Initially, I wanted to go to Germany while retaining the possibility to do a dual degree program. I thus enrolled in German universities and was accepted at Reutlingen, the German partner of the Reims Management School CESEM program. Reutlingen University is highly rated in Germany. It is in the top 5 best German universities. I thus sought information on the CESEM and RMS, essentially via Internet. Finally, I decided to do my first two years in Reims: I know the French system inside out and thought that I needed to acquire more maturity in order to better prepare my German experience. Since the beginning of the school year, I have worked hard: group work, personal work... For the moment I'm in control but I need to find the right pace.

What are your expectations concerning the program?

First of all, discover all these new subjects which I don't know like finance, marketing etc.. I hope that the CESEM will help me acquire a concrete idea of all the different jobs in trade and management and thus help me develop my professional project.

Then, I would like to continue working with people from different countries and backgrounds, who will have different approaches to work, other methods, and another way of seeing things. Concretely speaking, I expect the CESEM to help me

acquire an overall view that will help me better understand the world we live in.

Tell us about your first steps in Reims, your integration in this new environment

I find Northern people more open and friendly than Southerners. They speak to people they don't know more easily, in cafés and shops... Of course, I tasted the pink biscuits and I'm gradually starting to acquire a Champagne culture. Concerning Reims, I have of course visited the cathedral, and plan to visit a few Champagne cellars during these two years here. I go to the Opera cinema every week, Place D'Erlon, the only cinema to offer a less "box office" selection of films, moreover, in original version!

I live in a small apartment in a private house not far from the city center. But I'm not used to living alone, so next year I will try and share an apartment with other students.

In your opinion, what are the success factors for an international program?

I am not very familiar yet with the "Grande Ecole" world but here are the three reasons which helped me make my choice: the excellent reputation of the RMS German partner; then the fact that many French as well as international firms trust RMS. Finally, and this last reason ensues from the previous: the employment rate of new CESEM graduates is excellent.

Since you know the French so well what advice would you give Anca?

Firstly, I'd advise her to read «A Year in Ze Merde» by Stephen Clarke (laughs!). I have also noted that the coffee break is very important during the different phases of group work, since it is often at that moment that arbitration decisions are made! The French are « tout feu tout flamme » (in French in the text, editor's note) i.e. fired with enthusiasm, one needs to learn how to follow them, but also to see things more calmly, and take the time to think things over. Suppose you take two work groups, a French group, and a German group, you give them the same project and three months to complete it. In the end, the work will be well done by both groups, but they will have followed different routes to get there. It is often said that the Germans are more methodical, but the French do not lack method, but theirs is just...different.

An information portal for the Reims Management School group website.

The 2007-2008 season has seen its share of novelty. The website www.rms.fr has equipped itself with an information portal open to all audiences, as much from within the RMS community as from without. www.rms.fr/info: directions for use.

What is to be found under this new address www.rms.fr/info



In a previous article on the theme of web evolution (newsletter RMS #4, February 2007), we expressed the idea of consolidating website attendance by transforming a discovery visit into reflex or common professional type behavior. The information portal has been conceived to that end. All the information concerning RMS is available under the same banner with a single click.

On the first page, one accesses all the current month's articles, events, conferences, research days, research news in brief, school association events.... We have also simplified access to the chairs, the simulation center, the media library, job fairs... Finally we recompiled as many archives as possible, so as to be able to offer, as soon as the portal opened, maximum visibility on the work of RMS since the crea-

tion of the new institutional websites in 2005. The newsletters' part enables you to download, subscribe to or unsubscribe from your favorite quarterly eight pages. The info portal also offers **RMS TV** broadcasting throughout the year conference and lecture extracts, student, teacher, graduate interviews, as well as reports filmed during events like the job fair week, oral admission examination periods...

The vocation of the book review column (**Livres**) is to present RMS teachers' books available in book shops. Finally a **press room** enables journalists and media correspondents to directly access contacts within RMS, a logo library and a high definition photo library. We have decided to call this column "the journalists' toolbox".

Since Rome was not built in one day, we have envisaged developing an English version of the portal as well as an advertising space. Implementing the latter will constitute two of the many projects that will keep the Web team busy during this 2007-2008 season in parallel with the events organized on our campuses on the occasion of the eightieth anniversary of RMS.



Thus since the beginning of September, a new tab "**RMS E-NEWS**" has appeared on the home page of the www.rms.fr website and of all the different school websites which takes you directly to www.rms.fr/info/. All the information concerning RMS available under the same banner with a single click.

Enjoy your reading!