



# MBA full-time

Grenoble

## THE MBA PROVIDES AN INTENSIVE PRACTICAL PROGRAM WITH A FOCUS ON THE CHALLENGES OF MANAGEMENT AND KEY OPERATIONAL CONCEPTS.

**Our Mission:** To provide future managers with the core knowledge needed to adopt a holistic view of business and stimulate managerial and entrepreneurial initiative. We seek to enhance career progression and enable participants to think critically and strategically in order to adapt to the changing global environment.

DURATION	START DATE	TUITION FEES	INTEGRATION	ADMISSIONS
2 years: 1st year is a full-time academic year on campus. 2nd year is dedicated to the FMP (can be completed while working)	September	€ 31,950 Valid for the Grenoble campus for Sept. 2022	Students will be advised about visa requirements, accommodation and orientation.	Tel.: +33 4 56 80 66 50 admissions@grenoble-em.com
	<b>TO APPLY</b> <a href="http://en.grenoble-em.com/mba">en.grenoble-em.com/mba</a>			

**GEM Ranked**  
**28th**

In the Financial Times  
European Business  
Schools 2020  
Ranking

**MBA Ranked**  
**5th**

In France in the  
Financial Times 2019  
Ranking

**28th**

In Europe for the Full-  
time MBA 2021 The  
Economist / Which  
MBA Ranking

**31st**

In Europe in the QS  
2020 Ranking

**18th**

In the World 2021  
America Economica

### Benefits

- Follow an **intensive, stimulating academic curriculum.**
- Increase **international exposure** and network.
- Strengthen both **“hard” and “soft” management skills.**
- **Tailor your education** to your professional goals with a wide selection of elective courses.
- **Accelerate your career development** with dedicated workshops.
- Complete an **extensive management project** of a high professional standard.
- Earn your degree from a **triple-accredited institution.**

### Program Structure

This is a two-year program. The program begins in September and requires full attendance for one academic year followed by a Final Management Project of the student's choice. The Management Project may be completed at a distance and in parallel with a full-time internship or employment.

### French Ministry Recognition

Graduates from the MBA also receive a certificate conferring them the title of Manager International. This title is recognized by the recognized through France Compétences, an agency belonging to the French Ministry of Labor,

at Level I - the highest level for such certification. It is a recognition that the graduate's core international management skills meet standards established by the Ministry of Labor for managers of international business. For students planning to work in Europe following their studies, this recognition presents a competitive advantage.

### Faculty

Classes are taught by GEM faculty, visiting professors from top universities worldwide, and top business professionals. Most of the permanent faculty are engaged in applied research, with teaching linking theory to practice through business cases. Their diverse cultural and international background lends a strong international dimension to the program.



## PROGRAM<sup>1</sup>

### YEAR 1: BUSINESS ESSENTIALS

<b>The International Environment</b>	<ul style="list-style-type: none"> <li>• Global Business &amp; Macroeconomics</li> <li>• Geopolitics</li> </ul>
<b>Accounting and Auditing</b>	<ul style="list-style-type: none"> <li>• Managerial Accounting</li> <li>• International Financial Accounting</li> <li>• Auditing</li> </ul>
<b>International Management</b>	<ul style="list-style-type: none"> <li>• Intercultural Management</li> <li>• International Negotiations</li> </ul>
<b>Sustainability and Management</b>	<ul style="list-style-type: none"> <li>• Sustainability and CSR</li> <li>• Risk Management</li> </ul>
<b>Tools for Decision-Making</b>	<ul style="list-style-type: none"> <li>• Microeconomics for Managers</li> <li>• Quantitative Methods</li> </ul>
<b>Managing Organizations</b>	<ul style="list-style-type: none"> <li>• Strategic Human Resource Management</li> <li>• Organizations and Change Management</li> <li>• Leadership and Teambuilding</li> </ul>
<b>Technology Management</b>	<ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Operations Management</li> </ul>

**International Business Law • International Marketing • Corporate Finance  
Strategic Management • Digital Transformation • Integrative Case Study**

### SPECIALIZATION\*\*

Choice of one specialization composed of 3 one-week sessions: <sup>1</sup> Grenoble | <sup>2</sup> Paris

**Entrepreneurship<sup>1</sup> / Project Management<sup>1</sup> / Management Consulting<sup>1</sup> / International Business Development<sup>1</sup> / Luxury Brand Management<sup>2</sup> / Digital Marketing<sup>1</sup> / Smart & Sustainable Business<sup>1</sup> / Finance & Digital Banking<sup>1</sup>**

### YEAR 2: MANAGEMENT FUNCTIONS

#### Final Management Project

The second year of the program is dedicated to the Final Management Project conducted under the supervision of a tutor. This is an applied (professional track) or theoretical (academic track) research project. The FMP can be completed at a distance and in parallel with full-time employment or an approved internship. Students are encouraged to choose a subject related to their future career.

*\*Program content subject to change. \*\*Specializations require a minimum number of participants. See conditions on website.*

#### Pedagogy

Taught part: 400 -core hours through concepts, theory and real-world examples of written and live cases, 90-hours chosen elective with practitioners from several professional areas and a study trip to Berlin. Final Management Project: Applied project in-company, extending over 8-months and with an individual written report. The project receives academic support from a GEM tutor.

#### Evaluation methods

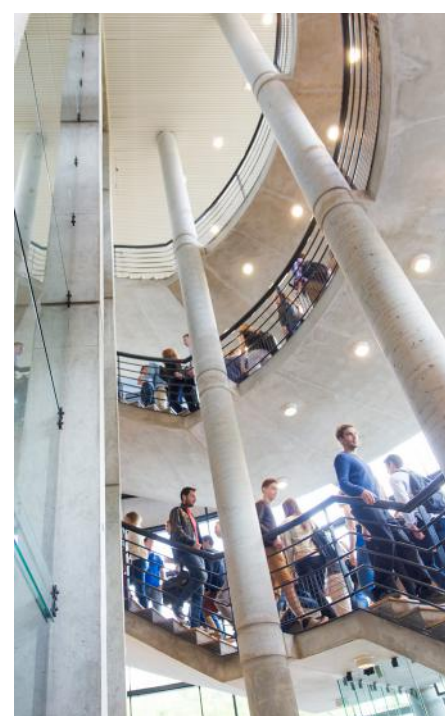
Each block of competencies is assessed by one or more case studies, based on a real or fictitious company case or situation scenarios. Each case study includes a written and/or oral, individual and/or collective production. The different components of the assessment methods can be carried out in a global or split manner, depending on the case

#### Skills Acquired

Upon completion of the program, you will be able to:

- Carry out a diagnostics and strategic analysis of a company to define international axes of development
- Carry out international market analysis and propose strategic directions by taking into consideration competition and cultural differences
- Identify original positioning choices and pinpoint development strategies and sources of sustainable value creation
- Put in place sales and marketing actions in different geographical zones
- Conduct different types of negotiations
- Develop a budget including an action plan, income statement and cash flow
- Analyse intercultural management problems and propose appropriate actions
- Structure an international project by defining the objectives, the means, the budget and its duration
- Obtain management support for projects
- Use project management tools

*Find the details of the skills targeted by this program on France Compétences website by looking for the sheet n° 14524)*



## PROFESSIONAL DEVELOPMENT

### Global Management Challenge

Students will participate in this team simulation – a high point of the program. Strongly motivated and culturally diverse teams compete for the best results for their company.

### MBA Networking and Grenoble Discovery Week\*

GEM MBA students are invited to attend this week-long session in Grenoble, enabling students from campuses in Grenoble, Moscow, and Tbilisi to come together to network and attend seminars and conferences on key management issues. The week includes a tour of GEM Labs, networking and career development events, alumni and student events, company speakers e.g. Schneider, GE, Minatec and alumni speakers.

### Foreign Languages

Learning a foreign language is a recommended program option for all students who are looking to work internationally. Non-French speakers have the option of studying French (beginner to advanced level), a recommended option for students looking to work in France following their studies. French speakers may choose from a number of other languages at beginner level.

### Personal and Professional Development Workshops

In addition to the core courses, students have the opportunity to attend personal and professional development workshops led by professionals, industry and subject matter experts. These will strengthen the employability profiles of graduates to help them achieve their career goals. Students will also have access to individual counselling sessions, interaction with corporate partners and online resources with jobs and internship opportunities as well as access to specific in house sectorial career focused communities.

### Study Trip\*

The full-time program in Grenoble includes a week's Study Trip organised in Berlin, normally taking place in June towards the end of the program. There are corporate & academic speakers, company visits, some cultural sight-seeing, and a GEM post-graduate Alumni meet-up. Assignments for the Integrative Case are linked to the Study Trip experience. Flights and hotel accommodation are included in the Grenoble program fees.

\*International Study Trip is contingent on global conditions and travel restrictions.



“Coming from a technical background (previously electrical engineer), the MBA program has equipped me with an extensive range of skills including finance & economics, negotiations, innovation management and intercultural management. This has greatly enhanced my professional profile and enabled me to access senior managerial roles”.

- **Georges Al Mouakar**



“I wanted to get a globally recognized international business qualification, with the goal of working for a multinational corporation. GEM's MBA met all my criteria: an excellent reputation, value for money and a strong emphasis on intercultural management and leadership”.

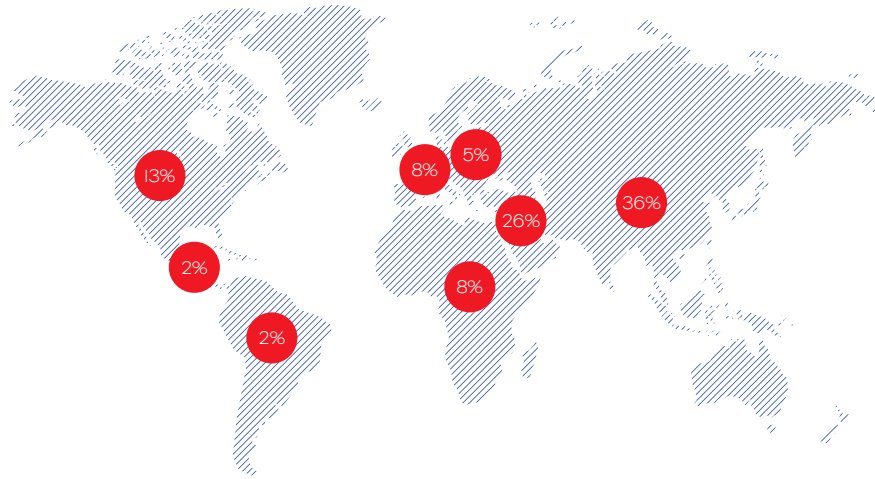
- **Tatiana Okutina**



## CLASS PROFILE

September 2020 intake

### Geographical origin percentage

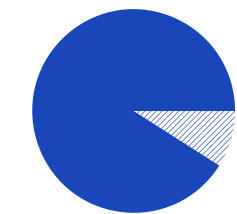


### Diversity and Excellence

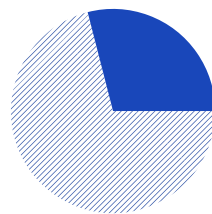
<b>14</b>	Countries represented
<b>39</b>	Students enrolled
<b>22</b>	Female
<b>17</b>	Male
<b>30</b>	Average Age
<b>11</b>	Year average work experience

## CAREER STATS

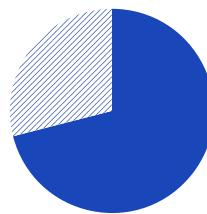
based on 2019 graduates who were employed at the time of the survey



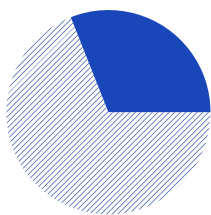
**91%** Hold jobs with international projects



**29%** Work in France



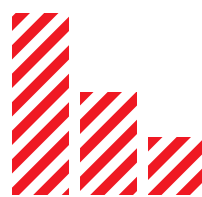
**71%** Work internationally



**31%** Work in companies with over 5000 employees



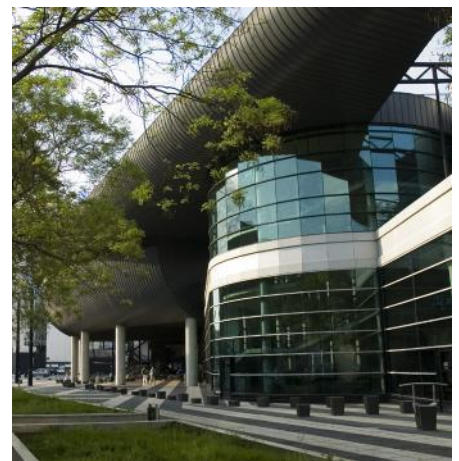
**57k€** Average salary (with bonus)



Top sectors  
**Technology**  
**Consulting**  
**Consumer products**

### Top Employers

- Amazon
- The Boston Consulting Group
- Deloitte
- General Electric Energy
- HP (Inc)
- Hewlett Packard Enterprise
- L'Oréal • Nissan • Oracle
- Philip Morris • Renault
- Schneider Electric
- Siemens • Société Générale
- Sodexo • STMicroelectronics



### GEM MBA Student Profile

Applicants should display a high level of maturity and intellectual curiosity. In addition, they should have the ability to study with confidence in English, have excellent written and oral communication skills and should be open to cultural diversity. Special attention will be paid to an applicant's motivation for an international career.



**A word from the program director:** “Our MBA stands out for its internationality and its emphasis on well-rounded professional development. Students and professors from all over the world come together in this stimulating program to discuss both academic theory and the application of those theories to professional activity, allowing students to apply what they have learned in classes directly to their professional endeavors.

If you are looking to take your career to the next level or to work in a competitive international setting, our MBA aims to provide you with the skills, knowledge and network to make this happen. I look forward to welcoming you on the program!” - **Phil Eyre**

## ADMISSIONS

### Prerequisites

MBA candidates are motivated career-builders with at least 3 years of professional experience and an undergraduate degree from any internationally recognized university.

### Application Process

Admissions are rolling, though we strongly encourage early application as programs are open to a limited number of students.

Applying early will also allow you to be considered for financial aid and scholarships.

From the moment you submit an application you will receive a response within 2-3 weeks.

### Checklist

- Bachelor-level undergraduate degree in any subject with good grade average.
- At least 3 years of significant, full-time work experience
- Fluency in English (see website for criteria)
- GMAT may be required on a case-by-case basis.
- 3 short essays
- 2 academic references
- Administrative documents (degree certificates, CV, passport)

**Please consult our website for full admissions criteria**

## APPLY NOW

<https://en.grenoble-em.com/mba>

Feel free to contact us with any questions:  
[admissions@grenoble-em.com](mailto:admissions@grenoble-em.com)

## GEM QUICK FACTS

Triple-accredited:  
Among the top

# 1%

1% of business schools worldwide holding this distinction



International faculty comprising reputable academics and leading corporate professionals

Dedicated career center with over

# 27 000

online job and internship offers per year

Over

# 7 000

students from more than

# 130

nationalities

# 125

international partner institutions (alliances, student and faculty exchanges, research...)

Vast network of more than

# 40 500

alumni holding positions of responsibility



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

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