



BIB

BACHELOR IN INTERNATIONAL BUSINESS

Grenoble

ACQUIRE THE FUNDAMENTALS OF GLOBAL BUSINESS IN THIS TOP-RANKED PROGRAM WHILE GAINING EXPERTISE IN INTERCULTURAL AND TECHNOLOGY MANAGEMENT AND DEVELOPING FOREIGN LANGUAGE SKILLS.

Our Mission: To provide students with a broad introduction to management, international business, foreign cultures and foreign languages which will allow them to work in a diverse environment or pursue further graduate management studies.

DURATION

3 years

START DATE

September

TUITION FEES

€ 32,700
for full three years/
Sept 2021 Intake

TO APPLY

en.grenoble-em.com/bib

INTEGRATION

Students will be advised about visa requirements, accommodation and orientation.

ADMISSIONS

Tel.: +33 4 76 70 62 33
bianca.hidalgo@grenoble-em.com

GEM Ranked

25th

In the Financial Times
European Business
Schools 2019 Ranking

BIB Ranked

3rd

Best Bachelors
program in France in
the 2019 Le Parisien
ranking

86%

of graduates work
internationally
(class of 2018)

55

countries repre-
sented in the student
body (2019 Intake)

Benefits

- Obtain a **generalist undergraduate business degree**, taught entirely in English while living in France.
- Gain up to 8 months **company experience** through two internships.
- Choose from a wide range of **extracurricular cultural and sports activities**.
- Gain international exposure through a semester abroad, with a choice of over **20 partner campuses throughout the world**.
- Receive personalized attention with small **class sizes** and **highly interactive** teaching methods.
- Accelerate your career by choosing a **specialized major** in Year 3.
- Earn a degree from a **triple-accredited institution**.

French Ministry Recognition

BIB graduates are also awarded the degree certificate "Chargé d'Affaires Internationales". This provides international recognition through the VISA de l'Etat from the French Ministry of Higher Education, Research and Innovation. For students planning to work in Europe following their studies, this recognition presents a competitive advantage.

Program Structure

The BIB runs from September to June over three academic years. At the end of Year 1 and 2, students are required to complete an internship in France or abroad.

In Year 3, students may study at a partner campus for one semester (academic conditions apply).

Students choose a major in the final semester of the program.

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; their teaching links theory to practice through business cases. Their diverse cultural and international background lends a strong international dimension to the program.



PROGRAM¹

YEAR 1: BUSINESS ESSENTIALS

Fall Semester	<ul style="list-style-type: none"> • Effective Communication • Information Technology Skills • Intercultural Business Skills • Micro Economics and Market Structures 	<ul style="list-style-type: none"> • Quantitative Methods • Project Management 1 • Personal and Professional Development • Foreign Language
Spring Semester	<ul style="list-style-type: none"> • Introduction to Business Law • Introduction to Accounting • Introduction to Work Psychology • Digital Business 	<ul style="list-style-type: none"> • Principles of Marketing • Foreign Language • Internship

YEAR 2: MANAGEMENT FUNCTIONS

Fall Semester	<ul style="list-style-type: none"> • Managerial and Financial Accounting • Organizational Behaviour • International Macro Economics • Sales Techniques 	<ul style="list-style-type: none"> • Operations and Supply Chain Management • Project Management 2 • Introduction to Technology Management • Foreign Language
Spring Semester	<ul style="list-style-type: none"> • Consumer Behavior for Market Research • Corporate Finance • Introduction to Negotiation • Entrepreneurship 	<ul style="list-style-type: none"> • Human Resources and Team Management • Leadership and Followership • Foreign Language • Internship

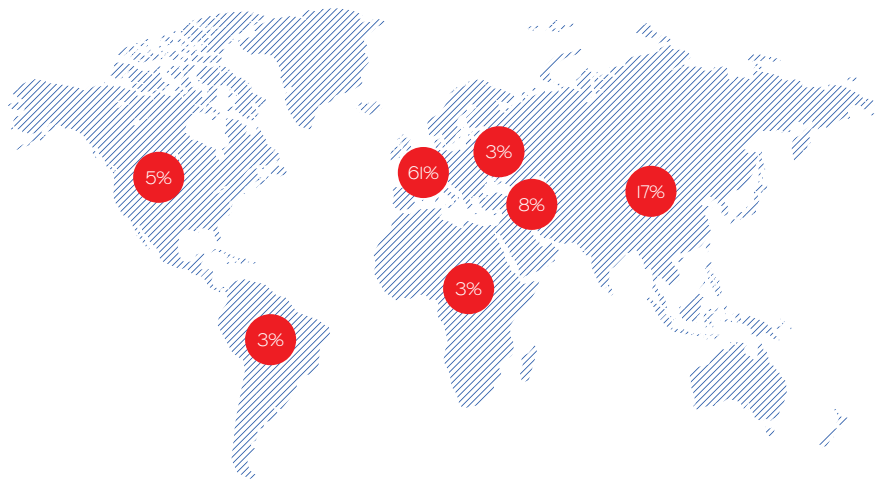
YEAR 3: INTERNATIONAL FOCUS AND MAJOR

Fall Semester (Students may spend this semester at a CEM partner campus)	<ul style="list-style-type: none"> • International Perspectives in Marketing • Global Strategy • Innovation Management 	<ul style="list-style-type: none"> • Social Responsibility in International Business • Geopolitics • Foreign Language
Spring Semester Majors³ (students choose one major; certain prerequisites may be necessary.)	Global Management <ul style="list-style-type: none"> • International Finance • European Business Environment • Contemporary International Issues • Business Development in Emerging Economies • International Business Law • Foreign Language 	Finance and Accounting <ul style="list-style-type: none"> • International Finance • Financial Markets and Instruments • Financial Statement Analysis • Budgeting and Reporting • International Business Law • Foreign Language
ALL STUDENTS WILL COMPLETE A CAPSTONE MODULE IN INTERNATIONAL BUSINESS DURING THE SPRING SEMESTER	Marketing and Advertising <ul style="list-style-type: none"> • International Advertising and Public Relations • Brand Management • Digital Marketing • Sports Marketing and Events Management • Sustainable Marketing • Foreign Language 	Management of Fashion and Design Industry <ul style="list-style-type: none"> • Fashion Management • Brand Management • Sustainable Development Fashion & Design Industry • Design Management • Legal Context of Fashion and Design Industry • Retail Management • Foreign Language
¹ Program content subject to change / ² Conditions apply / ³ Majors require a minimum of participants / ⁴ Subject to conditions, modules may change	Entrepreneurship <ul style="list-style-type: none"> • Entrepreneurial Opportunities • Business Planning • Entrepreneurial Finance • Entrepreneurship in Hi-Tech Sector • Sustainable and Social Entrepreneurship • Foreign Language 	Hospitality and Tourism in cooperation with CETT, Barcelona⁴ <ul style="list-style-type: none"> • E-Marketing in the Hospitality Industry • Entrepreneurship & Innovation: Business Development Strategies • International Hospitality Management • Product Development in Heritage Tourism • Tourism Mediation • Sustainable Management of Tourist Destination • Analysis of Tourist Destination

CLASS PROFILE

September 2019 intake

Geographical origin percentage

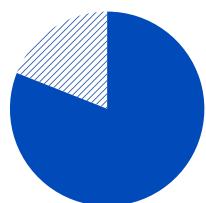


Diversity and Excellence

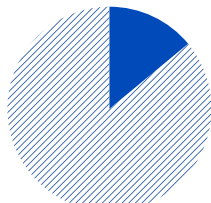
55	Countries represented
432	Students enrolled
200	Female
232	Male
20	Average Age
67	Participants who have lived or worked outside their home country

CAREER STATS

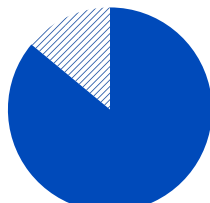
based on 2018 graduates who were employed at the time of the survey



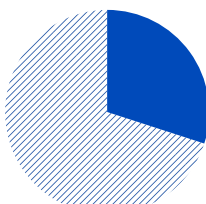
81% Found employment within 4 months



14% Work in France



86% Work internationally



33% Work in companies with over 5000 employees



38k€ Average salary



Top sectors of activity
Financial Services
Consumer Products
Media/Entertainment

Top Employers

- Amed Plaza • Armée Française
- BNP Paribas • Carrefour • Cartier
- Celine • Consultorio Visual
- Deloitte Tax & Consulting
- Deutsche Bank • Eurosko
- Framtidsmedia • Hewlett Packard
- Immediate Media
- Invoke Software • JP Morgan
- L'Oréal • NBCUniversal • Nordnet
- Oracle • Orbit Partners
- Royal Bank of Canada
- Sony Music Entertainment • Uniqlo



"The GEM Bachelor in International Business program has been an incredibly rewarding three years. I chose this program for its focus on internationalism regarding study and work opportunities and have been able to live in four countries because of this.

My two internships in Germany and Italy broadened my professional experience as well as cultural understanding, and my exchange to Singapore let me partake in academia in an Asian setting. And between these moves, Grenoble became my home where I could practice my French surrounded by mountains." - **Chanelle Bonnici**





A word from the program director: "At GEM, we offer our students the opportunity to take part in a truly multicultural experience by joining a high-caliber, globally-recognized Bachelor's program. Classes are taught in small groups with an emphasis on the development of soft and hard skills. This, along with hands-on internship experience, makes our students stand out to employers and graduate programs after earning their degree. I look forward to welcoming you into our Bachelor's in International Business program!"

- Nancy Locatelli

ADMISSIONS

Prerequisites

- Entering year 1: High school diploma or Baccalauréat (A-level or equivalent)
- Entering year 2: Completion of a total of 60 ECTS credits at an approved institution (minimum 45 ECTS in business studies), plus an internship of 2 months minimum
- Entering year 3: Completion of 120 ECTS credits at an approved institution (minimum 90 ECTS in business studies), plus an internship of 5 months minimum

Applicant Profile

The admissions board is looking for dynamic students with excellent academic results, strong motivation, and the ability to work with an international team.

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

- High school diploma, Baccalauréat, 'A' levels or equivalent (please provide transcripts)
- Fluency in English
IELTS 6.5+ (minimum of 6.0 in each section)
OR TOEFL 94+ (minimum of 22 in each section)
OR Cambridge Proficiency Exam A,B,C
OR Pearson Test of English (PTE) (minimum of 63)
- 3 short essays
- Academic references
- Administrative documents (diploma certificates, CV, passport)

Please consult our website for full admissions criteria

APPLY NOW
<https://en.grenoble-em.com/bib>

Feel free to contact us with any questions:
bianca.hidalgo@grenoble-em.com

GEM QUICK FACTS

Triple-accredited:
Among the top

1%

of business schools worldwide holding this distinction



International faculty comprising reputable academics and leading corporate professionals

Dedicated career center with over

14800

online job and internship offers per year

Over

8000

students from more than

159

nationalities

125

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

Vast network of more than

35000

alumni holding positions of responsibility



**GRENOBLE
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MANAGEMENT**
BUSINESS LAB FOR SOCIETY

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