



MSc Innovation, Strategy and Entrepreneurship

Grenoble - Berlin

PAIRED WITH HIGHLY SPECIALIZED MODULES IN THE AREAS OF INNOVATION, STRATEGY AND ENTREPRENEURSHIP, THIS GENERAL MANAGEMENT CURRICULUM REFLECTS THE REALITY OF THE GLOBAL BUSINESS ENVIRONMENT AND ITS NEED FOR PROVEN INNOVATION MANAGERS AND STRATEGISTS.

Our Mission: To enable future innovators, managers, and entrepreneurs to make creative, responsible and sound managerial decisions and to manage strategic and innovative business opportunities in their own start-up, companies, or in existing organizations.

DURATION

1 full-time academic year on campus + Final Management Project (can be completed while working)

START DATE

September

TO APPLY

en.grenoble-em.com/msc-innovation-strategy-and-entrepreneurship

TUITION FEES

€ 21,450
Valid for the Grenoble campus for September, 2020.
For offsite campuses, please consult our website.

INTEGRATION

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

ADMISSIONS

Tel.: +33 4 56 80 66 50
admissions@grenoble-em.com

GEM Ranked

25th

In the Financial Times European Business Schools 2019 Ranking

90%

of graduates hold jobs with international projects*

71%

work internationally*

*MSc ISE - class of 2018

Benefits

- Gain hands-on experience with a **Live Business Case**.
- Develop an in-depth perspective into one of today's most influential economies through an **International Study Trip****.
- Acquire the skills to manage **projects across national and cultural boundaries**.
- Develop an **entrepreneurial and intrapreneurial spirit**.
- Assess the **economic and market potential of innovations**, ensuring corporate success.
- Gain the ability to **evaluate the strategic role** of mergers, acquisitions and strategic alliances.
- Develop skills to meet the **social, ethical, legal and financial constraints** in new ventures.
- Earn your degree from a **triple-accredited institution**.
- Discover and try out the whole process of a **start-up creation**.

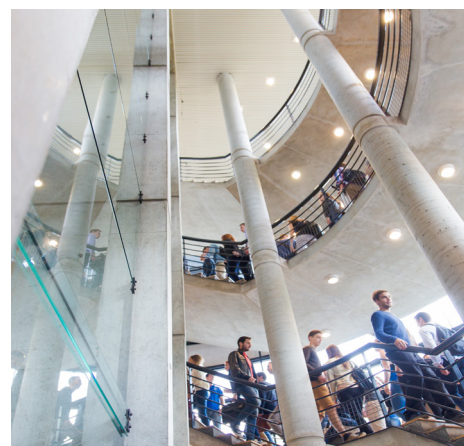
Program Structure

This is a two-year program. The program begins in September and requires regular

attendance for one academic year (September-June) followed by a Final Management Project on an Innovation, Strategy and Entrepreneurship-related subject of the student's choice. The Management Project may be completed in parallel with a full-time internship or employment.

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*

YEAR 1

Introduction Session - General Management and the Corporate Environment

- Accounting
- Corporate Finance
- Insight into Digital
- Intercultural Management
- International Negotiations
- Leadership, Teambuilding and Managerial Creativity
- Legal Environment of International Business
- Managerial Economics
- Project Management
- Research Methods for Managers
- Digital Analytics

Innovation Management

- Introduction to Innovation
- Digital Transformation In Business
- Creativity and Innovation
- Innovation & Design Thinking

Strategy

- Strategic Management
- Mergers, Acquisitions and Restructuring
- Strategic Marketing and Marketing Planning

Entrepreneurship

- Introduction to Entrepreneurship
- New Venture Business Planning
- Entrepreneurship and Business Opportunities
- Small and Family Business

YEAR 2

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 or theoretical research project that can be completed 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



"This program was an invaluable experience that is already paying off for my career path. The automotive industry has always fascinated me and I am now working at Volkswagen in Latin America. Furthermore, the knowledge I acquired on the program has enabled me bring innovative approaches to my own family business in real estate. On top of that I am also working on a startup which I started with a friend I met during the program in Grenoble!"

Robin Zank



"There are two factors that push innovation to become a reality: proactivity and thinking differently. At GEM, the outstanding level of teaching, the international environment and the competitive level has exposed me to different and new approaches for managing business problems and has helped me take decisive steps towards developing my own initiatives."

Andres Orozco

PROFESSIONAL DEVELOPMENT

Live Business Case

Participating in a Live Business Case (LBC) gives students the opportunity to apply their coursework directly to a participating company. Students will develop their LBC over a 7-month period, meeting their assigned company and LBC coach frequently to develop coherent innovation strategy for the company.

International Study Trip**

This one-week innovative and entrepreneurial study trip abroad provides students with an in-depth perspective into one of today's most influential economies. Students participate in lectures and company visits to gain insights into business practices in the field of innovation. In 2020, Students from the Grenoble campus will travel to San Francisco while students from the Berlin campus will travel to Dubai.

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

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.

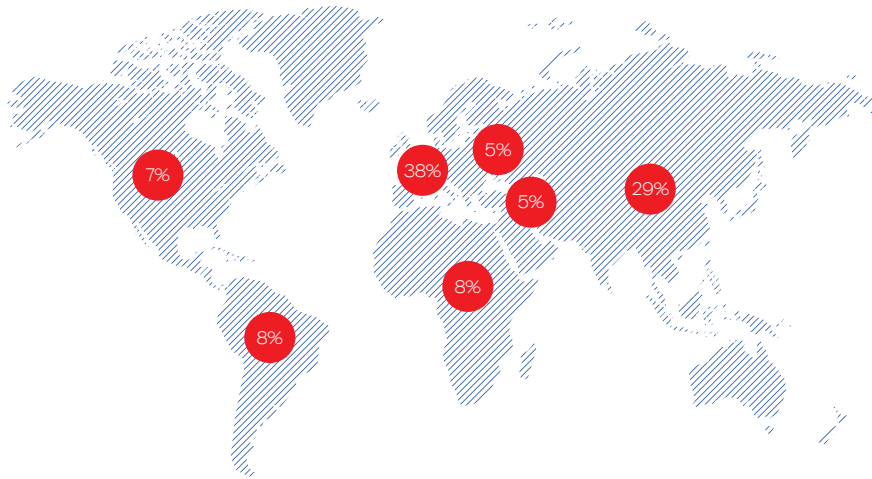
Foreign Languages

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

CLASS PROFILE

September 2019 intake

Geographical origin percentage

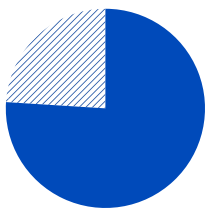


Diversity and Excellence

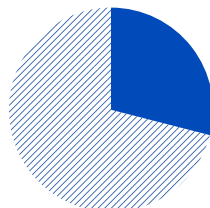
23	Countries represented
61	Students enrolled
24	Female
37	Male
25	Average Age
02	Year average work experience
15	Participants who have lived or worked outside their home country

CAREER STATS

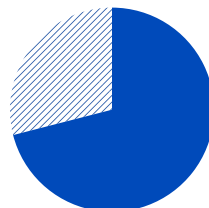
based on 2018 graduates who were employed at the time of the survey



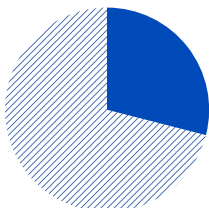
76% Found employment within 4 months



29% Work in France



71% Work internationally



29% Work in companies with over 5000 employees



53k€ Average salary (with bonus)



Top sectors of activity
Technology
Consumer products
Consulting

Top Employers

- Apple • Biomerieux • Centigo
- Converse-Nike • CORYS
- Eurocopter • International Innovation Nanotechnology Center
- Intralot • Kachan and Co.
- KPMG • L'Oréal • Mention Solutions
- N26 • Nissan • Oracle • Salesforce
- SAP • Schneider
- The Retail Performance Company
- Toyota

GEM MSc Innovation, Strategy and Entrepreneurship Student Profile

This program is designed for recent graduates from any background as well as managers or entrepreneurs seeking to develop technological and business opportunities and create innovative business models.





A word from the program director: "Innovation and Entrepreneurship are everywhere in our daily lives: smart cities, the digital economy, big data and design thinking, to name only a few. If you want to broaden your theoretical knowledge while gaining practical experience in the working world, network with today's leading industry experts and tomorrow's game-changers, create your own business or help companies face tomorrow's challenges head-on, this program was designed for you!
Be part of this unique experience in Grenoble, heart of the French Alps and France's capital of innovation and entrepreneurship!" **Jean-Paul Aussel**

ADMISSIONS

Prerequisites

Candidates should have a Bachelor's degree in any subject. Prior work experience is not required. Students from all academic and cultural backgrounds are welcome to apply.

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.
- Fluency in English (see website for criteria)
- 3 motivational 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/msc-innovation-strategy-and-entrepreneurship>

Feel free to contact us with any questions:
admissions@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
ECOLE DE
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

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