



# MSc Business Development

Grenoble

**BUSINESS DEVELOPERS WITH CONCRETE ABILITIES IN MARKETING, SALES, AND STRATEGY ARE INCREASINGLY VALUABLE IN TODAY'S INTERNATIONAL BUSINESS ENVIRONMENT.**

**Our Mission:** Through real-life business cases and with a steady focus on the international dimension of business, the MSc Business Development equips graduates to help companies worldwide improve their competitiveness, enter new markets, identify new clients, develop new products, and enhance corporate performance and growth.

**START DATE**  
September

**DURATION**  
2 years:  
7 months on campus + 4-6 months internship (year 1)  
4 months on campus + 4-6 months internship (year 2)

**TUITION FEES**  
€ 12,500 per year  
for 2022 intake

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

**GEM Ranked**

**28th**

In the Financial Times  
European Business  
Schools 2020  
Ranking

**3rd**

In France in  
the Eduniversal 2020  
Business School  
Ranking

**MSc BD**

**10th**

In the World\*

**8th**

In Europe \*

**4th**

In France\*

\*in Eduniversal 2021  
Best Masters Ranking

## Benefits

- Gain the **skills and abilities to develop and lead businesses** in an international and multicultural environment.
- Acquire the ability to **recognize different approaches towards international markets** and to negotiate in a multicultural context.
- Gain insight into another business culture by participating in an **Study Trip**.
- Accelerate your career by gaining hands-on business experience through a year-long **Live Business Case**.
- Learn how to **launch new international activities** and develop a deep understanding of the stakes of a specific market.
- Earn your degree from a **triple-accredited institution**

## 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.

## Study Trip

The Study Trip provides students with an in-depth perspective of one of today's fast-growing economies. Students participate in lectures and company visits to gain insights into the culture and business practices of the host country.

## Live Business Case

Participating in a Live Business Case (LBC) gives students the opportunity to apply their coursework directly to the business development of a participating company. Students will develop their LBC over a 7-month period, meeting their assigned company and LBC coach frequently to develop a coherent business plan adapted to a specific market.

## Foreign Languages

Learning a foreign language is required. It is an integral part of the program in order to graduate. 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.

## Exchange semester

The international exchange option is one of the four international opportunities offered to BD students during the two-year program. Grenoble EM is able to offer exchange options from its prestigious network of partner institutions. The full one semester exchange is situated during the autumn semester of year two. Students who successfully complete year one will be eligible to apply for this exchange.

## PROGRAM\*

\* Program content subject to change

### YEAR 1 - Core Courses

#### Fall Semester

##### Essential Business Skills

- Strategic Management
- Project Management
- Business Research
- Accounting
- Corporate Finance
- Foreign language

##### Specialization

- International Negotiations
- Entrepreneurship and Opportunities
- Managerial Economics
- Budgeting and Controlling

#### Spring Semester

##### Professional Development Skills

- International Negotiations
- Sustainability in the Business Environment
- Reflexivity & Professional Development
- Foreign language

##### Specialization

- Live Business Case 1 & 2
- International Marketing Management

##### Study Trip

#### Individual tracks

Students choose on of the following:

##### Professional track

- Four to six months internship or full-time employment, anywhere in the world

##### Professional Certificate Track

- Students choose from a number of professional online certificates

### YEAR 2 - Specialization

#### Fall Semester

##### Specialization

- Digital Transformation in Business
- Digital Economy
- Legal Environment of International Business
- Managing Strategic Alliances
- New Venture Business Planning
- Consultancy Selling & Advanced Negotiations
- IMC, Strategy and Digital Models
- Purchasing
- Building Strategic Key Accounts
- Foreign language

#### Spring Semester

- Final Dissertation
- Responsible Leadership & Future Organisations

Students choose one of the following:

##### Professional track

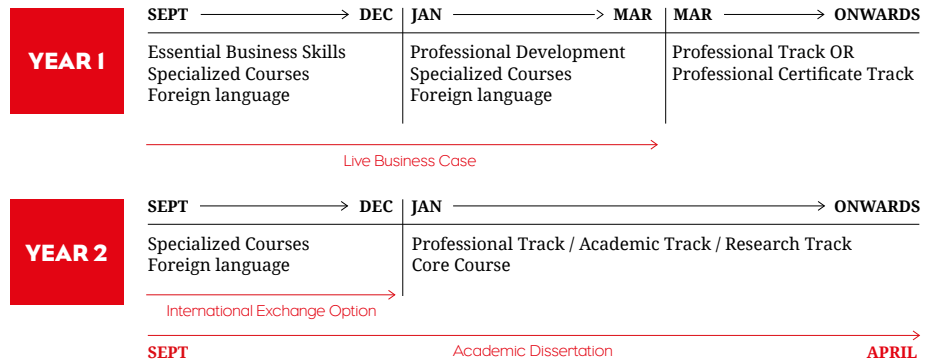
- Four to six months internship or full-time employment, anywhere in the world

##### Research Track

- Research Project

##### Academic Track

- Online certificate course



“For me, attending the GEM MSc in Business Development was one of the best decisions I could have made for both my personal and academic development. Whether it be the international environment, the state of the art academic classes or working on projects with the world’s leading companies. The Live Business case with Oracle equipped me with all the essentials I needed for my current role. To summarize it in three words: Challenging, International, and Fun.”

**Jonas Borgel**

**Global Product Manager Fintech at Vodafone**



“The reason why I chose the Business Development Program at GEM was the blend of the academic offer along with the hands-on experience of participating in a live business case. Today, as Events & Sponsoring Manager at MINI Switzerland, I continue using the skills I gained at GEM. Furthermore, I always enjoy the international gatherings of Alumni around the world - a strong, connected, motivating network.”

**Alessia Pezzini**

**Events & Sponsoring Manager at MINI, BMW**

### Skills acquired

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

- Design and manage diverse teams within a global environment.
- Demonstrate a high-level of critical analysis.
- Fully assess the ethical, environmental impact of decisions and actions.
- Understand the key challenges and functions of different departments and services.
- Generate innovative and adaptable ideas and solutions.
- Work efficiency in a technology focused environment.
- Demonstrate an in-depth comprehension of the key present and future challenges.

### Pedagogy

A full two-year program with more than 400 hours of taught classes. Students typically have 12-15 hours class time per week supplemented by around 30 hours group work and private study. The MSc

offers up to 12 months’ work experience and 4 distinct international study / work opportunities.

### Academic dissertation

The academic dissertation asks students to understand and analyze a key business or managerial issue. Working with their tutor, students then identify an area that requires further exploration and a methodology for filling that knowledge gap. Students will undertake original research to fill the pre-defined gap before writing up their findings and considering their personal contribution to the chosen research domain.

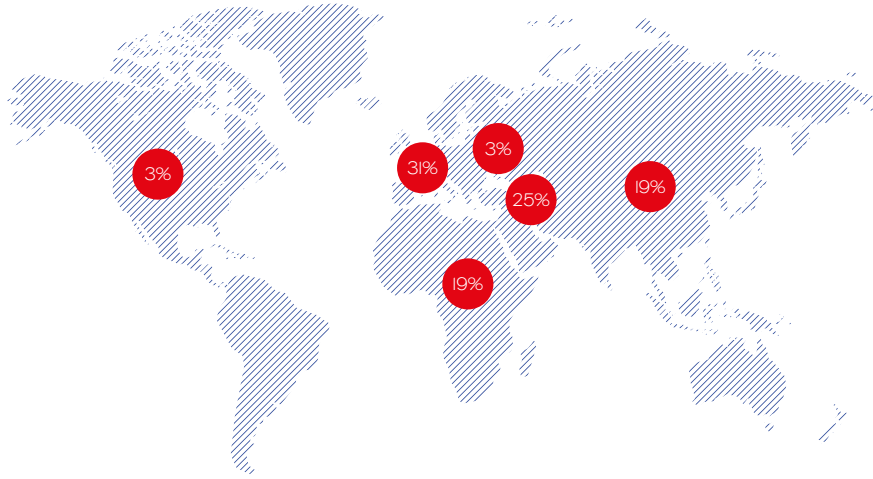
### Evaluation

The validation of skills and competences is acquired through continuous assessment, assignments, exams, and professional experience. Both written and oral communication skills are fully assessed throughout the program.

## CLASS PROFILE

September 2020 intake

### Geographical origin percentage

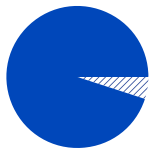


### Diversity and Excellence

<b>14</b>	Countries represented
<b>36</b>	Students enrolled
<b>11</b>	Female
<b>25</b>	Male
<b>24</b>	Average Age
<b>02</b>	Year average work experience
<b>08</b>	Participants who have lived or worked outside their home country

## CAREER STATS

based on 2020 graduates who were employed at the time of the survey



**95%** Found employment within 4 months



**35%** Work in France



**65%** Work internationally



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



**50k€** Average annual salary



Top sectors  
**Technology**  
**Consumer Products**  
**Media/Entertainment**

### Top Employers

- BlaBlaCar • BMW (SCHWEIZ)
- Danone • Deloitte • Ferrero
- Google • KPMG • LinkedIn
- Oracle • Salesforce • Vodafone
- Uniqlo



## STUDENT SERVICES & ASSOCIATIONS

### Integration Service [LEARN MORE](#)

Grenoble Ecole de Management has a student integration team to help with any questions related to moving to France.

### Associations

GEM counts 22 student associations that organize over 700 events every year, including Altigliss that organizes the student ski and snowboard world cup and ImpAct works to promote sustainable development. Participating in activities is a great way to integrate into French student life and learn French.

### Career Services & Coach centre [LEARN MORE](#)

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.

## GEM QUICK FACTS

**1%** Triple-accredited:  
Among the top  
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

**1<sup>st</sup>** French Business School  
to become a  
"Société à mission"\*

\*French equivalent to a  
Benefit Corporation"

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



### A word from the program director

"In today's global market, candidates with the ability to launch new international activities and who have deep understanding of the stakes of a specific market are highly sought after. This program challenges students to understand different international markets, participate in negotiations in a multicultural context and learn how to improve the competitiveness of global business.

Our students will gain the tools to be immediately operational and effective in the business development arena upon graduating."

- Lisa-Jane Perraud

## ADMISSIONS

### Applicant profile

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

To apply for this program, candidates must complete the online application form and include scanned copies of all original supporting documents.

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.

It is possible to submit your application prior to providing us with your test results and/or your final transcripts/degree certificate. From the moment you submit an application you will receive a response within 3-4 weeks.

### Checklist

- Bachelor-level undergraduate degree in any subject with good grade average.
- Proof of fluency in English:
  - TOEFL IBT: 90 (minimum of 21 in all bands). TOEFL Institution code: 8973
  - IELTS Academic/IELTS Indicator: 6.5 (minimum of 6.0 in all bands)
  - Cambridge English (Proficiency/Advanced/Business Higher) level C1: Grade A,B or C
  - Pearson Test of English Academic (PTE-A) Online/Offline: 63 (minimum of 59 in all bands)
  - Duolingo English Test: 110 (minimum of 90 in all bands)
  - English test waiver may be granted if Bachelor's degree was fully taught through the medium of English (official proof required)
  - Not accepted: TOEIC, Institutional/ITP TOEFL
- 3 short essays (relating to your academic/professional experience, your reasons for choosing this program and your intercultural awareness)
- 2 academic references
- Administrative documents (degree certificates, CV, passport)

## APPLY NOW!

Please consult our website for full  
admissions criteria  
[en.grenoble-em.com/bd](http://en.grenoble-em.com/bd)

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



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MANAGEMENT**

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