



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
BUSINESS LAB FOR SOCIETY

# Business Programs in English

At Top Ranked  
French Business School  
2022

**ACT  
THINK  
IMPACT**



## About Us

### TRIPLE-ACCREDITED

CEM is among the **1% of international business schools** that have received triple-accreditation (AMBA, EQUIS, AACSB).

### INTERNATIONAL

Offering a Bachelor's degree and Master's degrees all **taught in English**, CEM's programs attract students from all over the world. Today, CEM's **8,000 students** represent near **over 130 nationalities**.

### GLOBAL-MINDED

CEM offers students the opportunity to study **around the world** with programs at campuses in France, Germany, Russia, Georgia, Singapore, China, Morocco, and the USA.

### PROFESSIONALIZING

CEM courses encourage students to develop hard and soft business skills, offering a unique combination of both applied and theoretical coursework.

### INNOVATION-ORIENTED

CEM's emphasis on excellence in **technology, innovation and entrepreneurship** sets the school apart. Its programs are enhanced by a well-rounded faculty made up of highly respected academics as well as leading corporate professionals.

### NETWORKED

Over **40,500 CEM alumni** hold positions of responsibility in their workplace. Thanks to this extensive alumni network and its close partnership with international businesses, CEM's career center posts on average over **27,000 jobs and internships**.

## International Rankings

### Best Full-Time MBA in Europe

# 28<sup>TH</sup>

The Economist  
Which MBA Ranking 2021

---

### Best Bachelor's Program in France (BIB)

# 07<sup>TH</sup>

Le Parisien 2021

---

### Best Master in International Business worldwide (MSc MIB)

# 38<sup>TH</sup>

QS 2021

---

### Best Master in Fashion in France (MSc FDLM)

# 1<sup>ST</sup>

EdUniversal 2021

### Best European Business School

# 28<sup>TH</sup>

Financial Times  
2020

---

### Best Pre-experience Master in Finance worldwide (MSc Finance)

# 19<sup>TH</sup>

Financial Times 2021

---

### Best Master in Master in Marketing worldwide (MSc Marketing Management)

# 20<sup>TH</sup>

QS 2021

---

### Best Master in Innovation Management in France (MSc ISE)

# 10<sup>TH</sup>

EdUniversal 2021

## UNDERGRADUATE

**BIB**

# Bachelor in International Business

**GRENOBLE**

**Ranked 7<sup>th</sup> best Bachelor's program in France by Le Parisien. This program provides students with a broad introduction to management, international business, foreign culture and languages in an international learning environment.**

---

**Recognition:** French Ministry of Higher Education, Research and Innovation Recognition; VISA Bac + 3; Level 6 - EQF

**Length:** 3 years

**Language:** English

**Program:** Students will receive a comprehensive undergraduate business education that will cover all of the key aspects of global business, giving them the hard and soft skills necessary for working in a competitive international setting.

Two mandatory internships will give students a unique opportunity to get hands-on experience and to implement the skills they will learn in the classroom.

**Specializations:** In the final year, students specialize in one of the following sectors: *Global Management, Finance & Accounting, Marketing & Advertising, Entrepreneurship, Management of Fashion & Design Industry, or Tourism and Hospitality Management.*

**Study Abroad\*:** Students following the full 3-year program can spend the fall semester of the 3rd year at one of our 20 exchange partner institutions.

\* Contingent on global conditions and travel restrictions



*Grenoble - International city of technology, science, and business located in the heart of the French Alps*

## GRADUATE LEVEL

# MBA

## Master of Business Administration

**FULL-TIME: GRENOBLE**

**EXECUTIVE PART-TIME: TBILISI - MOSCOW**

**Boost your international career and cultivate your global network. This top ranked MBA is designed for experienced professionals looking to gain a truly international perspective on business and management.**

**Recognition:** AMBA Accredited Program. French Ministry of Labor, France Compétences, Level 7 – EQF

**Length:** 1 academic year on campus + final management project (can be completed while working/remotely)

**Language:** English

**Program:** A competitive general management program, the GEM MBA is highly applied in content, and delivered by a team that brings together academic specialists, managers, and consultants from a wide range of sectors.

**Course Offerings:** International Environment, Accounting & Auditing, International Management, Sustainability & Management, Tools for Decision-making, Management of Organizations, Business Law and Technology Management. International Business Law, International Marketing, Corporate Finance, Strategic Management, Digital Transformation, and an Integrative Case Study.

**Specializations:** (students will choose one of the following): *International Business Development (Grenoble)*, *Entrepreneurship (Grenoble)*, *Smart and Sustainable Business (Grenoble)*, *Management Consulting (Grenoble)*, *Finance & Digital Banking (Grenoble)*, *Digital Marketing (Paris)*, *Luxury Brand Management (Paris)*, *Project Management (Grenoble)*.

**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.

**International Experience:** Enhance your professional development through a team simulation Global Management Challenge as well as a *Study Trip to Berlin\**.

\* Contingent on global conditions and travel restrictions



## GRADUATE LEVEL



### Master's and MSc Degrees

#### ABOUT THE MSC PROGRAMS :

Grenoble Ecole de Management offers a wide variety of MSc programs taught in English in strategically located campuses around the world. Students select GEM for its international recognition, its high rankings, and its unique multicultural environment. International companies select GEM graduates for their knowledge, skills, and talent to meet the economic challenges of today and tomorrow.

#### Length:

Regular Track (all campuses): 2 years  
- 7 months on campus + 4-6 months internship (year 1)  
- 4-7 months on campus + 4-6 months internship (year 2)  
Short track (Paris): 1 year  
- 4-7 months on campus + 4-6 months internship

**Language:** programs taught in English. Opportunities to study French or a selection of other languages.

**Exchange semester:** During their second year, students following the regular track will have the possibility to go on exchange or do a double-degree with partner universities in Asia, North America and Europe.\*

\* a list will be confirmed in 2022

#### MSC MANAGEMENT IN INTERNATIONAL BUSINESS (MSC MIB)

GRENOBLE - PARIS - SINGAPORE

**Internationally acclaimed program that equips students with in-demand global business and management skills.**

**Recognition:** AMBA Accredited Program

This uniquely developed international business degree gives recent graduates the knowledge, skills, and experience to become managers with excellent international employment prospects.

**Program:** This pre-experience, generalist Master's in Management degree puts an emphasis on well-rounded professional development in the international sphere, opening doors to a wide set of global business sectors for MIB graduates (Finance, Marketing, HR, IT, etc.).

**Focus:** Learn and develop the fundamentals of business and management, build a global network and gain

intercultural awareness, and acquire the skills necessary for driving the evolution of multinational companies.

**Study trip:** During their first year, students will go on a study trip to a European business hub.

#### MSC FINANCE

GRENOBLE - PARIS - SINGAPORE

**Top-ranked globally, students develop the technical and analytical skills, as well as solid industry knowledge and multicultural exposure, demanded by today's employers.**

**Program:** This generalist finance degree will help you develop your technical competencies as well as essential management, strategy and communication skills.

The students have the choice between a 2-year program (**regular track**), and a 1-year program (**short track**). Different admissions criteria apply.

**Focus:** Develop the sought-after finance skills that will prepare you for working in diverse roles in any financial institution.

**Additional Features:** Bloomberg trading room, CFA Institute recognition, and a choice of a specialization highly demanded on the job market:

- Quantitative Finance
- Investment Banking & Financial Advisory
- Sustainable Finance

---

## **MSc BUSINESS DEVELOPMENT GRENOBLE**

**Specialized degree giving students the highly sought business skills for helping companies enter new markets, develop innovative products and drive performance & growth.**

**Program:** Through a combination of academic classes and hands-on experience, students develop business skills such as marketing, sales, and strategy development.

**Course Offerings:** International Negotiations, Entrepreneurship and Opportunities, Digital Transformation in Business, New venture Business Planning and more..

**Live Business Case:** One of the only programs in the world offering students the opportunity to work with actual corporations on the development of new business strategies for emerging markets.

**Study Trip\*:** An intensive learning experience within an emerging economy, combining academic, corporate and cultural activities.

*\* Contingent on global conditions and travel restrictions*

---

## **MSc INTERNATIONAL HUMAN RESOURCE MANAGEMENT IN THE DIGITAL AGE GRENOBLE**

**Advanced HR degree giving students the tools to work in any organization, anywhere in the world. These managers will have the skills to boost corporate performance through the effective management of the company's workforce and the ability to adapt their organization for the future, both on a human and on a digital level.**

**Program:** This program provides students with a deep understanding of global HR management and an insight into the impact and challenges of digital transformation on HR today.

**Focus:** HR management in multicultural settings, expertise in international HR strategies, HR challenges in the digital age, Serious Game Designer Certificate.

**Study Trip\*:** During the spring semester of their first year, students will go on a study trip to a European business hub.

*\* Contingent on global conditions and travel restrictions*

---

## **MSc MARKETING MANAGEMENT GRENOBLE - BERLIN**

**Pre-experience degree that prepares students for a wide range of operational marketing roles and contributes to sustainable performance in the global marketplace by providing an excellent understanding of the operational impact of marketing decisions on corporate performance.**

**Program:** With emphasis on hard and soft business skills, students will learn how to make strategic marketing decisions in competitive settings.

**Course Offerings:** Real-life marketing case studies, Digital Marketing (3 courses), Innovation through Design, Website creation, Market Research, Strategic Marketing and Marketing Research, Pricing, Customer Relationship Management and more..

**Study Trip\*:** During the second semester of their first year, students will go on a study trip to a European business hub.

---

## **MSc INNOVATION, STRATEGY & ENTREPRENEURSHIP GRENOBLE - BERLIN**

**Unique degree combining core business and management with advanced insights into innovation, technology, strategy and entrepreneurship.**

**Program:** With classes led by business and industry experts, you will be encouraged to apply your acquired theoretical knowledge directly to Live Business Cases to gain first-hands professional experience.

The students have the choice between a 2-year program (**regular track**), and a 1-year program (**short track**). Different admissions criteria apply.

**Focus:** Apply business to technology, work with important tech companies in France's "Silicon Valley", and learn about start-up creation.

**Additional Features:** Hands-on live business cases in partnership with leading companies and an *Study Trip\**.

*\* Contingent on global conditions and travel restrictions*

## MSC FASHION, DESIGN & LUXURY MANAGEMENT GRENOBLE – PARIS – SINGAPORE

**Specialized degree giving students the edge in a competitive field, with advanced courses in business and brand development.**

**Program:** By the end of the program, students will have acquired the necessary competencies to undertake key roles in fashion, design and luxury companies and will be able to evolve professionally within the cosmopolitan, culture-intensive, and hypercompetitive environment typical of these industries.

The students have the choice between a 2-year program (**regular track**), and a 1-year program (**short track**). Different admissions criteria apply.

**Focus:** Using innovative and practical learning techniques, industry experts and renowned academics will come together to teach you how to manage brands internationally.

**Additional Features:** *Study Trip\** to one of Europe's fashion capitals.

*\* Contingent on global conditions and travel restrictions*

## MASTER'S IN MANAGEMENT (GRANDE ECOLE PROGRAM) GRENOBLE

**Nationally recognized Master's degree designed for recent bachelor graduates looking for a personalized program that can reflect their individual interests and stimulate career growth in the desired direction.**

**Recognition:** AMBA Accredited Program; French Ministry of Higher Education, Research and Innovation Recognition; VISA Bac + 5; Grade de Master (Master's Degree) Level 7 - EQF

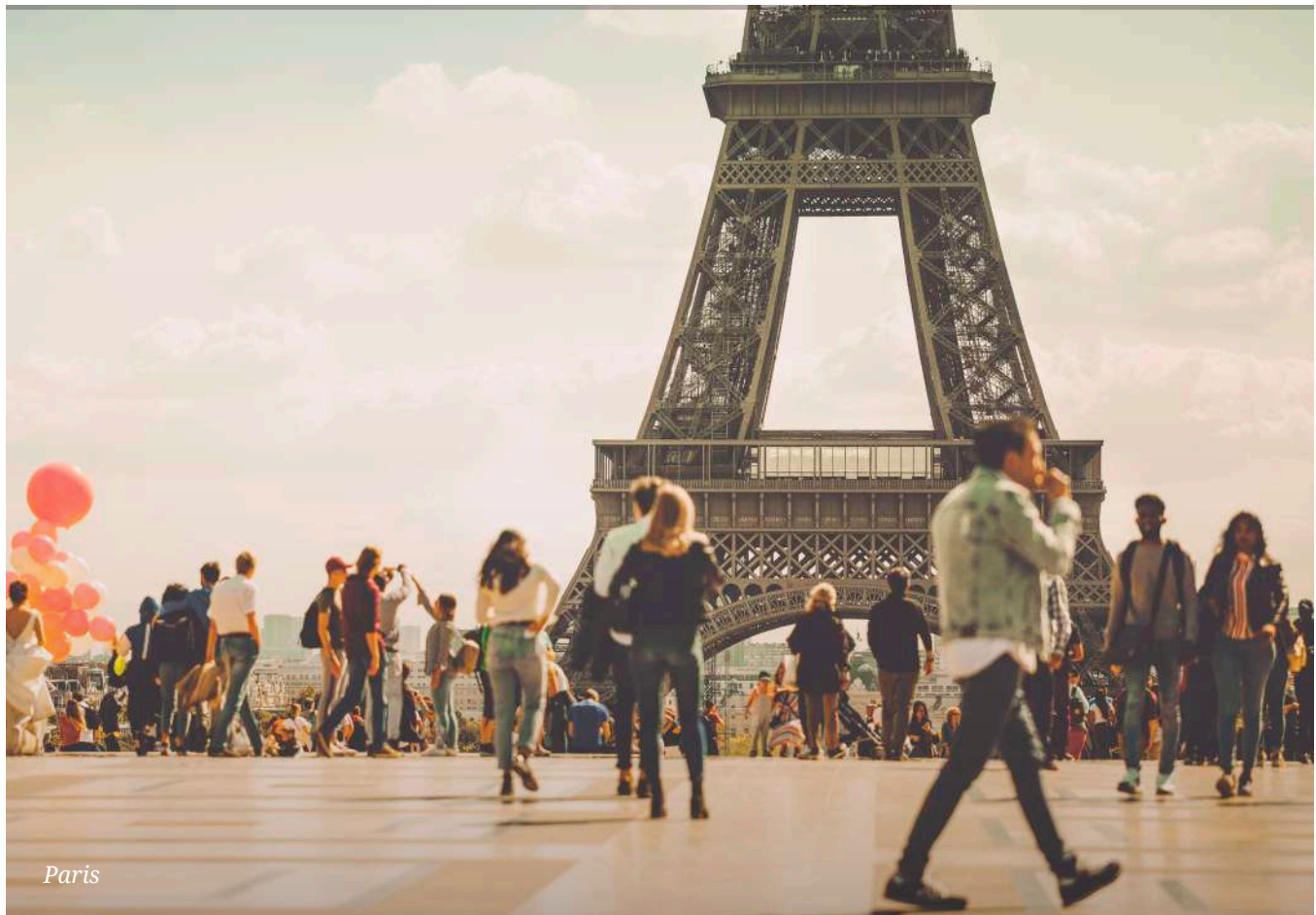
**Length:** 2 years of classes and one optional gap year\*

**Program:** The degree has a proven track record of giving students the hard and soft skills needed to start their careers upon graduating.

**Focus:** Build a personal program with a wide variety of core classes, electives and *double degree or exchange options\**. Acquire the skills necessary for driving the evolution of your career in multinational companies.

*\* With the possibility to do an internship or have a part-time job*

*\*\* Conditions apply*



Paris

# Doctoral Programs

With almost 100 active, permanent researchers, strong doctoral programs, a large number of European and national research grants, substantial corporate and institutional partnerships, and a vibrant, cooperative research culture, we are proud to figure today among the leading management research organizations in Europe in terms of research output as well as impact.

Research at GEM aims at creating high-level, meaningful knowledge for all our stakeholders including academia, alumni, partner organizations, and society. Based on GEM's unique expertise at the nexus of technology, innovation, society, and organization, we seek to leverage research across established disciplines to address societal challenges in health, energy, digitization, and urban transformation. We co-construct research initiatives with our partners and translate scholarly into actionable knowledge.

### DOCTORATE IN BUSINESS ADMINISTRATION (DBA) GRENOBLE - PARIS - USA

Are you interested in producing research that can significantly enhance current business practices or enact meaningful change?

The DBA is a part-time program aimed at experienced professionals who want to bring impact to their organization and/or society by leveraging academic research to solve concrete organizational problems.

**Length:** 3 years, part-time, online

**Language:** English

The GEM DBA program offers senior managers, independent consultants, and academics the opportunity to leverage their careers and/or to make a transition into academia.

Designed for executives and professionals seeking to excel in applied research, this program offers participants the support necessary to publish scholarship that impacts business and society. Participating in a world-class DBA program also opens new doors for professionals seeking to transition towards academic careers.

The oldest DBA in Europe, this program boasts of an extensive and powerful alumni network and is one of only ten DBA programs in the world to be accredited by AMBA.

### PHD IN BUSINESS ADMINISTRATION GRENOBLE

**Specialized degree giving students the edge in a competitive field, with advanced courses in business and brand development.**

**Length:** 5 years full-time

**Language:** English

This program aims to educate scholars who will become faculty members in leading international business schools or universities. This four to five year full-time program is designed to ensure that students develop a solid publication record during their PhD studies.

**Expertise:** *Alternative Forms of Markets and Organizations; Business Models and Strategy; Consumer Behavior; Energy Management; Finance, Innovation and Governance; Marketing Strategy and Innovation; Social Networks, Innovation and Entrepreneurship, and Work, Life and Careers.*





## General application requirements

### Academic performance:

- Minimum of 60% GPA in previous studies

### Strong references:

- Minimum 2 professional or academic references (References will be contacted by GEM)

### English (applicants must have ONE of the following):

- IELTS Academic/IELTS Indicator: 6.5+ (minimum of 6.0 in each band)
- TOEFL IBT 90 (minimum of 21 in each band)
- Cambridge English (Proficiency/Advanced/Business Higher) level C1: Grade A,B or C
- Pearson Test of English Academic (PTE-A) Online/Offline: 63 (59 in each band)
- Duolingo 110+ (minimum of 90 in each band)
- English test waiver may be granted if Bachelor's degree was fully taught through the medium of English (official proof required)

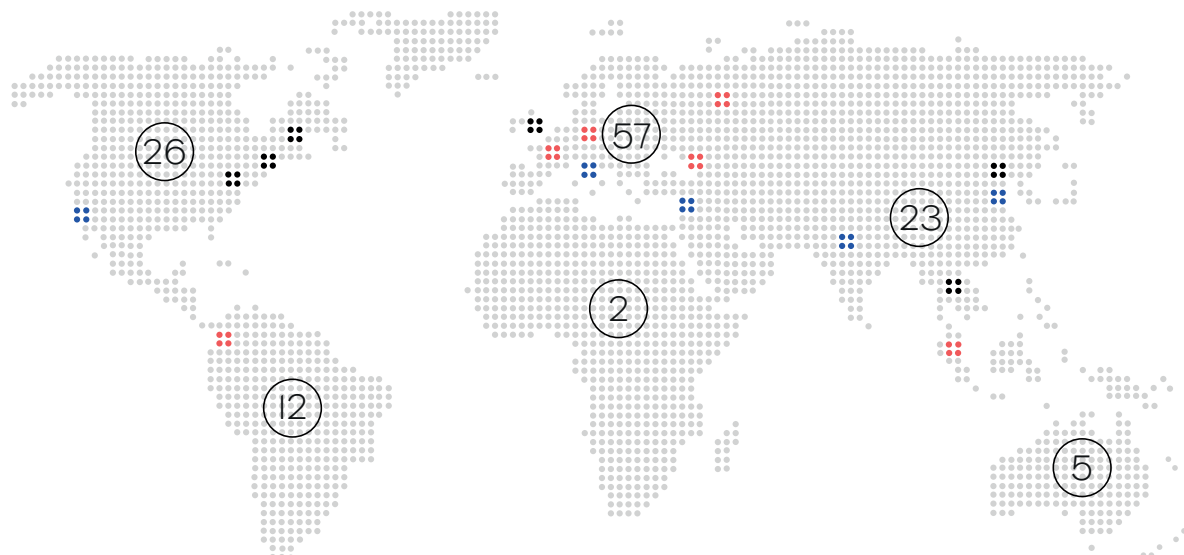
### Essays:

- 3 short essays (relating to your academic/professional experience, your reasons for choosing this program and your intercultural awareness).

### Administrative documents:

- Scan of passport
- CV/Resume
- University transcripts

## International



### 6 French and International Training Sites

- Grenoble
- Paris
- Berlin
- Singapore
- Moscow
- Tbilisi, Georgia

### 5 International Offices

- North & South America
- Europe
- India
- East Asia and SE Asia
- Middle East & Africa

### 6 Transcontinental Tracks

- Cambridge, UK
- Beijing, China
- New York, USA
- Bangkok, Thailand
- Montreal, Canada
- Washington DC, USA

### 125 Partners institutions

- North America : 26
- South America : 12
- Europe : 57
- Africa : 2
- Asia : 23
- Oceania : 5

## Program-specific application criteria

### **BIB applicants :**

- 18 years of age minimum
- High school diploma - Baccalauréat - A level or equivalent

### **MBA applicants :**

- Minimum of 3 years of professional experience
- No GMAT necessary if sufficient work experience

### **For all MSc's :**

- Bachelor's degree/undergraduate degree
- No work experience is required

### **Master's in Management applicants:**

must have at least ONE of the following\* :

- GMAT (>550, with at least 70% in quants)
- GRE (a minimum of 150 in the Verbal Reasoning section, 153 in the Quantitative section 4.0 in Analytical writing)
- TAGE-MAGE with a minimum score of 300 is required applying for the French track or the English Track

### **MSc Finance applicants:**

must have at least ONE of the following\* :

- GMAT (>600, with at least 70% in quants)
- GRE (>60% verbal, >70% quants, >4.0 analytical writing)
- CFA level one

### **Short track:**

### **MSc Finance:**

must have at least ONE of the following :

- 240 ECTS
- 4-years Bachelor's degree
- 3-years Bachelor's degree + 1 year of Master degree AND previous studies of Corporate Finance, Quantitative Methods for Finance, Accounting & Financial Statements Analysis.

### **MSc FDLM or MSc ISE:**

must have at least ONE of the following :

- 240 ECTS
- 4-years Bachelor's degree
- 3-years Bachelor's degree + 1 year of Master degree AND minor (60 ECTS) in Business Studies





*Grenoble Campus*



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
BUSINESS LAB FOR SOCIETY

GEM Regional office, East & Southeast Asia

Email : [china.office@grenoble-em.com](mailto:china.office@grenoble-em.com)

Telephone : +86 (21) 3778 1603

Website : [www.grenoble-em.com](http://www.grenoble-em.com)

[www.grenoble-em.com.cn](http://www.grenoble-em.com.cn)

Weibo : @GEM法国格勒诺布尔高等商学院

WeChat : GEM格勒高商 or GrenobleEM



Design : super-regular.fr - Photo credits : Bruno Fourmter, Bruno Romain, Aurélie Jeanmette, Fabrice Ferrando, Getty Images, GEM planète, Cover : Hichem Daoud : Student Grande Ecole Programme