



Bachelor in International Business (BIB)

Grenoble

ACQUIRE THE FUNDAMENTALS OF GLOBAL BUSINESS IN THIS TOP ACCREDITED PROGRAM WHILE GAINING EXPERTISE IN INTERCULTURAL MANAGEMENT AND OBTAINING PROFESSIONAL AND INTERNATIONAL EXPERIENCE. CHOOSE FROM ONE OF THE 6 SPECIALIZATIONS INCLUDING FINANCE, ENTREPRENEURSHIP, MARKETING, AND MANAGEMENT OF FASHION AND DESIGN TO LAUNCH YOUR CAREER OR AS A FOUNDATION FOR A MASTERS PROGRAM.

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 socially responsible manner in diverse environments or pursue further graduate management studies.

START DATE	DURATION	TUITION FEES*	INTEGRATION	CONTACT US
September 2023	3 years	Year 1 & Year 2: €11,550 Year 3: €11,950 September 2023 intake	Students will be advised about visa requirements, accommodation and orientation	Tel: +33 4 76 70 62 33 bianca.hidalgo@grenoble-em.com

*Administrative fees, student services and books included. No additional charge for the exchange semester

GEM Ranked

40th

In the Financial Times
European Business
Schools 2022 Ranking

BIB Ranked

7th

Best Bachelors
program in France in
the 2022 Le Parisien
ranking

74%

of graduates work
internationally
(class of 2021)

Benefits

- Obtain a **generalist undergraduate business degree**, taught entirely in English while immersed in the French culture.
- Accelerate your career by choosing a **specialized major** in Year 3.
- Gain up to 9 months **company experience** through two work experiences.
- Obtain additional international exposure through a semester abroad, with a **choice of over 20 partner campuses in Asia, Europe, North and South America**.¹
- Receive personalized attention with **small class sizes and highly interactive teaching methods**.
- Earn a degree from a **triple-accredited institution**.
- Choose from a **wide range of extracurricular cultural and sports activities**.
- Possibility to **continue on a GEM masters program**.

French Ministry Recognition

BIB graduates are also awarded the degree certificate "Bachelor en Sciences du management Chargé d'affaires internationales". This provides international recognition through the VISA de l'Etat and the Grade de Licence from the French Ministry of Higher Education, Research and Innovation. This recognition is essential if you plan to work or continue your studies in Europe or overseas.

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 a work experience in France or abroad. In Year 3, students 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 inspiring business professionals. The permanent faculty are engaged in applied research; their teaching links theory to practice through business cases. Their diverse cultural and international background adds to the strong international dimension of the program.

Pedagogy

Typically, students are assigned 15-18 hours of interactive face to face teaching per week and are expected to work 30 hours outside the classroom. This includes pre-reading and preparation for class, homework and group/individual assessments. In groups of 3-5, students work on presentations, essays and projects in order to learn about the current challenges and decisions facing managers and business leaders today. International student work groups meet on a frequent basis.

COFDG



**FRANCE
compétences**
certification
enregistrée au RNCP

PROGRAM²

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 • Work experience

YEAR 2: MANAGEMENT FUNCTIONS

Fall Semester	<ul style="list-style-type: none"> • Managerial and Financial Accounting • Organizational Behaviour • International Macro Economics • Sales Techniques • Project Management 2 	<ul style="list-style-type: none"> • Operations and Supply Chain Management • Foreign Language • Introduction to Technology Management
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 • Work experience

YEAR 3: INTERNATIONAL FOCUS AND MAJOR

Fall Semester <small>(Students may spend this semester at a CEM partner campus)</small>	<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 <small>(students choose one major; certain prerequisites may be necessary)</small>	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 RESEARCH METHODS MODULE AND WRITE A BACHELOR DISSERTATION	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 • Design Management • Legal Context of Fashion and Design Industry • Retail Management • Foreign Language
	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 Fall Semester, in cooperation with CETT-UB, Barcelona⁴ <ul style="list-style-type: none"> • Tourism Marketing • Smart Tourism • Strategic Planning in Hospitality • Hospitality Management

1 - Exchange destinations are subject to change
2 - Program content subject to change
3 - Majors require a minimum of participants
4 - Modules included, but not limited to.

SKILLS ACQUIRED

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

- Understand the competitive positioning and strategies of international companies
- Determine a marketing and sales action plan
- Participate in negotiations with internal and external customers and partners
- Master data analysis
- Deploy project management methods and tools
- Be capable of analysing the financial situation of a company
- Implement and follow key performance indicators
- Manage and motivate an international team by setting SMART objectives
- Be able to communicate fluently in at least one foreign language

More details on France Compétences website, sheet n° 36265

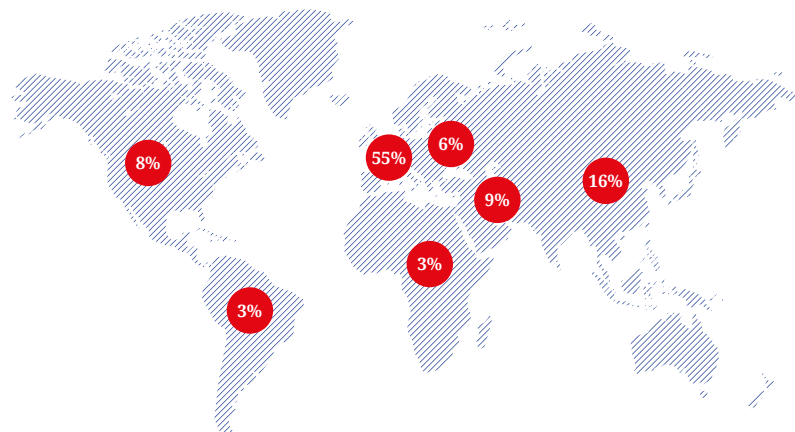
EVALUATION

Verification of skills and competences acquired through continuous assessment, exams, role plays, and professional experiences. The final evaluation is done via the specialization and individual Bachelor Dissertation in Year 3.

CLASS PROFILE

September 2022 intake

Geographical origin



Diversity and Excellence

35 Countries represented

312 Students enrolled

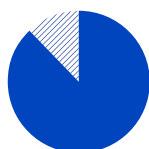
146 Female

166 Male

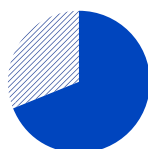
20,6 Average Age

CAREER STATISTICS

based on 2021 graduates employed at the time of the survey



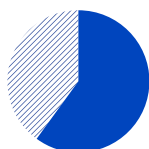
88% Found employment within 4 months



69% Work internationally



31% Work in France



60% Work in companies with over 250 employees



34k€ Average annual salary



Top Sectors
Financial Services
IT & Information Services
Transportation Sector

Employers

- Airbus Defense and Space
- BNP Paribas
- Bulgari
- Bosch
- Cartier
- Chanel
- Christian Dior
- Deutsche Bank
- Goldman Sachs
- JP Morgan
- KPMG
- L'Oréal
- Mazars Luxembourg
- PwC
- Safran

STUDENT SERVICES & ASSOCIATIONS

Integration Service

[LEARN MORE: GRENOBLE CAMPUS](#)

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 ImpAct that works to promote sustainable development. Participating in those activities is a great way to integrate into French student life and learn French.

Career Services & Coach center

[LEARN MORE](#)

Students have the opportunity to attend personal and professional development workshops led by industry experts. These 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 job opportunities as well as access to GEM sector-specific networking communities.



“The unique nature of GEM's BIB program is due to its diverse student and faculty bodies, as well as a team-based learning environment.

I appreciated the constant exposure to different schools of thought which dares students to think outside the box.

Professors encourage discussions that question the status quo and help in building both hard and soft skills needed to drive International Business forward. The curriculum bridges the gap between classroom learnings and real-life applications, which provides an ideal foundation for entering the job market.”

Anuschka Ried

[LEARN MORE](#)

GEM QUICK FACTS

1%

Triple-accredited:
of top business
schools worldwideInternational faculty of reputable
academics and leading
corporate professionalsDedicated career center
with over

27 000

online job and internship
offers per year1stFrench Business School
to become a

"Société à mission"*

*French equivalent to a
"Benefit Corporation"

Over

7 000

students from more than

130

nationalities

145

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

Vast network of more than

43 000

alumni holding top-management
positions

A word from the program director:

"Right from the first day and the moment you walk into the classroom, you will feel the sensation of entering a whole new world of global business. Inspired by international faculty from both the academic and professional fields and by joining a multicultural student body made up of 50-60 different nationalities, you will immediately start to learn how to act like future professionals. Through innovative teaching methods and within small groups, you will be taught how to develop your hard and soft skills and how to thrive and adapt to the ever-changing world of international management." - **Nancy Blench-Locatelli**

ADMISSIONS

Prerequisites

- Entering Year 1: High school diploma, IB 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 work experience of 2 months minimum
- Entering Year 3: Completion of 120 ECTS credits at an approved institution (minimum 90 ECTS in business studies), plus work experience 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

We accept applications continuously throughout the year (more information on our website). We strongly encourage early applications as **our programs do reach maximum capacity**. 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

- International High school diploma, IB diploma, Baccalauréat, 'A' levels or equivalent (official transcripts required)
- Proof of fluency in English:
 - > TOEFL IBT: 90+ (minimum of 21 in all bands). 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 for IB graduates. Contact us for conditions
 - > 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/bib

Feel free to contact us with any
questions
admissions@grenoble-em.com



**GRENOBLE
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