



**GRENOBLE
ECOLE DE
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

Grenoble - Paris

**International
BBA**

**GRENOBLE-EM.COM/
BACHELORS**

**ACT
THINK
IMPACT**

About Grenoble Ecole de Management

What sets us apart

As both a nationally and internationally renowned Business School, Grenoble Ecole de Management (GEM) is more than just a school. It is also known as a Business Lab for Society, in which more than 7000 students and 500 staff learn and strive each day to respond to both corporate and societal challenges. The first business school in France to become a Société à Mission (equivalent to B corp status) in 2021, GEM is committed to working towards a fairer, more peaceful and more responsible world. Driven by its values of responsibility, high standards and benevolence, its mission is to combine Technology, Innovation and Society to train future managers by co-constructing skills and knowledge adapted to the challenges of the 21st century. GEM, a Business Lab for Society, bona fide research and development center for teaching and global management techniques, is a space of exploration, reflection, and hybridization that boasts 50 programs both in French and English, in Grenoble or in Paris.

KEY

Triple accreditation:
A distinction held by only

01%

of business schools
worldwide

More than

7000

students

120

nationalities

A worldwide network of
more than

45000

alumni

200

academic partners all
over the world

Rankings and Accreditations



33rd in the *Financial Times* European Business Schools 2023 Ranking



10th in *Le Figaro Etudiant* French Business Schools 2023 Ranking



3rd in *Le Figaro Etudiant* and in *Challenges* French Bachelor 2023 Ranking (3 year programs)



The **triple-accreditation** guarantees that programs meet business needs, therefore facilitating access to the job market for our students and graduates.

Our campuses

Grenoble and Paris

GRENOBLE SÉMARD



A 33,000 m² urban campus, just a stone's throw from nature and Grenoble's science and innovation hub – this campus stands out through its futuristic architecture. It is located in a lively neighborhood with unrivalled proximity to the Grenoble train station. Step in and discover!



GRENOBLE GEM LABS



Located in Grenoble's scientific peninsula, this is the campus for innovation through experimentation. Thanks to immersive platforms, students, decision-makers, and researchers test solutions in near-real-life situations. They experiment with new ways of doing tomorrow's jobs.



**A virtual guided visit
of our campuses is
available here
[www.grenoble-em.
com/visite-virtuelle](http://www.grenoble-em.com/visite-virtuelle)**

PARIS



Located in the Newport Pantin district on the outskirts of Paris, this campus has been designed in line with the School's social and environmental responsibility and offers new teaching methods: eco-built, eco-certified E+C- (positive energy, carbon reduction), planted surfaces promoting biodiversity, proximity to public transport, modular and connected spaces, hybrid classrooms, project spaces, a learning center, adaptable workstations etc.



Student Support Services

Prepare your future

● Studying at Grenoble Ecole de Management is more than just obtaining your degree. It is the chance to take part in an active student life and benefit from personalized support and mentoring. We offer you a wide range of tools and opportunities to ensure your successful entry into the job market. You will live a unique experience at GEM and have the opportunity to excel in an environment that is both responsible and fulfilling.



WHERE SUPPORT MEETS SUCCESS

Career Services

Students have the opportunity to attend personal and professional development workshops led by professionals and industry experts. They strengthen the employability profiles of graduates to help them achieve their career goals. Students will have access to counselling sessions and GEM sector-specific networking communities as well as interact with corporate partners and online resources with job and internship opportunities.

Integrative Ecosystem

Being a part of GEM means being connected to a rich ecosystem of startup opportunities (French Tech in the Alps Grenoble, Invest In Grenoble Alpes or our own IncubaGEM) and R&D launchpads like GIANT campus.

A welcoming place for people with disabilities

In order to overcome the barriers that prevent students from continuing onto higher education and to promote equal opportunities to enter the Grandes Ecoles, Grenoble Ecole de Management offers different access possibilities adapted to candidates with disabilities.

Student Integration Service

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

Scholarships: Funding your program

GEM offers a dedicated online platform - The Funding Place - to help students find financing solutions, simulate a student loan and understand everything about student loans.

To learn more:

en.grenoble-em.com/scholarships-funding-your-program

Interact with over 45,000 alumni

The GEM Alumni Network has more than 45,000 members who you will be able to exchange with throughout your studies. Access their profiles via the online GEM Alumni portal and meet them during GEM events. GEM's support services continue well after graduation thanks to regional and theme-specific events organized by the #GEMAlumni community.

Reveal your talents

21 student associations

● Joining a business school like GEM is an opportunity to live an incredible experience, thanks in particular to the 21 student associations where students can participate in projects, organize events and develop a new passion.



Want to express yourself?

PLANÈTES

to promote visuals and videos, immortalizing student life

AND

Escapade (to promote GEM);

GEM en débat (the GEM discussion forum).

Sports fan?

ALTICLISS

for thrilling moments in the mountains and in the snow

AND

Le Bureau des Sports (all sports);

ICO (sailing, swimming, and more)

21
associations
There is
certainly
one for you!

A taste for sharing?

LE DAHU

to create a guidebook of Grenoble and the surrounding area

AND

Millesi'mets (gastronomy)

Business-minded?

AMD JOB SERVICE

to offer marketing missions and student jobs

AND

GEM Entreprendre (for entrepreneurial projects); **GEM ONU** (geopolitics), **GEM Store** (the official GEM boutique), **GEM Finance Society** (finance) and **GEM Junior Conseil** (GEM Junior Entreprise)

Want to get involved?

SOS

to carry out humanitarian projects

AND

Aloha (to welcome international students); **Impact** (to act for sustainable development)

Thirsty for culture and events?

ZONE ART

is more than an Arts Association

AND

Enjeu (creation of serious games); the **BDE** and **Le Gala** (organization of the integration weekend and the Gala).

International BBA

100% in English, international, double degrees, internships, work-study

● Join our International BBA* and learn about management, international business, foreign cultures and languages in an international learning environment.

DURATION

4 years

PROGRAM DELIVERY

full-time, work-study possible in 4th year

CAMPUS

Grenoble

LANGUAGE

English

ENTRY LEVEL

Year 1: French Baccalauréat, IB, A-levels or equivalent
Year 2/3: 60/120 ECTS credits + 2/4 months of work experience

DIPLOMA

Bac+4 RNCP level 6 qualification



TUITION FEES

Year 1 and 2: €11,550/year
Year 3 and 4: €11,950/year

ADMISSION

With an international high school diploma: apply on www.grenoble-em.com
With French Baccalauréat: apply on Parcoursup / Concours SESAME

Objectives

Open to both international and French students, this program helps students develop the skills and motivation to take up positions of responsibility in dynamic international companies. The pedagogical approach is inclusive, interactive and aims to put students into a professional setting from day 1 (group projects, live business cases from the business world, work-study opportunities). It enables students to acquire a thorough knowledge of management to meet today's economic and societal challenges. The program's graduates may continue their studies in the 2nd year of a Master's degree or enter the job market directly.

Work-study option or long internship in year 4

Profile

The admissions board is looking for students with good academic results, a strong motivation and the ability to study in an international context and as part of a team.

- For students with a French Baccalauréat: entry into year 1 via registration on Parcoursup followed by a competitive entrance exam (concours SESAME)
- For students with a High School diploma, International Baccalauréat (IB), A-Levels or equivalent: entry into year 1: please apply via the GEM website www.grenoble-em.com

Strengths of the program

- A general management program with a strong international focus;
- 7 possible specializations
- 12 to 18 months in a company through internships and a work-study possibility in year 4
- Candidates can apply for state scholarships (CROUS)
- Innovative teaching methods combining theory and practice
- Small, interactive classes

TARGETED SKILLS

Upon graduation, students will be able to:

- Work in an intercultural environment
- Lead a team
- Analyze a company's environment, positioning and strategy
- Define a Marketing and Sales action plan
- Evaluate the impact of a strategic, organizational or operational decision or project on an activity perimeter
- Conduct a research project on a professional issue

* The Bachelor in International Business (BIB) changes to the International BBA from September 2024

INTERNATIONAL EXPERIENCE



A MULTICULTURAL ENVIRONMENT

- More than 30 destinations for semester or year exchanges
- Program taught 100% in English;
- Around 50 nationalities represented in the classroom
- Semester or year exchanges at international partner institutions
- Experienced faculty from an international environment



PROGRAM

	Year 1 Business Fundamentals	Year 2 The Business Environment	Year 3 International Focus
Modules include	<ul style="list-style-type: none"> • Personal Communication and Professional Development • Intercultural Business Skills • Principles of Marketing • Project Management • Introduction to Accounting • Work and Organisational Psychology • Micro Economics and Market Structures • Fundamentals of Research Skills 	<ul style="list-style-type: none"> • Digital Business • Corporate Finance • Sustainable Live Business Project • Exploring Academic Research • Technology Management and AI • Managerial and Financial Accounting • Consumer Behaviour for Market Research • Sales Techniques and Negotiation 	<ul style="list-style-type: none"> • Innovation and Design Thinking • International Perspectives in Marketing • Global Strategy • People at Work • Social Responsibility in International Business • International Macro Economics • Sustainable Entrepreneurship • Geopolitics • Research Methods and Design
Build your career	<ul style="list-style-type: none"> • 2 to 4 months' internship 	<ul style="list-style-type: none"> • 2 to 4 months' internship 	<ul style="list-style-type: none"> • 2 to 4 months' internship
International Experience	<ul style="list-style-type: none"> • 100% in English • 2 foreign languages 	<ul style="list-style-type: none"> • 100% in English • 2 foreign languages 	<ul style="list-style-type: none"> • 100% in English • 2 foreign languages • Academic exchange (semester or year)



Year 4

Specialization

- Applied Research and Analysis
- Sustainability in International Business: an immersive, interactive experience
- Research project

- Choice of 7 specializations:**
- Global Management
 - Finance and Data Analytics
 - Marketing Management
 - Fashion, Design and Luxury Management
 - Innovation and Entrepreneurship
 - Digital Business Management
 - Sustainability in Business

- 6-month internship or work-study

- 100% in English

What next ?

Continue on a Master's program or join the workplace

Continue your studies in a Master's program at CEM:

- MSc Finance and Investment Banking
- MSc Sustainable Financial Management
- MSc Accounting, Auditing & Performance Management
- MSc Financial Markets
- MSc Management in International Business (MIB)
- MSc Marketing
- MSc Innovation and Entrepreneurship
- MSc International Marketing & Business Development
- MSc International Human Resource Management
- MSc Fashion, Design and Luxury Management
- MSc Digital Marketing & Data Analytics
- MSc Energy Business & Climate Strategy
- MSc Managing with Data and Artificial Intelligence
- MSc International Project Management
- MSc in Management of Sport and Outdoor Markets
- MSc Management for Sustainability Transitions
- MSc Design & Innovation Management

Or join the workplace

in the following areas:

- Sales/Export
- Finance
- Marketing
- International Trade & Commerce
- Human Resources
- Entrepreneurship
- Logistics, etc...

As: Brand Manager; Account Manager; Financial Analyst; Project Manager; Investment Banking Associate

PLACEMENT STATISTICS:

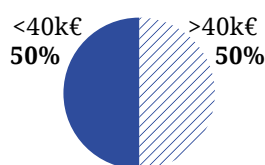
Bachelor In International Business (BIB)*
graduating class of 2022



Students finding a job in **less than 4 months** after graduation

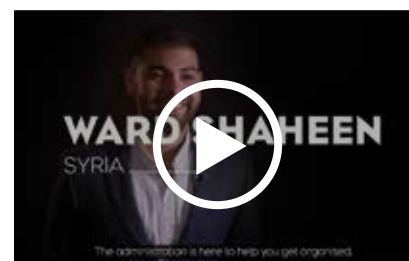


Graduates working **abroad**



Annual salary with bonus on graduation

TESTIMONIALS



Click on the QR code to access the video

Our students have done internships in these companies:

Le Bon Marché, DHL, Décathlon, Siemens Energy, Ernst & Young, Foncia, Elior, AS Monaco Football Club, Tribu Box, Société Générale, Emma - The sleep company, Inria, CERN - European Center for Nuclear Research, Hermès Sellier, Business France, Procter & Gamble, Siemens Mobility, Unilever, Opel, Schneider Electric.

Bachelor Digital & Business Development

Grenoble, Paris

● Join this Bachelor program in Grenoble after your French Baccalaureat or in Paris (Year 2/3). Earn an Undergraduate degree and become a Customer Relations or Digital Marketing Manager, or continue your studies at Master's level.

DURATION

3 years

PROGRAM DELIVERY

Full-time, work-study compulsory in year 3

ENTRY LEVEL

Year 1: French Baccalaureat or equivalent

Year 2/3: 60/120 ECTS credits

RECOGNITION



LANGUAGE

French

TUITION FEES

8900€ TTC / per year

ADMISSION

Apply on www.grenoble-em.com

Year 1 with a French Baccalauréat:
apply on Parcoursup

Strengths

- A minimum of 16 months in the workplace
- 2 specializations: «Business Development & Entrepreneuriat» or «Marketing & Communication digitale»
- 2 to 4 months abroad and two compulsory foreign languages
- Innovative teaching methods and project management

SELECTION OF MODULES

- | | |
|--------------------------|---------------------------------|
| • Communication digitale | • Comportement consommateur |
| • Vente | • Business development |
| • Marketing | • Finance |
| • Économie | • Négociation |
| • Droit | • Transition durable et RSE |
| • Comptabilité | • Gestion de projet |
| • Management | • Enjeux RSE du digital |
| • Community management | • Data et business analytics... |



Contact

Meet the team

International Admissions:



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The International Recruitment Officers:



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IMPACT



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