



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.

DURATION

2 years: 1st year is a full-time academic year on campus. 2nd year is dedicated to the FMP (can be completed while working)

START DATE

September

TO APPLY

en.grenoble-em.com/bd

TUITION FEES

€ 21,950
September 2021 Intake

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

MSc BD

6th

In France in Eduniversity 2020 Ranking

INTERNATIONAL STUDY TRIPS:



Dubai, UAE
2019



Colombia
2018



South Africa
2017

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 **International 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**

Program Structure

This is a two-year program. The program begins in September and requires full attendance for one academic year (September-June) followed by a Final Management Project on a Business Development-related subject of the student's choice. The Management Project may be completed in parallel with a full-time internship or employment.

French Ministry Recognition

Graduates from the MSc Business Development also receive a certificate conferring them the title of "Manager International". This title is recognized by the recognized by the French State through France Compétences, an agency belonging to the French Ministry of Labor, at Level I - the highest level for such certification.

It is a recognition that the graduate's core international management skills meet standards established by the Ministry of Labor for managers of international business. For students planning to work in Europe following their studies, this recognition presents a competitive advantage.

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 Business Fundamentals

- Leadership, Teambuilding and Managerial Creativity
- Corporate Finance and Business Planning
- Accounting
- Research Methods for Managers
- Mergers, Acquisitions and Restructuring
- Strategic Management
- International Negotiations
- Budgeting and Controlling
- Legal Environment of International Business
- Managerial Economics

Business Development Specifics

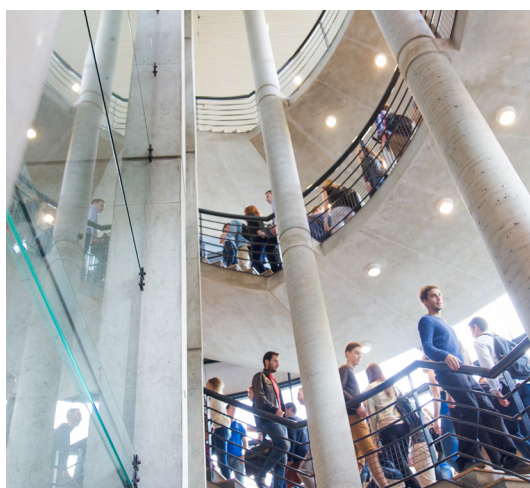
- New Venture Business Planning
- Business Operations in Emerging Economies
- International Marketing Management
- Digital Marketing 1: Insight into Digital
- Digital Marketing 2: IMC, Strategy & Digital Models
- Market Research
- Project Management
- Entrepreneurship and Opportunities
- Purchasing
- Building Strategic Key Accounts
- Consultancy Selling & Advanced Negotiations
- Live Business Case

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 (professional track) or theoretical (academic track) research project. The FMP can be completed at a distance and 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*



“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 becoming the Global Product Manager for Fintech at Vodafone Group in London. To summarize it in three words: Challenging, International, and Fun.”

**Jonas Borgel, MSc BD 2017 Graduate,
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, MSc BD 2018 Graduate
Events & Sponsoring Manager at MINI, BMW**

PROFESSIONAL DEVELOPMENT

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 other languages at beginner level.

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 an emerging market. Students will visit this emerging market during the International Study Trip, at the end of the year.

International Study Trip**

The International 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.

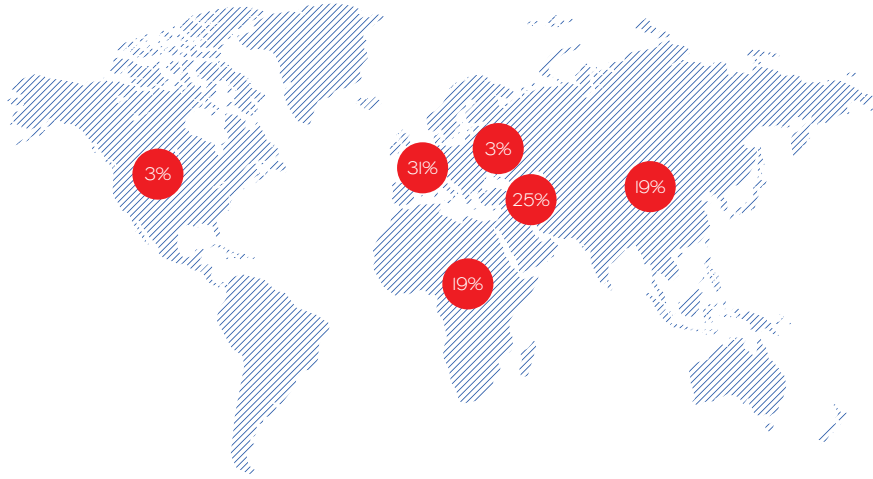
***International Study Trip is contingent on global conditions and travel restrictions.*

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.

CLASS PROFILE

September 2020 intake

Geographical origin percentage**Diversity and Excellence**

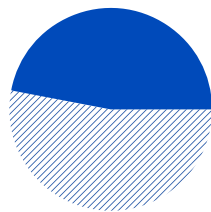
14	Countries represented
36	Students enrolled
11	Female
25	Male
24	Average Age
02	Year average work experience
08	Participants who have lived or worked outside their home country

CAREER STATS

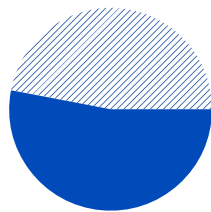
based on 2019 graduates who were employed at the time of the survey



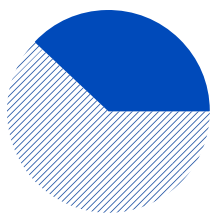
88% Found employment within 2 months



47% Work in France



53% Work internationally



38% Work in companies with over 5000 employees



44k€ Average salary (with bonus)



Top sectors of activity
Technology
Consumer Products
Consulting

Top Employers

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

GEM MSc Business Development Student Profile

Candidates for this program should have excellent written and oral communication abilities, as well as strong interpersonal skills. They should be motivated to work internationally and exhibit a high level of maturity and intellectual curiosity. Good computing skills with experience in spreadsheets and databases are a plus.





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.” **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 short 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/bd>

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

130

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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