



Bachelor in International Business (BIB)

Grenoble

ACQUIRE THE FUNDAMENTALS OF GLOBAL BUSINESS IN THIS TOP-RANKED PROGRAM WHILE GAINING EXPERTISE IN INTERCULTURAL AND TECHNOLOGY MANAGEMENT AND DEVELOPING FOREIGN LANGUAGE SKILLS.

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 diverse environment or pursue further graduate management studies.

DURATION
3 years

TUITION FEES
€33,450
for full 3 years*/
Sept 2022 intake

TO APPLY
en.grenoble-em.com/bib

INTEGRATION
Students will be
advised about visa
requirements,
accommodation
and orientation.

ADMISSIONS
Tel.: +33 4 76 70 62 33
bianca.hidalgo@grenoble-em.com

START DATE
September

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

GEM Ranked
28th
In the Financial Times
European Business
Schools 2020
Ranking

BIB Ranked
7th
Best Bachelors
program in France in
the 2020 Le Parisien
ranking

81%
of graduates work
internationally
(class of 2020)

60
countries repre-
sented in the student
body (average last 5
years)

Benefits

- Obtain a **generalist undergraduate business degree**, taught entirely in English while immersed to the French culture.
- Accelerate your career by choosing a **specialized major** in Year 3.
- Gain up to 8 months **company experience** through two internships.
- Gain additional international exposure through a semester abroad, with a **choice of over 20 partner campuses throughout the world**.
- 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**.

French Ministry Recognition

BIB graduates are also awarded the degree certificate "Chargé d'Affaires Internationales". This provides international recognition through the VISA de l'Etat 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 an internship in France or abroad. In Year 3, students may 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 top business professionals. Most of the permanent faculty are engaged in applied research; their teaching links theory to practice through business cases. Their diverse cultural and international background lends a strong international dimension to 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.

PROGRAM¹

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 • Internship

YEAR 2: MANAGEMENT FUNCTIONS

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

YEAR 3: INTERNATIONAL FOCUS AND MAJOR

Fall Semester (Students may spend this semester at a CEM partner campus)	<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
Majors² (students choose one major; certain prerequisites may be necessary.)	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 cooperation with CETT, Barcelona³ <ul style="list-style-type: none"> • Tourism Marketing • Smart Tourism • Strategic Planning in Hospitality • Hospitality Management

¹ Program content subject to change / ² Majors require a minimum of participants / ³ Modules included, but not limited to.

Skills Acquired

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

- Understand the competitive positioning's 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

Find the details of the skills targeted by this program on France Compétences website by looking for the sheet n° 34874)

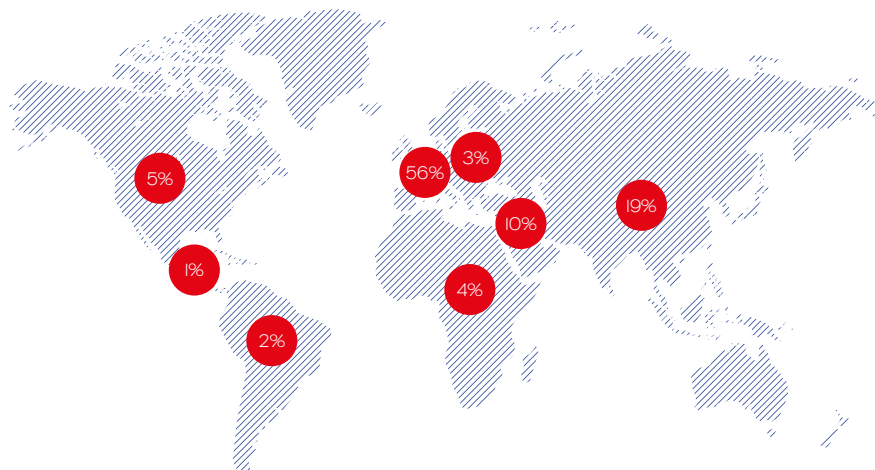
EVALUATION

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

CLASS PROFILE

September 2020 intake

Geographical origin percentage

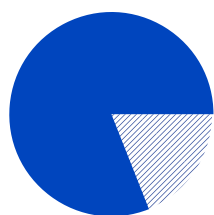


Diversity and Excellence

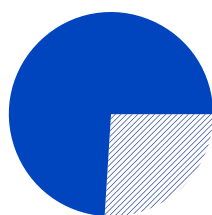
51	Countries represented
383	Students enrolled
179	Female
204	Male
20	Average Age
58	Participants who have lived or worked outside their home country

CAREER STATS

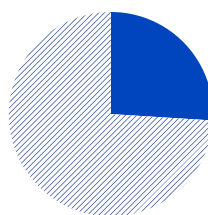
based on 2020 graduates who were employed at the time of the survey



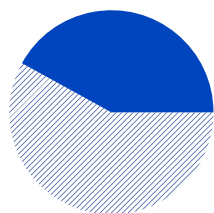
81% Found their job within 4 months



74% Started their career abroad



26% Work in France



42% Work in companies with over 250 employees



39k€ Average annual salary



Top Sectors
Financial services
Consumer products
Luxury and cosmetics

Top Employers

- BNP Paribas • Carrefour
- Cartier • Celine
- Crédit Agricole
- Deloitte Tax & Consulting
- Deutsche Bank
- Hewlett Packard
- JP Morgan • KPMG
- L'Oréal • NBCUniversal
- Nordnet
- Oracle • Orbit Partners
- Royal Bank of Canada
- Sony • Uniqlo



"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**





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 60-70 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 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 a 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

Admissions are rolling, but **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

- High school diploma, IB diploma, Baccalauréat, 'A' levels or equivalent (please provide transcripts)
- Fluency in English
(*may be waived for IB graduates. Contact us for conditions*)
IELTS 6.5+ (minimum of 6.0 in each section)
OR TOEFL 90+ (minimum of 21 in each section)
OR Cambridge Proficiency Exam A,B,C
OR Pearson Test of English (PTE) 63+ (with a minimum of 59 in each section)
OR Duolingo 110+ (minimum of 90 in each band)
- 3 short essays
- Academic references
- Administrative documents (diploma certificates, CV, passport)

Please consult our website for full admissions criteria.

APPLY NOW

<https://en.grenoble-em.com/bib>

Feel free to contact us with any questions:

bianca.hidalgo@grenoble-em.com

GEM QUICK FACTS

Triple-accredited:
Among the top

1%

1% 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

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

Student Services:

Grenoble Ecole de Management offers a full range of services from career, personal development and networking possibilities and has a student integration team to help with questions related to moving to France.



**GRENOBLE
ECOLE DE
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

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