



# MSc Innovation, Strategy and Entrepreneurship

Regular Track: Grenoble, Berlin

Short Track: Grenoble

**PAIRED WITH HIGHLY SPECIALIZED MODULES IN THE AREAS OF INNOVATION, STRATEGY AND ENTREPRENEURSHIP, THIS GENERAL MANAGEMENT CURRICULUM REFLECTS THE REALITY OF THE GLOBAL BUSINESS ENVIRONMENT AND ITS NEED FOR PROVEN INNOVATION MANAGERS AND STRATEGISTS.**

**Our Mission:** To enable future innovators, managers, and entrepreneurs to make creative, responsible and sound managerial decisions and to manage strategic and innovative business opportunities in their own start-up, companies, or in existing organizations.

START DATE	DURATION	TUITION FEES	ADMISSIONS
September	Regular Track (all campuses): 2 years - 7 months on campus + 4-6 months internship (year 1) - 4 months on campus + 4-6 months internship (year 2) Short track (Grenoble): 1 year - 4 months on campus + 4-6 months internship	Regular track (per year): € 12,500 Short track (full program): € 16,000 Valid for the campuses in France for 2022 intake. Berlin campus, please consult our website.	Tel.: +33 4 56 80 66 50 admissions@grenoble-em.com

**GEM Ranked**  
**28th**

In the Financial Times  
 European Business  
 Schools 2020  
 Ranking

**3rd**

In France in the  
 Eduniversal  
 Business School  
 2020 Ranking

**MSc ISE**  
**10th**

In France in the  
 Eduniversal  
 Classement Masters  
 MS MBA 2021

**88%**

Found employment  
 within 6 months (MSc  
 ISE - class of 2020)

## Benefits

- Gain hands-on experience with a **Live Business Case**.
- Acquire the skills to **manage projects across national and cultural boundaries**.
- Develop an **entrepreneurial and intrapreneurial spirit**.
- Assess the **economic and market potential of innovations**, ensuring corporate success.
- Gain the ability to **evaluate the strategic role** of mergers, acquisitions and strategic alliances.
- Develop skills to meet the **social, ethical, legal and financial constraints** in new ventures.
- Discover and try out the whole process of a **start-up creation**.

## 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.

## Live Business Case

Participating in a Live Business Case (LBC) gives students the opportunity to apply their coursework directly to a participating company. Students will develop their LBC over a 7-month

period, meeting their assigned company and LBC coach frequently to develop coherent innovation strategy for the company.

## Study Trip

This one-week innovative and entrepreneurial study trip abroad provides students with an in-depth perspective into one of today's most influential economies. Students participate in lectures and company visits to gain insights into business practices in the field of innovation.

## Foreign Languages

Learning a foreign language is required. It is an integral part of the program in order to graduate. Non-French speakers have the option of studying French. French speakers may choose from a number of other languages at beginner level.

## Exchange semester

The international exchange option is one of the four international opportunities offered to ISE students during the two-year program. Grenoble EM is able to offer exchange options from its prestigious network of partner institutions. The full one semester exchange is situated during the autumn semester of year two. Students who successfully complete year one will be eligible to apply for this exchange.

## PROGRAM\*

\* Program content subject to change

### YEAR I - Core Courses

#### Fall Semester

##### Essential Business Skills

- Strategic Management
- Project Management
- Business Research
- Accounting
- Corporate Finance
- Foreign language

##### Specialization

- Digital Transformation in Business
- Introduction to Entrepreneurship
- Managerial Economics
- Introduction to Innovation

#### Spring Semester

##### Professional Development Skills

- International Negotiations
- Sustainability in the Business Environment
- Reflexivity & Professional Development
- Foreign language

##### Specialization

- Managerial Creativity
- Live Business Case 1 & 2

##### Study Trip

#### Individual tracks

Students choose one of the following:

##### Professional track

- Four to six months internship or full-time employment, anywhere in the world

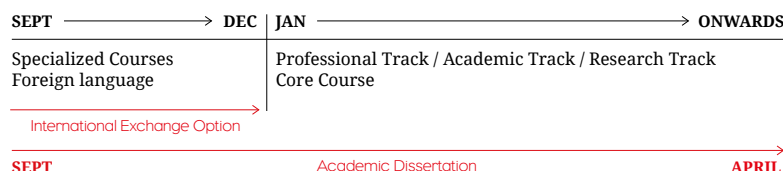
##### Professional Certificate Track

- Students choose from a number of professional online certificates

### YEAR I



### YEAR 2



"I had previously been working in wealth & investment management before deciding I wanted to make a career switch into technology. With a BA in Business, I found the MSc in Innovation, Strategy, and Entrepreneurship to be a fantastic addition, gaining the skills I lacked in order to succeed with this career transition. The entrepreneurial spirit, GEM's start-up friendly environment, as well as the focus on the study trip was a thrilling hands-on experience that prepared me for my next career step." - **Gregor GERICKE, ISE 2019 Graduate, Business Development Consultant at Salesforce**



"Being a strong believer of learning by doing, the power of the Live Business Case of the ISE program is unmatched. It gave me the opportunity to work on an innovative logistics project with four classmates on assignment from Renault Group for 9 months. Ultimately, we presented our findings in front of Renault C-Level. Thanks to GEM's ISE program, I had signed for a full time position in Dublin's tech hub before the first year ended. One year later, I am a Territory Manager at Uber Eats in Belgium." - **Cédric De Wulf, ISE 2019 Graduate, Territory Account Manager at Uber**

### YEAR 2\*\* - Specialization

\*\*Short track students enter directly the second year of the program

#### Fall Semester

##### Specialization

- Digital marketing Insight into Digital
- New Venture Business Planning
- Digital Economy
- Digital Marketing: Digital Analytics
- M&As & Strategic Alliances
- Legal Environment of International Business
- Creativity & Innovation
- Innovation & Design Thinking
- Small & Family Business
- Foreign language

#### Spring Semester

- Final Dissertation
- Responsible Leadership & Future Organisations

Students choose one of the following:

##### Professional track

- Four to six months internship or full-time employment, anywhere in the world

##### Research Track

- Research Project

##### Academic Track

- Online certificate course

### Skills acquired

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

- Design and manage diverse teams within a global environment.
- Demonstrate a high-level of critical analysis.
- Fully assess the ethical, environmental impact of decisions and actions.
- Understand the key challenges and functions of different departments and services.
- Generate innovative and adaptable ideas and solutions.
- Work efficiency in a technology focused environment.
- Demonstrate an in-depth comprehension of the key present and future challenges.

### Pedagogy

A full two-year program with more than 400 hours of taught classes. Students typically have 12-15 hours class time per week supplemented by around 30 hours group work and private study.

The MSc offers up to 12 months' work experience and 4 distinct international study / work opportunities.

### Academic dissertation

The academic dissertation asks students to understand and analyze a key business or managerial issue. Working with their tutor, students then identify an area that requires further exploration and a methodology for filling that knowledge gap. Students will undertake original research to fill the pre-defined gap before writing up their findings and considering their personal contribution to the chosen research domain.

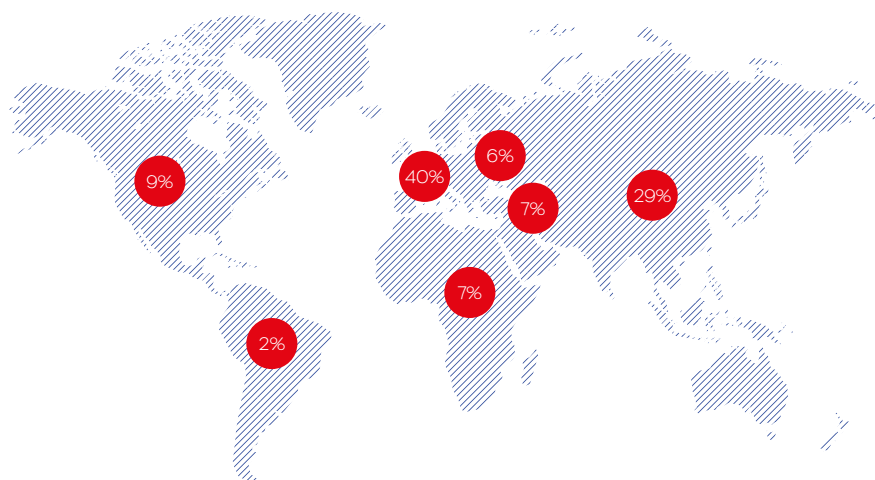
### Evaluation

The validation of skills and competences is acquired through continuous assessment, assignments, exams, and professional experience. Both written and oral communication skills are fully assessed throughout the program.

## CLASS PROFILE

September 2020 intake

### Geographical origin percentage



### Diversity and Excellence

<b>18</b>	Countries represented
<b>55</b>	Students enrolled
<b>26</b>	Female
<b>29</b>	Male
<b>25</b>	Average Age
<b>02</b>	Year average work experience
<b>09</b>	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



**88%** Found employment within 6 months



**22%** Work in France



**78%** Work internationally



**34%** Work in companies with over 5000 employees



**44k€** Average annual salary



Top sectors  
**Technology**  
**Consumer products**  
**Consulting**

### Top Employers

- Airbus • Amazon
- Apple • Biomerieux
- Centigo • Converse-Nike
- CORYS • Ernst & Young
- LZW Capital
- Kachan and Co.
- KPMG • L'Oréal
- Mention Solutions • N26
- Nissan • Oracle
- Salesforce
- SAP • Schneider
- Toyota • Uber
- Qatar Airways

## 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 Altigliss that organizes the student ski and snowboard world cup and ImpAct that works to promote sustainable development. Participating in activities is a great way to integrate into French student life and learn French.

### Career Services & Coach centre [LEARN MORE](#)

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.

## GEM QUICK FACTS

**1%** Triple-accredited:  
Among the top  
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

**1<sup>st</sup>**

French Business School  
to become a  
"Société à mission"\*

\*French equivalent to a  
Benefit Corporation"

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



## A word from the program director

"Innovation and Entrepreneurship are everywhere in our daily lives: smart cities, the digital economy, big data and design thinking, to name only a few. If you want to broaden your theoretical knowledge while gaining practical experience in the working world, network with today's leading industry experts and tomorrow's game-changers, create your own business or help companies face tomorrow's

challenges head-on, this program was designed for you!

Be part of this unique experience in Grenoble, heart of the French Alps and France's capital of innovation and entrepreneurship!"

- Lisa-Jane Perraud

## ADMISSIONS

## Applicant profile

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

To apply for this program, candidates must complete the online application form and include scanned copies of all original supporting documents.

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.

It is possible to submit your application prior to providing us with your test results and/or your final transcripts/degree certificate. From the moment you submit an application you will receive a response within 3-4 weeks.

To ensure the MSc program is the right fit for you, you may be asked to participate in an interview.

## Checklist

## Regular track:

- Bachelor-level undergraduate degree in any subject with good grade average.
- Proof of fluency in English:
  - TOEFL IBT: 90 (minimum of 21 in all bands). TOEFL Institution code: 8973
  - IELTS Academic/IELTS Indicator: 6.5 (minimum of 6.0 in all bands)
  - Cambridge English (Proficiency/Advanced/Business Higher) level C1
  - 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 if Bachelor's degree was fully taught through the medium of English
- 2 academic and/or professional references
- Administrative documents (degree certificates, CV, passport)
- 3 short essays

## Short track:

The criteria above and 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

## APPLY NOW!

Please consult our website for full  
admissions criteria

[en.grenoble-em.com/msc-innovation-strategy-and-entrepreneurship](http://en.grenoble-em.com/msc-innovation-strategy-and-entrepreneurship)

Feel free to contact us with any  
questions:

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MANAGEMENT**

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