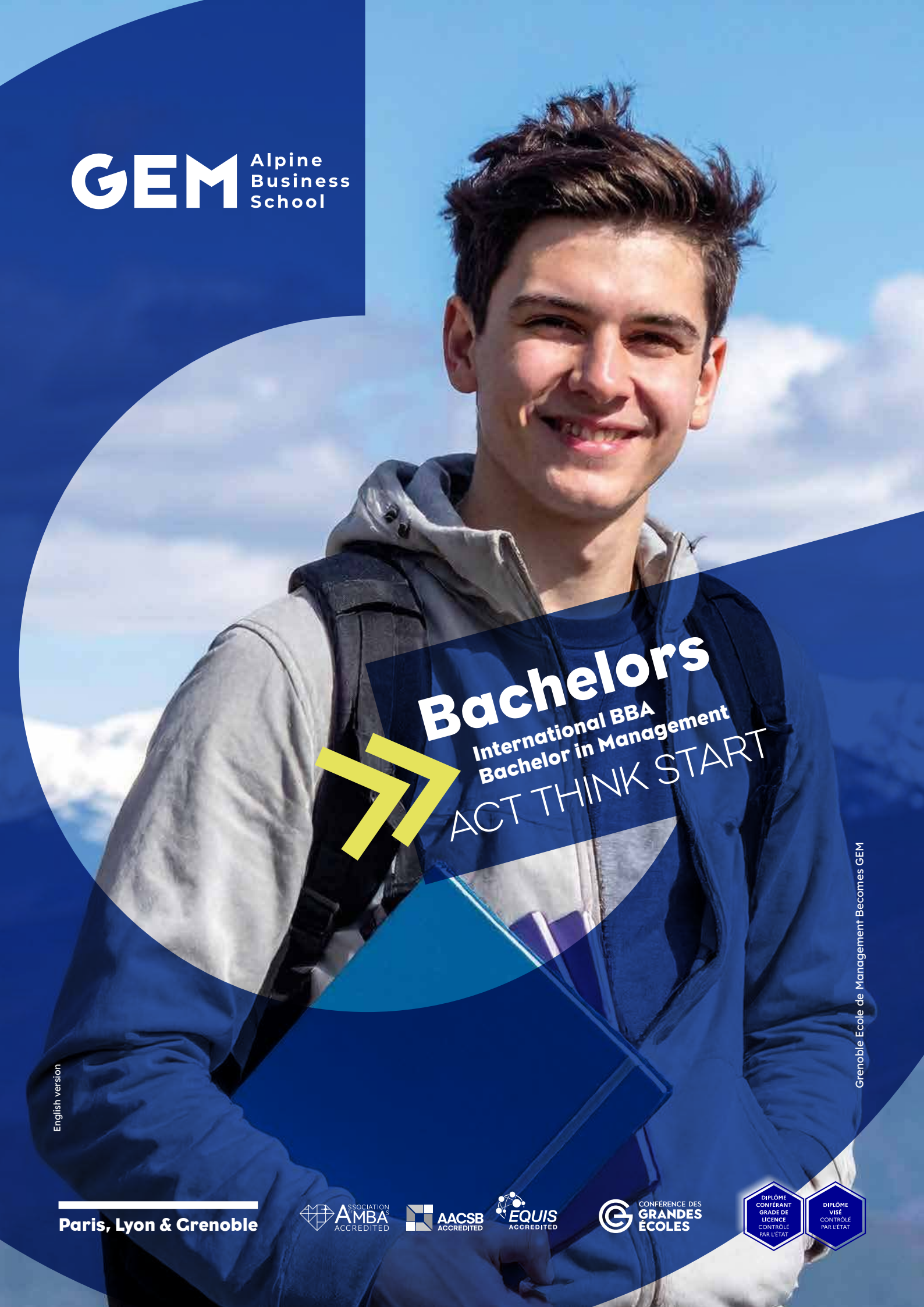


GEM Alpine Business School

Bachelors

International BBA
Bachelor in Management

ACT THINK START

English version

Grenoble Ecole de Management Becomes GEM

Paris, Lyon & Grenoble

ASSOCIATION AMBA ACCREDITED

AACSB ACCREDITED

EQUIS ACCREDITED

CONFÉRENCE DES GRANDES ÉCOLES

DIPLÔME CONFÉRANT GRADE DE LICENCE CONTRÔLÉ PAR L'ÉTAT

DIPLÔME VISÉ CONTRÔLÉ PAR L'ÉTAT

Join a top European business school

Top 8 in France, Top 30 in Europe. CEM stands out as a pioneering school that develops creative, agile, and responsible leaders, ready to take on the major challenges of the 21st century



Camille LAMBERT
BIB 2018
PGE 2020
IncubaGEM Founder and CEO
ADN (France)



Haikel BEN AOUN
PGE 2014 - MS Energy Management and Marketing 2015
BU Director
Equans (France)

€48,000
average salary of CEM alumni on graduation*

Eling MAO
MSc FDLM 2015
Brand director
Boucheron (Hong Kong)



Romain MOULAY
MBA 2008
Managing Director
Fitch Ratings (United Kingdom)



Laura ARENIZ
MBA 2018
HR Director
Bonice (Mexico)



Jean-Luc VECCHIO
PGE 1994
Comex
TESSI (France)



Olivier BLUM
PGE 1993
Chief Executive Officer
Schneider Electric



Joël TRONCHON
PGE 1994
Global VP Sustainability
L'Oréal



Agnès VISSOUD
PGE 1995
Global Digital Innovation Director
Louis Vuitton



Marion MINARY
PGE 2008
Sr. Director, Global Footwear Product & Merch
The North Face (USA)



Céline CHUNG
PGE 2013
Founder
Bao Family - Imagina studio

49 000
graduates worldwide



Emilie BERNIER O'DONNEL
PGE 2018
Founder and CEO
Detective box (France)



Marine LENER
PGE 2015
Deputy CEO
Maison Lener (France)



Cassandra DOLOCA
PGE 2018 - MSc Finance 2019
Vice-Chair
J.P. Morgan Private Bank



Bin LANG
BIB 2008
PGE 2010
Senior Director, Sourcing Development
VF Corporation (Singapore)



Yutin DENG
BIB 2010
PGE 2012
SaaS Commercial Director
Oracle (Netherlands)



Malek ALAMEDDINE
BIB 2016
E-Commerce Director -
L'Oréal (United Arab Emirates)



Reem ALGASIM
PGE 2018
MSc IHR 2019
Head of Human Resources
Signify (Arabie Saoudite)



Julien VIDAL
PGE 2018
CEO & founder
AZMED



Chun-Wing LAM
PGE 2022 (SHN)
Dancer, **Opéra de Paris** and Asset Management Advisor
PerformanceS by EMD

98%
found employment within 4 months*

*Source: Graduate employment survey of the 2024 class of the Grande Ecole Program



Maegan ROCCA
BIB 2016
Founder, CEO
Novem (France)

Welcome

By Fouziya Bouzerda
General Director



Choose a school that reflects and reveals your true potential

At Grenoble Ecole de Management (GEM), we believe that the future is not something to simply accept but something we actively create. Building that future requires young people who are open to the world, ready to think differently, and determined to make an impact.

When you choose GEM, you join a pioneering school in the heart of the Alps, at the center of Europe's most vibrant innovation hubs, where tomorrow's solutions are taking shape. You become part of an institution guided by a clear mission to develop responsible leaders who understand the world's major transformations and respond with creativity, agility, and purpose.

Here, you will experience a truly innovative approach to learning that is hybrid, immersive, and international, designed to equip you with the skills to navigate complexity. Our reimagined teaching combines hands-on learning, scientific rigor, and real-world experiences. It also includes advanced technologies such as artificial intelligence and virtual reality. You will work directly with the tools shaping the future while developing critical thinking, decisive action, and the confidence to lead through major changes. At GEM, you will gain more than knowledge: you will be transformed.

Choosing GEM means joining a close-knit, open, and bold community. It is a school built on a human scale where every voice matters. Here, you are encouraged to be daring, to experiment, to take action, and to move forward together.e may not have all the answers, but we are certain of one thing: by developing today's free thinkers, we prepare tomorrow's enlightened leaders.

What if this adventure begins with you?

Grenoble Ecole de Management: triple accredited business school

GEM is among the top 1% of business schools worldwide to hold triple accreditation - a recognition of the quality of its teaching and research.

Its excellence is recognized by the French State and the academic community.
GEM is a member of the Conférence des Grandes Écoles (CGE), FNEGE, and CDEFM. All degrees are State-recognized and accredited, reflecting the highest level of academic and professional standards.

7,000
students - +30% of whom are international

50
programs from Undergraduate to Doctorate plus 50 Double Degrees
(for Grande Ecole Program)

49,000
graduates worldwide

230
international academic partners

+600
partner companies

7
research chairs and institutes

Top 8 France
Top 50 World
Top 30 Europe

Find out all about our accreditations:

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Opening new paths, shaping your future

A clear ambition.
An innovative learning approach.
A future to shape.

Our mission: to shape bright, agile, and committed changemakers

At Grenoble Ecole de Management, we don't follow trends: we chart our own course.

The EAGLE 2030 strategy, launched in late 2024, affirms our vision for GEM as a pioneering school that pushes boundaries and transforms learning. This vision is inspired by our remarkable location in the Alps, a living laboratory for transitions, and by Grenoble at the center of a dynamic technology ecosystem where the solutions of tomorrow are.

We are fully committed to our position as a business school for transitions, training a new generation of creative, responsible, and aware leaders. Our graduates are prepared to offer bold and sustainable solutions to the major economic, environmental, and social challenges of the twenty-first century.

A clear direction with three guiding pillars on your journey at GEM

Science

Our DNA in action
This is the essence of our identity. Gain a deeper understanding of the world's complexity by drawing on the strengths of science, management, and technology, along with insights from society, geopolitics, ethics, and entrepreneurship. With our rigorous, multidisciplinary, innovative approach, you'll gain the tools to tackle realworld challenges.



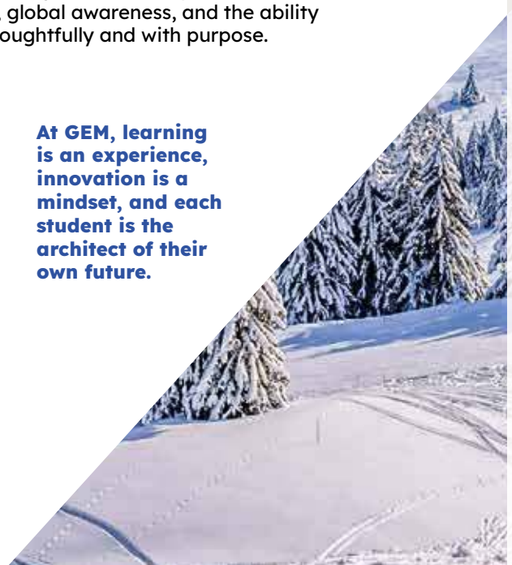
Transition

Our commitment in a changing world
At GEM, responding to major challenges such as climate, inclusion, sovereignty, artificial intelligence, and ecosystem regeneration is at the core of our educational mission. Transitions are not just subjects; they are central to everything we do. Here, you will develop critical thinking, global awareness, and the ability to act thoughtfully and with purpose.

Journey

A promise of a truly immersive learning experience
Experience a new kind of learning at GEM with our hybrid and immersive teaching model. **The 60/20/20 approach** combines classroom learning, digital tools, and practical field experiences such as AI, virtual reality, and serious games. You will learn by experimenting, collaborating, and applying what you know. This environment helps you discover how to learn, set your own direction, and take charge of your career

At GEM, learning is an experience, innovation is a mindset, and each student is the architect of their own future.



Choosing GEM means...

Joining a committed institution, the first business school in France to become a **"Société à Mission"**, where impact, responsibility, and purpose are at the heart of everything we do.

Selecting a school deeply connected to science, innovation, and industry, ready to tackle tomorrow's greatest technological and economic challenges.

Embarking on a structured, immersive educational journey, where every step is an opportunity to discover yourself, push your limits, and build your professional future.

Evolving in the heart of the Alps, an open-air laboratory, **with the opportunity to continue your journey anywhere in the world.** Your learning starts at GEM... but it may take you anywhere in the world.

Our values

It is this foundation that makes GEM a unique, caring and committed school. A school that's just like you.

Boldness

Excellence

Responsibility

Openness

Empathy



Innovate for tomorrow, act for today

A school at the forefront of managerial change

At GEM **innovation is our culture and hybrid learning our reality.** Here, you'll learn management grounded in real-world complexity and ahead of its time.

GEM is a living laboratory for ideas and solutions, anticipating, challenging, testing, and transforming. Educational excellence, **hands-on learning, and applied research** drive our mission.

Research at GEM tackles today's most pressing challenges **in close collaboration with forward-thinking businesses.** Focus areas include ecological transitions, artificial intelligence, energy transitions, and the future of work. Supported by nine dedicated research teams, seven specialized chairs, and institutes, together with a vibrant academic community, GEM unites companies, regional partners, and students to co-create practical and lasting solutions.

This dynamic spirit also inspires the creation of new institutes at GEM, **connecting classrooms, researchers, and the professional world:**

- **EnerG Institute:** an institute dedicated to the challenges of the energy and climate transition, providing training in decarbonisation, renewable energies and energy efficiency,
- **Future of Work Institute:** a space for exploring new forms of work, to anticipate tomorrow's skills in an age of digitalisation and adaptation to an uncertain world,
- **Moving Mountains Institute:** an institute focused on sentinel regions like the Alps, models to tackle major transition challenges.

At GEM, research and innovation go beyond the lab - they are experienced, shared, and they drive a new generation of conscious and agile leaders ready to shape the future.

Grenoble, a hub for AI... with GEM at the forefront!

As a partner in the MIAI@Grenoble Alpes cluster, accredited by the French government as part of France 2030, GEM trains talented individuals capable of transforming artificial intelligence into concrete solutions for businesses and society.
By combining management, science and technology, the school is playing an active role in making Grenoble a global hub for responsible AI, integrating it into its teaching, immersive simulators and research projects.

2000 **EQUIS accreditation**
Worldwide recognition

1994 **1st work-study program**
Revolutionary!

2004
Triple crown with AACSB and AMBA
Top 1% worldwide

1989 **Joined the CGE**
One of the elite Grandes Ecoles

1984
Creation of the Ecole Supérieure de Commerce de Grenoble, which became Crenoble Ecole de Management in 2003

2006
1st double degree in engineering and management
A pioneer in hybridisation!

2007
Diversity entrance exams
Breaking down barriers for everyone

2008
Founding member of GIANT
Innovation campus bringing businesses, researchers & universities together

2013
1st campus in Paris

2016
CEM Labs
A radical concept, this campus is dedicated to experimental innovation and is revolutionising the way we teach

2021
Société à mission
CEM 1st among business schools!

2023
New eco-campus in Paris
Zero carbon

2024
Eagle 2030 strategic plan

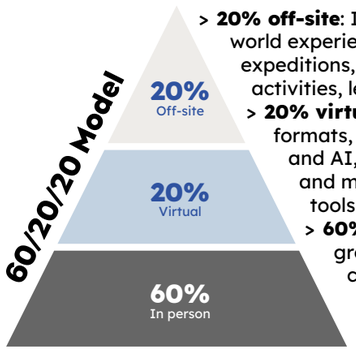
2025
Opening of a campus in Dubai

Learn differently, explore beyond edges

At Grenoble Ecole de Management, every learning experience becomes an adventure. Thanks to the 60/20/20 teaching model, you will discover new frontiers of knowledge, in the classroom, virtually, and out in the field. This truly immersive 360° approach shapes agile, committed professionals ready to push boundaries.

Learning means thinking out of the box

At GEM, learning goes beyond the classroom. **Our 60/20/20 model**, also known as the *GEM Alpine Immersive Learning Journey*, reinvents the way you learn, moving beyond traditional formats. Rolling out from fall 2025, this approach blends three mutually reinforcing formats for a fully immersive 360° experience:



> **20% off-site**: Immerse yourself in real-world experiences through educational expeditions, business projects, or outdoor activities, learning by doing.
> **20% virtual**: Take part in immersive formats, simulations, virtual reality, and AI, to experiment in new ways and master master cutting edge tools.
> **60% in person** and in small groups: Fostering debate, collaboration, and dynamic, interactive classes that nurture new ways of thinking.

A hybrid model which is immersive and deeply rooted in action, designed to develop **autonomy, critical thinking and agility**.

New formats. New perspectives.

Grenoble Ecole de Management is reinventing how your journey is recognized, with a unique tool: the **Carnet de Voyage**, or Travel Journal. This **personal, evolving learning journal** serves as your individual logbook, connected to your experiences and designed to help you analyze and showcase your achievements throughout your studies. It encourages reflection, **critical thinking about your path**, and sharing your progress through multiple formats: written stories, podcasts, videos, and more.

This concrete approach makes you **an active participant in your education**, not just a receiver of knowledge. It reflects **a vision that anchors learning in real-life experience** and across time, cultivating curious, creative, and aware explorers who are prepared to succeed in a complex world.

Powering up: a new era with our future Energy Institute

At GEM, students don't just talk about the climate: they take action. The EnerG Institute positions GEM as the leading European business school for energy and climate challenges. By partnering with research chairs, top companies, and transition-focused organizations, you engage in high-impact projects: from field missions to collaborations with industry leaders. This institute prepares you to design and deliver real solutions to the energy challenges of the 21st century, through immersive learning that shapes visionary leaders ready to accelerate global transformation.

"Launching the immersive learning journey represents a major milestone for our institution, and, in many respects, a genuine shift in how we engage with our students."

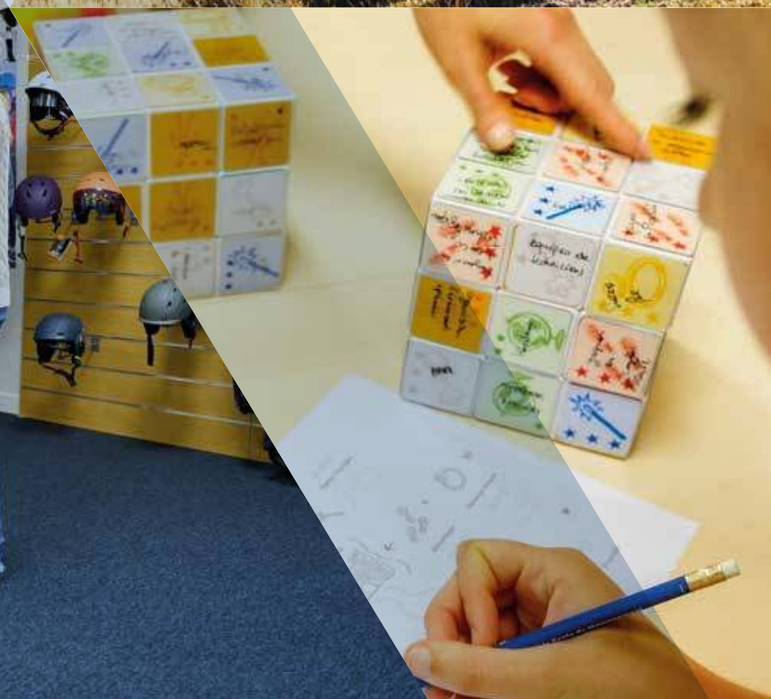
Philippe Monin, Academic Director

Environments made for exploration

GEM is a school that is lived in the field. Discover **Design Fiction** and **Design Thinking** in the VisionLab, simulate a project in a connected apartment - both located at the heart of our innovation campus, GEM Labs - or go on an educational expedition in the Alps!
Here you can test, create and confront reality. At GEM, the school becomes a living laboratory where new ideas are created, tested and brought to life.







Campuses for study and experimentation

Grenoble, Lyon, Paris and soon Dubai: each campus is a gateway to a unique experience. At GEM, the learning environment is an integral part of your studies. It's where you live, experiment and innovate. Welcome to exploration on a human scale - and with a global impact.

Grenoble, a world-class campus city

TOP 2
of student cities
L'étudiant 2025 ranking

1st
metropolitan area in France for R&D employment
(INSEE)

1st
city worldwide for quality of life
(Oxford Economics 2024)

5
Alpine mountain ranges
25 ski resorts nearby

5th
most innovative city in the world
(Forbes)

GEM Paris Campus

In Paris since 2013

GEM has been present in Paris since 2013. In 2023, a **new eco-responsible campus** opened in Pantin, spanning 6,000 square meters in the heart of a vibrant and connected district. Close to key players in fashion, finance, and technology, the campus is designed to be infinitely adaptable and certified zero waste. It offers a hybrid, modular learning environment featuring studios, project rooms, and a rooftop terrace. A space for urban experimentation, the campus is designed for learning differently and preparing for the future at the heart of professional transformation.



NEW

GEM Les Minimes Lyon Fourvière campus

From 2025, experience GEM in the heart of Lyon

In partnership with the renowned institution of Les Minimes, GEM welcomes Bachelor in Management students to an exceptional setting in Lyon, on the emblematic hill of Fourvière. This renovated historic site offers a learning environment with large classrooms, a library, an indoor garden and on-site accommodation facilities. An inspiring place, combining calm, history and breathtaking views over Lyon.

Discover 3 of our 4 campuses with an immersive virtual tour







Campus des Alpes - Grenoble

This is where it all began

Located between scientific centres, start-ups and the Alps, GEM's main campus embodies Grenoble's DNA: trailblazing, committed and international.

Just a stone's throw from the station and the city center, it is home to a multicultural community of 120 nationalities, in a lively building that hosts conferences, contests, ski exchanges, CSR workshops and fashion shows. A campus where ideas flow and projects come to life, in an environment as energizing as it is welcoming.



GEM Labs Campus - Grenoble

The innovation campus

Located on the Presqu'île Scientifique, GEM Labs is Grenoble's second campus dedicated to educational innovation.
This experiential learning laboratory brings together a number of immersive platforms where you can learn by doing:

- **Biz Lab:** a connected apartment, a shopping street and a shop of the future to understand the use of new technologies and techno-ethical challenges;
- **TIM Lab:** a place for teamwork using design thinking methods;
- **Playground:** a space dedicated to serious games.

Here, we test, design and practise - sometimes with the help of Rob, our robot mascot. GEM Labs is the school where learning and playing go hand in hand.





Rooted at GEM to excel worldwide

Going abroad is an adventure to be experienced at your own pace. Thanks to a large network of partners and a wide range of opportunities, GEM offers a variety of ways to broaden your horizons: academic exchanges, impact assignments, dual degrees or multicultural immersion on campus. An invitation to explore the world, here and everywhere.

Key figures

230
partner institutions worldwide
with 30 new academic partnerships established since the start of the 2024/25 academic year

45
countries

120
nationalities represented on campus

1000
students participate in international mobility programs each year

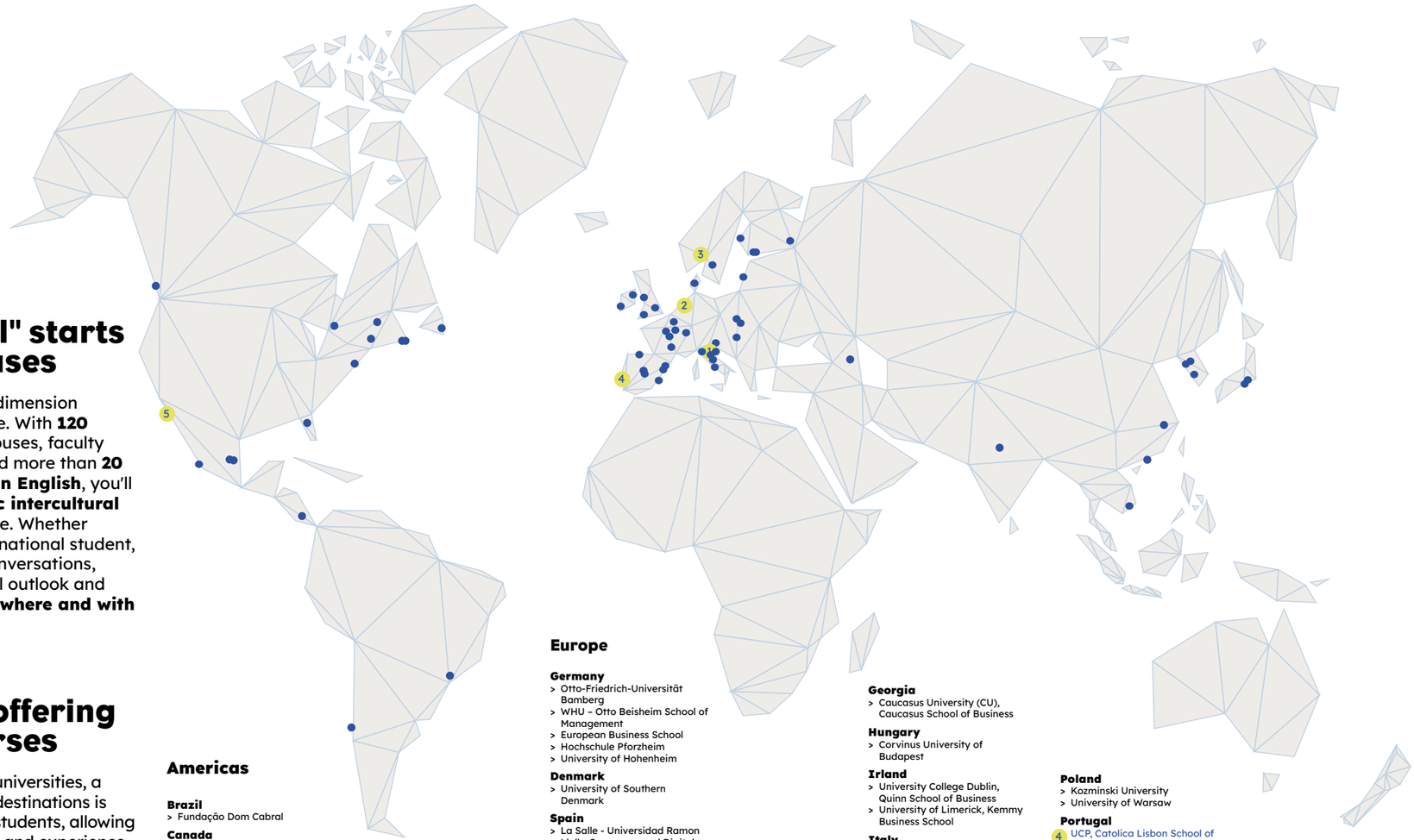
80%
of our international academic partners hold triple accreditation

"International" starts on our campuses

At GEM, the international dimension is also part of everyday life. With **120 nationalities** on our campuses, faculty from all over the world, and more than **20 programs taught 100% in English**, you'll be immersed in a **dynamic intercultural environment** from day one. Whether you're a French or an international student, this diversity fuels your conversations, sharpens your professional outlook and prepares you to **work anywhere and with anyone.**

Exceptional destinations offering excellent courses

Among GEM's 230 partner universities, a selection of 50 prestigious destinations is available to our Bachelors students, allowing them to enrich their studies and experience a truly international immersion. These destinations include Stanford University (USA), Università Commerciale Luigi Bocconi (Italy), BI Norwegian Business School (Norway), Maastricht University (Netherlands), Universidade Católica Portuguesa (Portugal)... and many others.



Americas

Brazil
> Fundação Dom Cabral

Canada
> Dalhousie University (Nova Scotia), Faculty of Management
> Queen's University, Smith School of Business
> HEC Montréal
> Saint Mary's University (Nova Scotia)
> Université Memorial de Terre-Neuve
> Royal Roads

Chile
> Universidad Andrés Bello (UNAB)

Costa Rica
> Universidad latinoamericana, ULACIT

United States
> University of Florida, Warrington College of Business Administration
> Clarkson University
> Salisbury State University, Franklin P.Perdue School of Business
> UCBS
5 Stanford University

Mexico
> Universidad Panamericanas
> Universidad de Las Américas Puebla

Europe

Germany
> Otto-Friedrich-Universität Bamberg
> WHU – Otto Beisheim School of Management
> European Business School
> Hochschule Pforzheim
> University of Hohenheim

Denmark
> University of Southern Denmark

Spain
> La Salle - Universidad Ramon Llull - Commerce and Digital Economy
> ESIC Business & Marketing School (campus Valencia & Barcelona)
> ESIC University (near Madrid) / Fundacion de estudios superiores e investigacion
> CESINE
> Universidad Alfonso X El Sabio

Finland
> Hanken School of Economics
> Aalto University School of Business
> LUT, Lappeenrannan-Lahden Teknillinen
> Vaasan Yliopisto

Georgia
> Caucasus University (CU), Caucasus School of Business

Hungary
> Corvinus University of Budapest

Irland
> University College Dublin, Quinn School of Business
> University of Limerick, Kemmy Business School

Italy
> LIUC
1 Università Commerciale Luigi Bocconi di Milano
> Università di Parma
> University of Pavia
> LUMSA University
> University of Turin

Latvia
> Stockholm School of Economics in Riga

Norway
3 BI Norwegian Business School

The Netherlands
2 Maastricht University, School of Business & Economics

Poland
> Kozminski University
> University of Warsaw

Portugal
4 UCP, Catolica Lisbon School of Business & Economics

United Kingdom
> University of Exeter Business School
> University of Hertfordshire
> Manchester Metropolitan University

Slovenia
> International Business School Ljubljana

Sweden
> Karlstad University

Switzerland
> Haute Ecole de Gestion de Genève

Asia

China
> City University of Hong Kong, College of Business
> Xi'an Jiaotong Liverpool University, International Business School Suzhou (IBSS)

South Korea
> SolBridge International School of Business
> Sogang University, Sogang Business School
> Myongji University

India
> Institute of Management Technology Ghaziabad - IMT

Japan
> Kwansei Gakuin University
> Nagoya University of Commerce and Business- NUCB

Vietnam
> International University Vietnam HCMC

Dubai: GEM's new hub

GEM is accelerating its international growth, training change-makers where transitions are intensifying. The opening of a campus in Dubai in 2025 illustrates this ambition. In a region undergoing rapid transformation, GEM will offer programs focused on energy strategy, sustainable luxury, and international finance. Students will thrive in a multicultural setting, rich in connections and opportunity.

What's next? New hubs are planned in China and Canada, right at the heart of accelerating innovation ecosystems.

Stanford, a gateway to global excellence

GEM has reached a new milestone by forming a **strategic partnership with Stanford University**, one of the world's most prestigious institutions. Beginning in summer 2026, select students will have the opportunity to study at Stanford through academic mobility programs. This alliance also includes hybrid learning approaches and joint research and innovation projects.

Since the start of the 2024-2025 academic year, **more than 30 new** international **academic agreements** have strengthened GEM's global ecosystem.

Reveal your talents, find your place

Get involved, create, debate, undertake, express yourself… At GEM, student associations are far more than extracurricular activities, they are platforms for expression and experimentation, spaces to launch projects, bring ideas to life, and organize major events. They provide opportunities to show your talent and find your true place within a vibrant, engaged community.

Choose from 21 associations, according to your interest

Organized into **6 key areas** that reflect the diversity of student ambitions, GEM associations run **over 700 events** a year, with budgets sometimes reaching **several hundred thousand euros.** Association life is equally **professional, creative, festive… and truly transformative.**

> **Sport**: competitions, challenges, sporting events…

> **Commitment and solidarity**: inclusion, humanitarian aid, sustainable development…

> **Business and expertise**: negotiation, geopolitics, entrepreneurship, serious games…

> **Culture and events**: shows, arts, festivals, gastronomy…

> **Expression and influence**: media, debates, conferences, school outreach…

> **Sharing**: peer support, community leadership, team spirit…

Find out all about our associations:





Events that make your journey memorable

Signature events, international outreach, meetings with experts or public figures: at GEM, associative projects are real markers of identity, culture and impact.

GEM Model UN in New York

At the heart of global diplomacy

Each year, GEM Model UN students travel to New York to represent Grenoble Ecole de Management at the National Model United Nations (NMUN), the world's most prestigious UN simulation.

For a week, they act as diplomats, defend the positions of a member state in committees like the General Assembly, Human Rights Commission, and Security Council, and negotiate resolutions on major global issues. The experience is truly exceptional, as sessions take place in the actual United Nations Headquarters and adopted resolutions are shared with the UN for review.

More than just a simulation, it's a total immersion in the workings of international diplomacy, a human and intellectual adventure that forges the decision-makers of tomorrow.



GEM Altigliss Challenge

The Student Ski World Cup

Every year, more than 1,000 students from all over Europe come to La Plagne for a truly memorable week at the Student Ski & Snowboard World Cup. Organised by the Altigliss association, this festival of snow sports is the biggest student ski competition in Europe. Slaloms, freestyle, outdoor challenges and memorable evenings: it's the perfect mix of adrenaline and lasting memories.

But Altigliss is about more than competition. The adventure is inclusive, with standout moments like Handigliss, a day dedicated to adaptive skiing, and Altistartup, a pitch contest held… in a gondola! This is GEM's flagship event, uniting students, showcasing talent, and embodying the school's energy and creativity. Founded 40 years ago, Altigliss is now one of Europe's leading student sports associations, managing an annual budget close to one million euros.

SOS

Making a difference - locally and globally.

For more than 35 years, SOS, Savoir Oser la Solidarité, has made a difference. Officially recognized as a public-interest association, SOS leads projects with a deeply human focus: tutoring children in underserved neighborhoods, organizing donation drives, and running humanitarian missions in Nepal, Madagascar, Brazil, Costa Rica, and more.

At SOS, commitment is driven by energy and conviction. Students develop skills in project management and event organization, gaining transformative, hands-on experience that is both powerful and deeply meaningful.

Building your future together

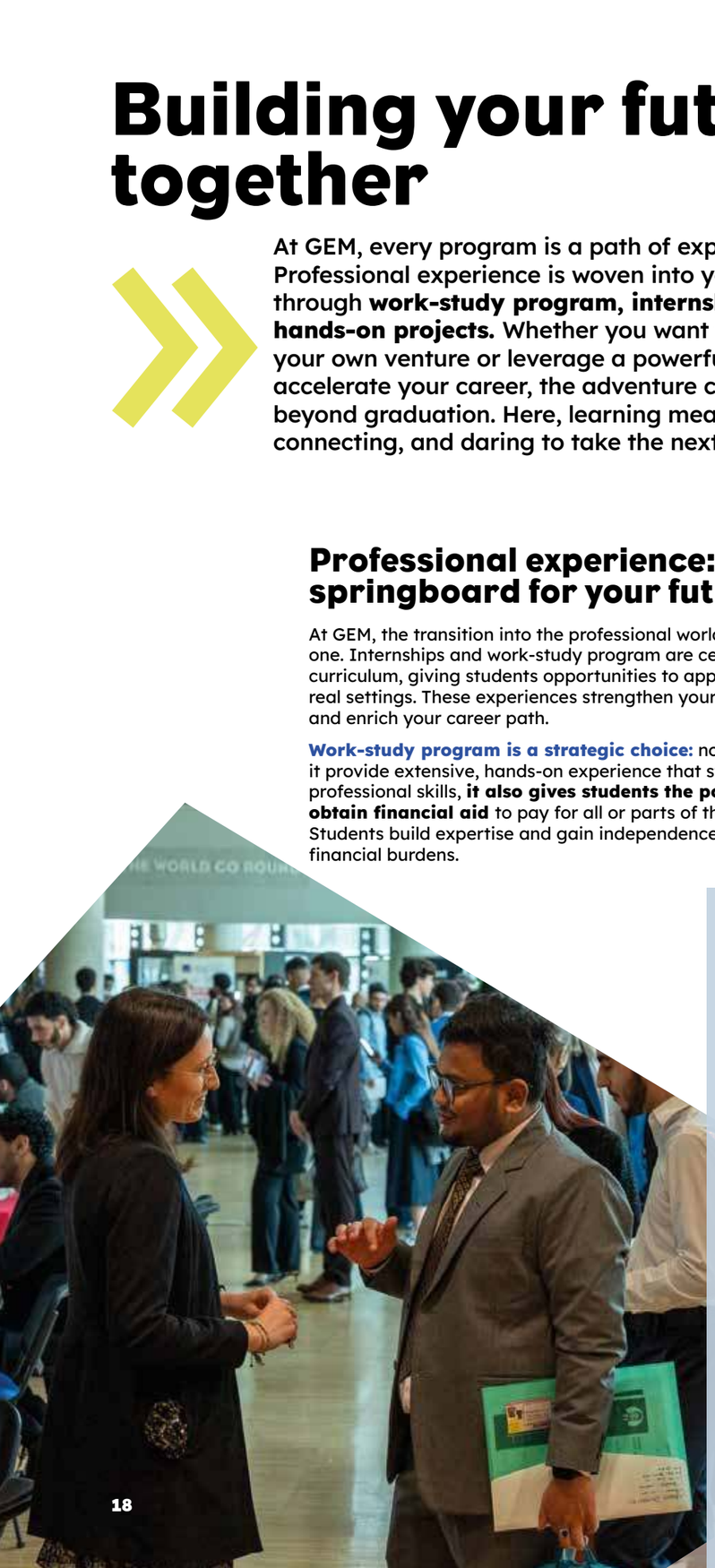
At GEM, every program is a path of exploration. Professional experience is woven into your journey through **work-study program, internships and hands-on projects.** Whether you want to launch your own venture or leverage a powerful network to accelerate your career, the adventure continues well beyond graduation. Here, learning means growing, connecting, and daring to take the next step.

Professional experience: a springboard for your future

At GEM, the transition into the professional world begins on day one. Internships and work-study program are central to the curriculum, giving students opportunities to apply their skills in real settings. These experiences strengthen your employability and enrich your career path.

Work-study program is a strategic choice: not only does it provide extensive, hands-on experience that strengthens professional skills, **it also gives students the possibility to obtain financial aid** to pay for all or parts of their studies. Students build expertise and gain independence while limiting financial burdens.

Follow the latest news from GEM Careers



The Career Center

From your first day at GEM to your first job, the Career Center is your dedicated partner. It supports you at every stage, helping you to clarify your goals, strengthen your applications, fine-tune your search strategy, and prepare you for interviews. As a true professional partner, the Career Center stands by your side, guiding you toward building the career path that suits you best.

The Career Center also provides opportunities to develop your network through workshops, networking sessions and meetings with recruiters and alumni.

A not-to-be-missed highlight: the Career Fair, an event organised every year on the GEM Campus des Alpes which brings together more than 100 companies and firms where students can meet professionals from all sectors, make connections and land their first job opportunities.

A network that paves the way

After graduation, the journey continues alongside 49,000 alumni in more than 100 countries. Every graduate joins an active, supportive, and international network, a true compass for navigating key career milestones.
Professional meetups, mentoring, targeted job offers, and alumni clubs across the globe: this lasting connection between GEM and its graduates guides careers, sparks exchanges, and opens new doors, far beyond graduation.

49,000
alumni worldwide

+100
countries covered by the network

Entrepreneurship at GEM: from idea to action

At GEM, you can be a student and become an entrepreneur at the same time. **Through IncubaGEM, the school's incubator,** you can launch your business project while continuing your studies. Support is both personalized (with experienced mentors) and structured (through workshops, targeted training, and access to a dedicated coworking space).
Since 2011, more than 400 projects have been supported, including standout startups like Lokki, Wizbii, Détective Box, and Champiloop. Entrepreneurship at GEM means joining a lively, committed ecosystem where you can test, learn and grow your ideas alongside experts and alumni.

Discover what our incubator can do for you:

"Setting up a business without much professional experience is not easy. The experts at IncubaGEM offered us invaluable support, enabling us to successfully turn our ideas into reality."

MAXIME BONIFACE
Class of 2020, Founder of Champiloop.

over 400
startups supported by IncubaGEM

2
intakes per year

40%
creation rate

60%
success rate



2 Bachelors, 1000 ways to stand out

Whether you choose the **International BBA** or the **Bachelor in Management**, our ambition is the same - to help you build your future, at your own pace, and to find your own way.

6 good reasons to join one of our Bachelor programs

1 Access the program with your High School diploma or equivalent or with one or two years of higher education.
Join directly in the 1st, 2nd or 3rd year, depending on your educational journey.

2 Graduate with a recognised qualification
Not only is GEM one of the top 8 business schools in France - it also has triple EQUIS-AACSB-AMBA accreditation, which only 1% of business schools in the world can claim!

3 Join the workplace during your studies.
Internships, work-study program, immersive experiences - at GEM you learn through real-world experience!

4 Pursue an international career.
Exchanges, double degrees, over 120 nationalities on campus: opening up to the world is all part of your journey.

5 Get support every step of the way.
Get to know yourself better, build your career plan, find funding solutions... at GEM, you're supported every step of the way.

6 Keep all doors open.
Continue your studies (Masters or MSc) or go straight into the workplace: the choice is yours!

Find the program that's right for you

Do you want to master management fundamentals and then specialize?
The **Bachelor in Management** is designed for you.

Are you looking for a program delivered entirely in English to project you into an international career?
The **International BBA** is your springboard.

Are you a High-Level Athlete?
Continue your sporting career and take the 100% remote-learning version of the **Bachelor in Management** , at your own pace.

Whatever you choose, you'll join a pioneering business school with triple accreditation that ranks among the best in Europe.

Our Bachelors programs are recognized by the French government through official labels, providing students and recruiters a guarantee of quality that they can trust.

Bachelor's degree

DIPLÔME CONFÉRANT GRADE DE LICENCE CONTRÔLÉ PAR L'ETAT

Issued by the French Ministry of Higher Education and Research (MESR), it guarantees that the program is recognized as being the same level as a university Bachelor's degree (3 years of higher education). This includes high standards, an international outlook and easier access to further study in France and abroad.

Visa

DIPLÔME VISÉ CONTRÔLÉ PAR L'ETAT

Awarded to private or consular institutions by the MESR, it attests to the quality of the program's pedagogy, its organisational processes and how graduates are integrated into the professional world.

Level 6 RNCP qualification

FRANCE compétences CERTIFICATION enregistrée au RNCP

Overseen by France Compétences, it certifies that the qualification is recognized professionally spheres and that it reflects the needs of the labour market. The program is registered with the Répertoire National des Certifications Professionnelles (RNCP). Level 6 corresponds to a qualification awarded after 3 or 4 years in higher education.



International BBA Bachelor in Management

3
campuses in Grenoble, Paris or Lyon

3 or 4 years
to validate a qualification attesting to 3 or 4 years in higher education

100%
of students take part in internships, work-study program or international exchanges

Up to
2 years
of professional experience combined with internships and work-study program

60%
of students continue their studies on a Grande Ecole or Master of Science program

Our 2 Bachelor programs of excellence

IO specializations and thousands of great stories

	International BBA	Bachelor in Management
Objective	Build an international career in a multicultural environment by joining this 4-year program with academic exchanges, double degrees and internships abroad. The International BBA prepares you to work in global companies or to continue you studies on an MSc or Masters program in France or abroad.	Acquire the fundamentals of management and, in your 3rd year develop expertise in marketing, business development & entrepreneurship, tourism & mountains... so that you can enter the workplace or continue your studies at Masters level.
Degree	Bachelor level with 240 ECTS State-recognized and approved Bachelor program (*Visa* and *Grade de Licence*)	Bachelor level with 180 ECTS State-recognized and approved Bachelor program (*Visa* and *Grade de Licence*)
Grenoble, Lyon or Paris	Grenoble or Paris	Grenoble (years 1 to 3) or Lyon (years 1 and 2) or Paris (year 3)
3 or 4 years	4 years - work-study placement possible in year 4	3 years - compulsory work-study program in year 3
French or English	English + 2 modern languages Year 1 possible in French with intensive English courses (depending on student's level)	French + 2 modern languages
Admission	Online application for holders of High School Diplomas or international equivalent for year 1. Direct entry into year 2 and 3 possible. Parcoursup + SESAME competitive entrance exams (written and oral) for holders of French Baccalauréate	Parcoursup + oral entrance exams to apply for L1 OR by application + interviews to apply for L2 or L3
Continue studies or first job	Possible to continue on a Master's or MSc program, in France or abroad Or join the workplace	Possible to continue on a Master's program with preparation for the Grande Ecole Program entrance exams Or join the workplace
For High-Level Athletes	Not available	4-year program (instead of 3) and 100% remote learning

*subject to the agreement of the CEFDG and the CTI for the creation and opening of this program

Work-study program - a career accelerator

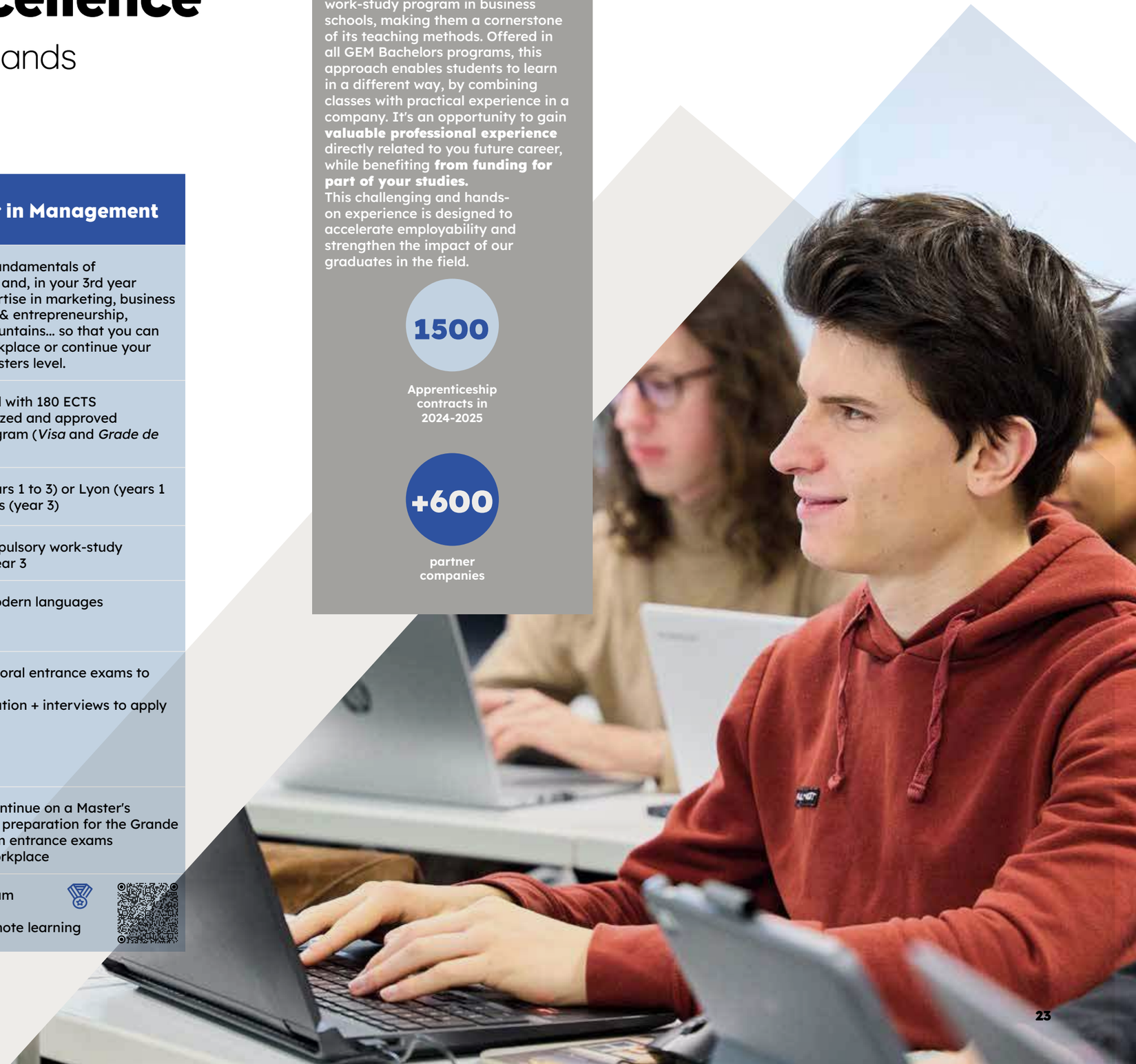
GEM has spearheaded the use of work-study program in business schools, making them a cornerstone of its teaching methods. Offered in all GEM Bachelors programs, this approach enables students to learn in a different way, by combining classes with practical experience in a company. It's an opportunity to gain **valuable professional experience** directly related to you future career, while benefiting **from funding for part of your studies.**
This challenging and hands-on experience is designed to accelerate employability and strengthen the impact of our graduates in the field.

1500

Apprenticeship contracts in 2024-2025

+600

partner companies



International BBA

A 4-year Bachelor's degree to develop a global outlook and build an international profile

This is the promise of GEM's International BBA. From the 1st year, you will be working in a multicultural environment, in English or French, alongside students and teachers from all over the world. Academic exchanges, double degrees, internships abroad - the International BBA is a demanding program designed to get you into the big companies or on to MSc or Masters courses, in France or abroad.

At a glance

Duration
4 years

Campus
Grenoble or Paris

Program start
September

Format
Full-time. Long internship or work-study program in Year 4

Language
100% English + 2 modern languages. Year 1 possible in French with intensive English classes (depending on level)

Fees

Years 1 and 2:
11,950 €/year

Years 3 and 4:
12,550 €/year incl.VAT - (Year 4: paid by the company for work-study)

Admission

Year 1 (High School Diploma):
online application

Year 1 (French Baccalaureate)
parcoursup
Concours SESAME
+ interview

Years 2 and 3:
online application

Degree awarded
Bachelor level (240 ECTS) credits - RNCP level 6 qualification (file no. 3918)

DIPLÔME CONFÉRANT GRADE DE LICENCE CONTRÔLÉ PAR L'ÉTAT
DIPLÔME VISÉ CONTRÔLÉ PAR L'ÉTAT

Contact us
bachelor@grenoble-em.com

Up to 2 years
of international academic exchanges possible

7
specializations

Up to 24 months
of professional experience possible

Program objectives

> Build an international professional profile
> Develop genuine intercultural agility to evolve in multicultural and global environments
> Acquire solid knowledge and skills in management, marketing, finance, digital technology and sustainable development to respond to today's economic and social challenges
> Prepare to join an MSc or Master's program in France or abroad, or build a career in an international environment

On graduation, you will be able to:

> Work in an intercultural, international environment
> Lead a team
> Analyse a company's environment, positioning and strategy.
> Draw up a marketing and sales action plan
> Assess the impact of a strategic, organisational or operational decision or project, or the scope of an activity
> Conduct research into a work issue

A word from the director



Nancy Blench-Locatelli

» *"From day one on our International BBA course, you will discover a whole new world. You will be immersed in an intercultural environment. You will become true professionals. You will be able to adapt to the constant changes in international management and build the intercultural management of the future."*

6 program highlights

1. A unique multicultural environment: 100% in English (or in French for Year1, depending on level), over 50 nationalities in the classroom, international teachers, 2 modern languages.

2. A strong international outlook: academic exchanges, internships abroad, double degrees available.

3. Gradual specialization: progressive specialization in Year 3 and Year 4, with 7 different specializations (Management, Finance, Marketing, Luxury, Entrepreneurship, Sustainability, Digital Business).

4. A program combining studies and professional experience: up to 24 months' work experience through internships and/or work-study opportunities.

5. Hybrid teaching methods: classes in small groups (40 max) and immersive learning (virtual reality, simulations, role-playing, etc.).

6. A recognized qualification: *Visa* and *Grade de Licence* and Bachelor's degree, awarded by a Grande Ecole with triple accreditation (AMBA, AACSB, EQUIS), and therefore eligible for CROUS grants.



Testimonial

Elise Guillemain D'Echon
Graduate 2025

» I chose the GEM BBA for its academic and international opportunities, and I wasn't disappointed! The courses are interactive, the teachers expect a lot but are very supportive, and I was able to go on an exchange to the UK. After doing work placements in marketing and digital communications, I decided to specialise in this field. I joined the CoMu (musicals) association, where I put into practice what I was learning: marketing, visuals, team management, etc. It was a really enriching experience, both on a human and professional level. Today, I'm delighted to be continuing my MSc in Innovation & Entrepreneurship at GEM.

International BBA

A demanding educational journey with an international outlook

	Year 1* – Master the fundamentals of management		Year 2* – Understand global business issues		Year 3* – Develop your international profile		Year 4* – Specialize and gain in work experience	
	Semester 1	**Semester 2**	**Semester 1**	**Semester 2**	**Semester 1**	**Semester 2**	**Semester 1**	**Semester 2**
Developing your skills	> Personal Communication & Professional Development > Information Technology Skills > Intercultural Business Skills > Project Management > Fundamentals of Research Skills	> Quantitative Methods > Principles of Marketing > Introduction to Accounting > Work and Organisational Psychology > Micro Economics and Market Structures	> Introduction to Business Law > Managerial and Financial Accounting > Digital Business > Operations and Supply Chain Management > Exploring Academic Research	> Consumer Behaviour for Market Research > Corporate Finance > Sales Techniques and Negotiation > Technology Management and AI > Sustainable Live Business Project	> International Business Law > 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	**6-month internship** > Applied Research and Analysis > Sustainability Transition in International Business > Choice of specialization: » Global Management » Finance and Data Analytics » Marketing Management » Innovation and Entrepreneurship » Fashion, Design and Luxury Management » Digital Business Management » Sustainability in Business	> Research Project > Long work experience
							Work-study > Applied Research and Analysis > Sustainability Transition in International Business > International Financial Management > European Business Environment > Contemporary Issues and Emerging Economies > Risk Management > Company Project	> Research Project > Brand Management > Digital Marketing > Sport Marketing and Events Management > Company Project
Building your career plan	**2 to 4 month internship**		**2 to 4 month internship**		**2 to 4 month internship**		**6-month work internship in the 2nd semester or work-study program for a year**	
Broadening your horizons	**100% in English, with the option of doing Year 1 in French (with intensive English classes, depending on level)** > French for non-French speakers. > French speakers may choose from Arabic, Chinese, Italian, German, and Spanish.				**100% in English** > French for non-French speakers. > French speakers may choose from Arabic, Chinese, Italian, German, and Spanish			
	Possible to do internships abroad		**Possible to do internship abroad**		**Academic exchange or double degree**		**Possible to do long internship abroad**	

See the full list of partner universities and schools

* Program content subject to change



100%

of graduates found work within 6 months

80%

of employed graduates work abroad

Statistics based on the graduating class of 2024 for Bachelor in International Business graduates.

After the International BBA:

Do you want to continue your studies?

You can join a Master's degree or go into Year 2 of an MSc, at GEM or other Institutions, in France or abroad, in various areas and in line with your professional project:

> Finance, audit, accounting
> Marketing & business development
> Digital, data, AI
> International management
> Luxury, sport, innovation or transitions...

Or join the workplace?

On completing the International BBA, you will have the skills to apply for positions in:

> Marketing, business development and strategy
> Project and team management
> Financial analysis and management control
> Strategic consulting, audit, risk reporting
> Investment banking
> Human resources
> And many other sectors linked to international management

Bachelor in Management

A 3-year Bachelors program to develop a manager's profile in a professional setting

Explore the key aspects of business - marketing, digital communications, business development, project management, finance, etc. - while learning on the job. Thanks to internships, practical projects and work-study program, you will make rapid progress and gain experience before choosing your pathway: join the workplace or continue your studies.

At a glance

Duration
3 years

Campus
Grenoble or Lyon (years 1 and 2), then Grenoble or Paris (year 3)

Pace
Full-time. Paris possible in year 3

Format

Years 1 and 2: 8,900 €/year

Year 3: 10,200 € incl. VAT (paid by the company in case of work-study)

Years 1 to 4 for High-Level Athletes: 6,675€/year

Program start
September

Language
French + 2 modern languages

Admission

Year 1 (High School diploma): parcoursup + interview

Year 2/3 (60 ECTS, 120 ECTS): online application + interview

Degree awarded
Bachelor level (180 ECTS) - RNCP level 6 qualification (file no. 38755)

DIPLÔME CONFERANT GRADE DE LICENCE CONTRÔLÉ PAR L'ÉTAT

DIPLÔME VISÉ CONTRÔLÉ PAR L'ÉTAT

Up to 18 months professional experience, including 1 year of professional placement

3 campuses Grenoble, Lyon (in partnership with Les Minimes) and Paris

Program objectives

> Study the fundamentals of management
> Acquire a solid business culture, connected to current issues and your chosen specialization (marketing, business development, entrepreneurship, digital communication, tourism & mountains, etc.)
> Develop versatile skills applicable to all organisations and sectors
> Build your career plan through contact with companies
> Strengthen your critical thinking, autonomy and capacity for action
> Prepare to enter the workplace or continue your studies at Master's level

On graduation, you will be able to:

> Analyse a company's strategic positioning
> Manage a sales strategy that takes CSR issues into account
> Implement activities driving digital customer loyalty and experience
> Deploy inclusive collaborative working, project management and innovation practices
> Use decision-making and performance monitoring tools
> Conduct an in-depth, rigorous study of a professional issue

Contact us
bachelor@grenoble-em.com

A word from the director



Agnès Plessis

» *During 3 years at GEM, you'll experience practical, challenging and exciting situations. You'll explore the key aspects of business, develop your skills in the field, refine your own unique project… and grow in maturity. Work-study programs, internships, projects, coaching - all tools to help you reveal your talents, choose your own path and build a solid profile so that you are ready to enter the workplace or join a Masters course at a Grande Ecole Business School. At GEM, we don't just teach you to learn - we teach you to take decisive action with insight.”*

7 program highlights

1. An immersive experience in a company: 16 to 18 months in the field (two internships, 1 year work-study program, company visits, masterclasses, etc.).

2. A gateway to the world: 4 months abroad, two modern languages.

3. Fully immersive learning: project management, immersive modules and experiential spaces at our innovation campus, Gem Labs.

4. Individual support: unlimited career coaching during and after graduation, building your career plan from the first year of your course.

5. Preparation for further study: TOEIC and TAGE-MAGE sessions included to prepare for the AST (qualification-based admission) entrance examinations for the Grandes Écoles programs.

6. A recognized Bachelor's degree and a network of 49,000 alumni.

7. A format designed for High-Level Athletes to reconcile their sporting careers with higher education.



Testimonial

Fayssal Cherigui - 2024 graduate

» *During my work-study program, I had the opportunity to put what I learnt in the classroom into practice directly in the field. I was able to develop the client portfolio and boost the visibility of one of the world's leading electronics manufacturing services companies on social media. I then joined GEM's Grande Ecole program to continue building my journey in industrial business development.”*

Start your CEM Bachelor's degree in Lyon, with an exceptional partner

LES MINIMES NOTRE-DAME

Thanks to our partnership with the highly-regarded Institut Notre Dame des Minimes in Fourvière, you can complete the first two years of the Bachelor in Management program in Lyon.

You will follow the Bachelor program in a privileged setting, getting a head start on preparing for the Grandes Écoles entrance examinations, supported by teachers from Les Minimes' preparatory classes. A challenging and stimulating springboard to get your educational journey off to a good start.

Bachelor in Management

Solid skills, real-world experience, open choices

High-Level Athletes

This program is available in a 4-year version to accomodate your studies with your sport career.

	Year 1* Understand a business, how it operates and its environment		Year 2* Manage projects and go abroad		Year 3* Become a professional and build your future	
	Semester 1	**Semester 2**	**Semester 1**	**Semester 2**	**Semester 1**	**Semester 2**
Developing your skills	> Intensive English course > Integration seminar > Digital culture and technology; Digital communication; Microeconomics; IT tools; Fundamentals of Marketing; Introduction to law; Research fundamentals > Project management	> Introduction to accounting > Tools for putting content online > Sales fundamentals > Team management > Communication in a professional context > Statistics and data > Research fundamentals	> Financial and managerial accounting > Strategy management > Market research and customer behaviour > Introduction to business development > Macro and international economics > Community management > Data and Business Analytics > Project management	> Major geopolitical issues and their impact on businesses > Innovation > Entrepreneurial project > Managing work in a changing world > Corporate finance > Negotiation	> Customer loyalty and experience > Data and business analytics > **1 specialization:** » **Business Development & Entrepreneurship:** Business development in an entrepreneurial context; Key account sales and BTB solutions » **Digital Marketing and Communication:** E-commerce, advanced digital communication and advertising	> Social selling and CRM > CSR challenges for digital, marketing and business development > Data and business analytics > Management and collective intelligence > Internationalizing a marketing and sales strategy > Research methods and design > Inclusive Manager Certificate (VSS)
	> **Voltaire certificate:** an asset for accurate written expression					
Building your career plan	> Manage your Career module, personal development workshops, techniques for finding internships and writing CVs > Masterclass with professionals > "Becoming a Bachelor student at GEM" support scheme		> Manage your Career module, personal development workshops, techniques for finding internships and writing CVs > Masterclass with professionals > Lyon Fourvière Campus: preparation for the TAGE-MAGE and TOEIC exams		> Manage your Career module to consolidate and develop your career plan. > **TOEIC preparation** > **TAGE-MAGE preparation**	
	> **Mandatory 2- to 4-month internship in France or abroad.**		> **Mandatory 2- to 4-month internship in France or abroad.**		> **Year-long work-study program: 3 weeks in a company / 1 week at school**	
Broadening your horizons	> Modern language 1: English > Modern Language 2: choice of Spanish, German, Italian, Arabic, Chinese				> Modern language 1: English > Modern Language 2: choice of Spanish, German, Italian, Arabic, Chinese	
			Mandatory international experience: > **4- to 6-month internship and/or exchange at a partner business or academic partner school** > Or the Innovation & Entrepreneurship program in Europe. A program designed by GEM, taught in English and dedicated to innovation and entrepreneurship in a digital context.			

See the full list of partner universities and schools

* Program model subject to change

After the Bachelor program:

Do you want to continue your studies?

You can join GEM's Grande Ecole Program in Year 2 or one of our MSc programs (or at another Grandes École), particularly in the following fields:

> Marketing & business development
> Digital, data, AI
> International management
> Luxury, sport, innovation and transition
> Finance, audit, accounting...

Or join the workplace?

You will have the skills to apply for positions such as:

> Business Developer
> Business development project manager
> Key account manager
> CRM manager
> Account executive manager
> Sales operations
> Marketing project manager
> Communications officer
> Community manager
> Traffic manager
> and many more!

83% **of graduates pursue on a Master's degree**

Statistics based on the class of 2024



Join our Bachelors

Prerequisites and admission procedures: choose the path that matches your profile

International BBA

With a High School Dipoma

International Baccalaureate (IB), A-Levels or equivalent

With 1 year of higher education

60 ECTS credits in management, law, economics, communication or international trade

With 2 years of higher education

120 ECTS credits in management, law, economics, communication or international trade

Step 1: Apply on the GEM website
www.grenoble-em.com/post-bac

Step 2: Assessment of application by GEM Admissions Jury

Step 3: Acceptance letter and Confirmation of acceptance

With a French Bac-calauréate

Step 1: Apply on Parcoursup

parcoursup

and the SESAME website

Concours SESAME

Step 2: Oral entrance exams

Tests similar to those for the Bachelor in Management

Find all the information you need about the entrance exam at **grenoble-em.com/oraux-admission**

Find out more about entry requirements for High-Level Athletes

Bachelor in Management

With a French Bac-calauréate

High School diploma, International Baccalaureate (IB), A-Levels or equivalent

With 1 year of higher education

60 ECTS credits in management, law, economics, communication or international trade

With 2 years of higher education

120 ECTS credits in management, law, economics, communication or international trade

High-Level Athletes

Step 1: Apply on Parcoursup

parcoursup

Step 1: Apply on the GEM website
www.grenoble-em.com/post-bac

Step 2: Oral entrance exams

Motivation interview (20 minutes) to introduce yourself, explain your background and interests and put your project into perspective.

English interview (20 minutes) Summary and commentary on a text followed by an open discussion with the jury.

For information about the entrance exams: **grenoble-em.com/oraux-admission**

Step 3: Acceptance letter and Confirmation of acceptance



Ready to start the journey? Connect with us

Our team is with you every step of the way

Fairs, open days, webinars, one-to-one meetings... Find the event that's right for you! Our councellors are on hand to help you make the right choice.

Take an appointment with a counsellor

Register for our events

Experience your future life as a Bachelor student by attending the GEM Bachelor Days during the October or February school holidays.
Come and meet our teams and students at our open days at our campuses in Grenoble, Paris and Lyon or during our live online sessions.

For more information, visit **www.grenoble-em.com/nous-rencontrer** or scan the QR code.



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Our Programs

Undergraduate
International BBA
Bachelor in Management

Grande Ecole Masters program

MSc and Advanced Masters
Business Development
Digital, Data, AI
Energy and Transitions
Finance, Accounting, Management
Marketing
Human resources
Technology and Innovation
International strategy, etc.

Global MBA
Executive MBA
Tech Executive MBA

Programs for High-Level Athletes

Doctoral programs
Doctorate of Business Administration (DBA)
PhD in Business Administration

Executive Education programs

Follow @Grenoble_em on:

GEM Alpine Business School

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