BIENVENUE À GRENOBLE
Where is Grenoble?
Where is Grenoble? – Schengen
Where is Grenoble?
What is Grenoble?

Olympic City (1968)
Grenoble Rhône Alpes-Region

Grenoble city and suburbs : 450 000 inhabitants
Grenoble area : 700 000 inhabitants

France : 65 million
Rhone-Alpes : 6 million

10% of French population
Isère : 1.3 million
The City of Grenoble

A French “Silicon Valley”: a major European center for the design & manufacture of tomorrow’s technology

The largest research center in France after Paris (Nano-technology center, Computer science, electronics, biomedical engineering)
Research, Education, Industry

- 21,000 jobs in Research
  Public research: 14,500 jobs
  Private research: 6,500 jobs

- 95,000 jobs in private companies
  20,000 jobs in electrical and electronic components

Source: AEPI
An exceptional concentration of researchers and engineers

- Multidisciplinary scientific expertise
- N°1 for engineers in France (before Paris-Ile de France), as a percentage of total jobs
- N°2 for top executive (after Paris-Ile de France), as a percentage of total jobs

Source: AEPI
Research, Education, Industry

62,800 students
45% in science
9,000 foreign students (14% students)

6,000 students at Grenoble Ecole de Management

Source: AEPI
International investment

500 foreign owned companies representing 42,300 jobs

Source: AEPI
500 foreign owned companies

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
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<tbody>
<tr>
<td>USA</td>
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<td>Germany</td>
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<td>Italy</td>
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<td>Luxembourg</td>
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<td>Taiwan</td>
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<td>Mexico</td>
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<td>Norway</td>
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<tr>
<td>Turkey</td>
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</tbody>
</table>

Source: AEPI
Three main high-tech sectors

Information and Communication Technologies

New Energy Technologies

Biotechnologies
A quality workforce

Young
26% people under 20
48% under 30

Qualified
19.3% executives and senior management in area

Urban
75% from an urban background

Educated
46.8% have completed secondary education
31.1% have a higher education degree (25 to 39 years)

Inventive
775 inventor’s patents filed in 2006

Source: AEPI
What is Grenoble?

Olympic City, 1968

French Silicon Valley

500 foreign companies

21 000 researchers
Founding of GEM

► Ecole Supérieure de Commerce de Grenoble founded in 1984 by the Chamber of Commerce in response to the need to train managers to work in high-tech companies and in a international environment

► Groupe ESC Grenoble

► Grenoble Ecole de Management
GEM : In the heart of the City centre
GEM is part of the GIANT Project

- 800M€ annual budget / year
- 5000 publications / year
- 6000 public researchers / engineers / technicians
- 6000 students
- 6000 industrials on site
- 8 partners (Grenoble Ecole de Management, UJF, Grenoble INP, CEA, CNRS, ESRF, ILL, EMBL)
Giant: a new knowledge complex
Grenoble Ecole de Management

Main strategic focuses

- Technology Management
- Innovation
- International Development
GRENOBLE ECOLE DE MANAGEMENT (GEM)

Thierry Grange

Ecole Supérieure de Commerce (ESC)
Jean François Fiorina

Ecole de Management des Systèmes d’information (EMSI)
Renaud Cornu Emieux

Grenoble Graduate School of Business (GGSB)
Judith Bouvard

Ecole doctorale
Jean-Jacques Chanaron
GEM 2011

- 4 schools
- 3 accreditations
- 6000 students
- 40 programs
- 2000 international students and participants
- 115 nationalities
- 127 international partner schools in 34 countries and 64 double degree programs
- 10 delivery sites worldwide
- 193 permanent faculty
- 500 guest lecturers
- 13,000+ alumni
GEM offers customized programs in Marketing:

- « Grande Ecole » program
- MSc in Marketing and in Service management
- Doctoral Programs: DBA, PhD
- Executive Education

14 publications for the year 2010

Ranking (2010 Le Point):
- 2nd Best French Business School in Marketing
- 2nd Best French Team in Marketing Research
Accreditations

Less than 1% of all Business Schools in the world hold triple accreditation
10 Sites abroad

Russia (MBA)
UK (MBA, MIB, MSc Finance)
The Lebanon (DBA)
Morocco / (Formagest, MS in Purchasing, MS in Business Intelligence)
Georgia
China (DBA)
Switzerland (DBA)
Singapore (MIB)
USA (DBA)
Saudi Arabia (MIB, DBA)
Offices abroad

China
  Shanghai

Latin America
  Mexico

USA
  Austin

The Lebanon
  Beirut

India
  New Delhi

Egypt
  Cairo
Alliances and partnerships with the business world

Over 1500 students do internships in France and abroad each year for 3 to 12 Month periods

Over 150 companies recruit at on-campus recruitment events (8 annual events including two specific International recruitment Days)
Alliances and partnerships with the business world

30% of GEM graduates work outside of France

13% in European countries
5% in North & South America
3% in Asia
9% in Africa
International Activities

127 partnerships in 34 countries

- 50% accredited schools (EQUIS / AACSB / AMBA)
- 360 outgoing students
- 280 incoming students
- 100 faculty exchanges
**Center for International Affairs**

**N° of hours of teaching and language used**

- **Management Classes in French**
- **Management Classes in English**
- **Language Classes**
- **Trilingual Programme**

### Master

<table>
<thead>
<tr>
<th>Year</th>
<th>Program</th>
<th>Credits</th>
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<tr>
<td>Year 1</td>
<td>French Grande Ecole Program</td>
<td>9,000</td>
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<tr>
<td>Year 2</td>
<td>ESC 2 A Double Degree Program</td>
<td>1,000</td>
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<tr>
<td>Year 3</td>
<td>ESC 1 A Double Degree Program</td>
<td>25,000</td>
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### Bachelor

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Certificate/Diploma in Business Studies</th>
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<tbody>
<tr>
<td>Year 2</td>
<td>Certificate/Diploma in Business Studies</td>
</tr>
</tbody>
</table>

- The opportunity for students to earn Credits while studying Business in the French Silicon Valley in Grenoble!

*Where reciprocal agreement exists between Grenoble Ecole de Management and partner institution*
Rankings

- Top 7 schools in France (Le Point, Management)
- N° 5 in the Financial Times ranking of Master’s in Management programs
- N° 27 in the Financial Times ranking of the Top European Business Schools
- « Best B-Schools » (Business Week) for 6 consecutive years
- N° 47 in the Financial Times ranking for Executive Education
GEM Pedagogy

- Small cohorts split into small groups
- Faculty with hands-on experience
- Professor/student interaction
- Emphasis on class participation vs. traditional « lectures »
- Use of case studies
- Using and analysing the students’ own experience(s)
- Group work in multicultural teams