

GRENOBLE ECOLE DE MANAGEMENT

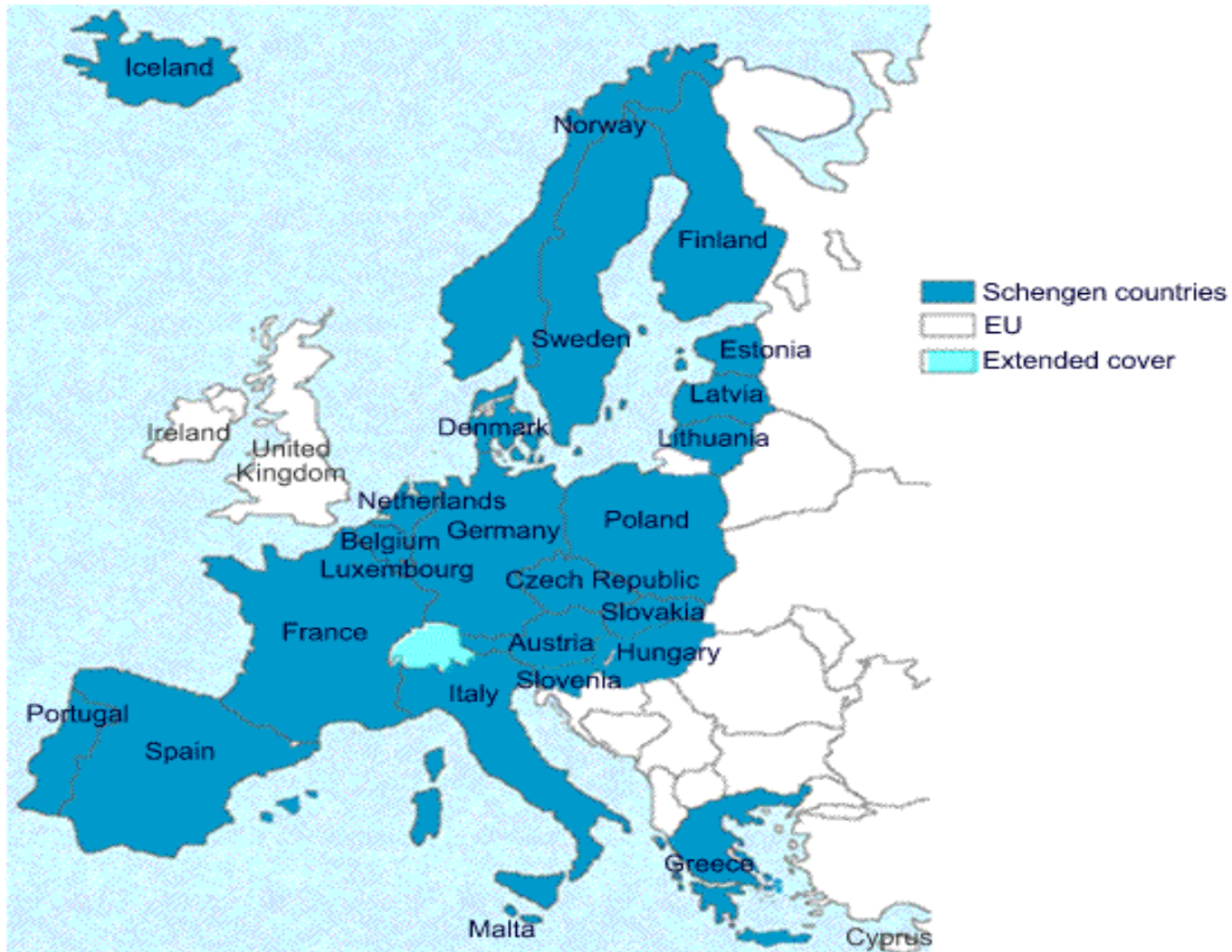
BIENVENUE A GRENOBLE



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
Rhône-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

9000 foreign students (14% students)

6000 students at Grenoble Ecole de Management

Source: AEPI

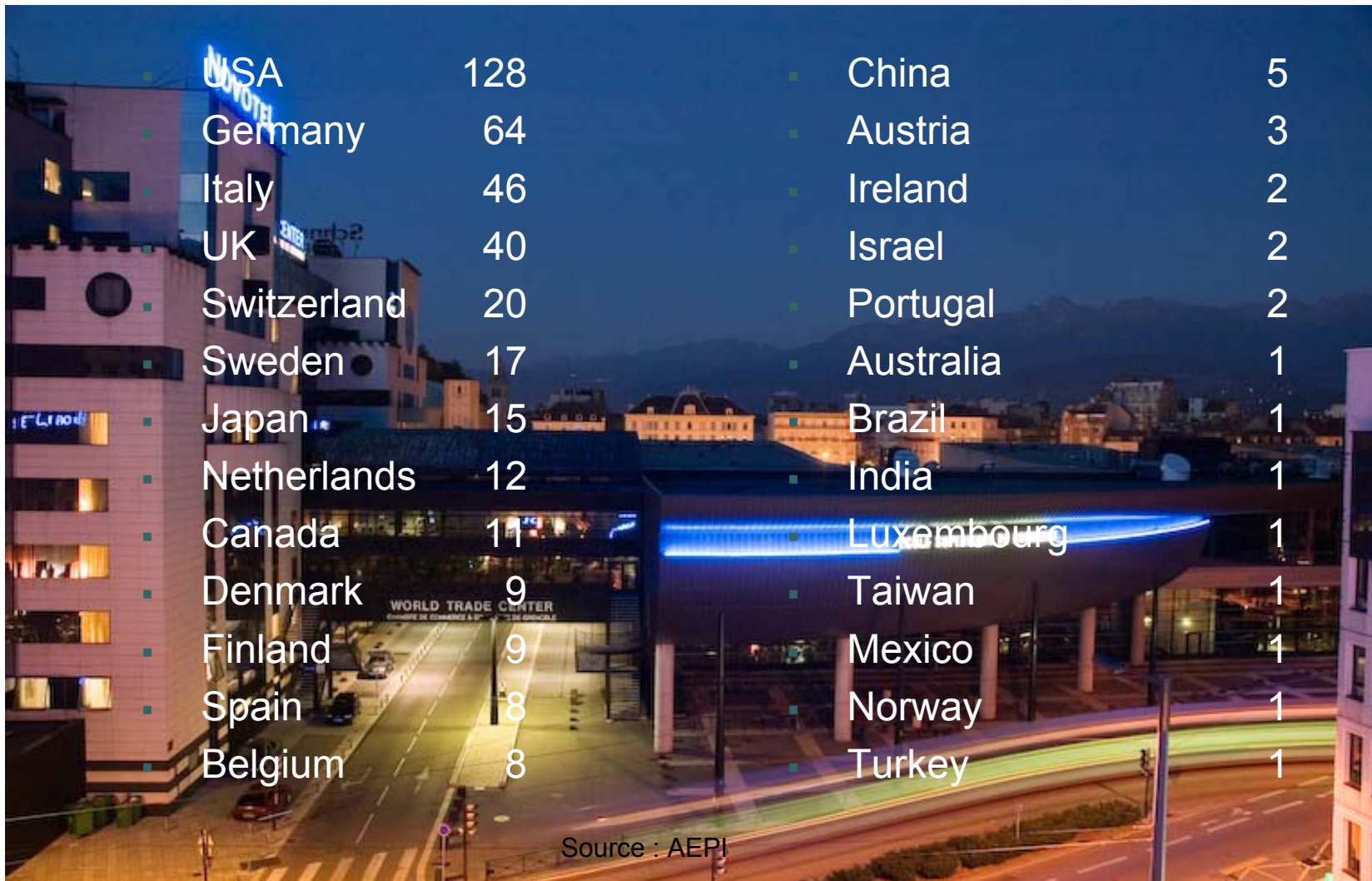


International investment



Source: AEP

500 foreign owned companies



■ USA	128	■ China	5
■ Germany	64	■ Austria	3
■ Italy	46	■ Ireland	2
■ UK	40	■ Israel	2
■ Switzerland	20	■ Portugal	2
■ Sweden	17	■ Australia	1
■ Japan	15	■ Brazil	1
■ Netherlands	12	■ India	1
■ Canada	11	■ Luxembourg	1
■ Denmark	9	■ Taiwan	1
■ Finland	9	■ Mexico	1
■ Spain	8	■ Norway	1
■ Belgium	8	■ Turkey	1

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 an international environment
- ▶ Groupe ESC Grenoble
- ▶ Grenoble Ecole de Management

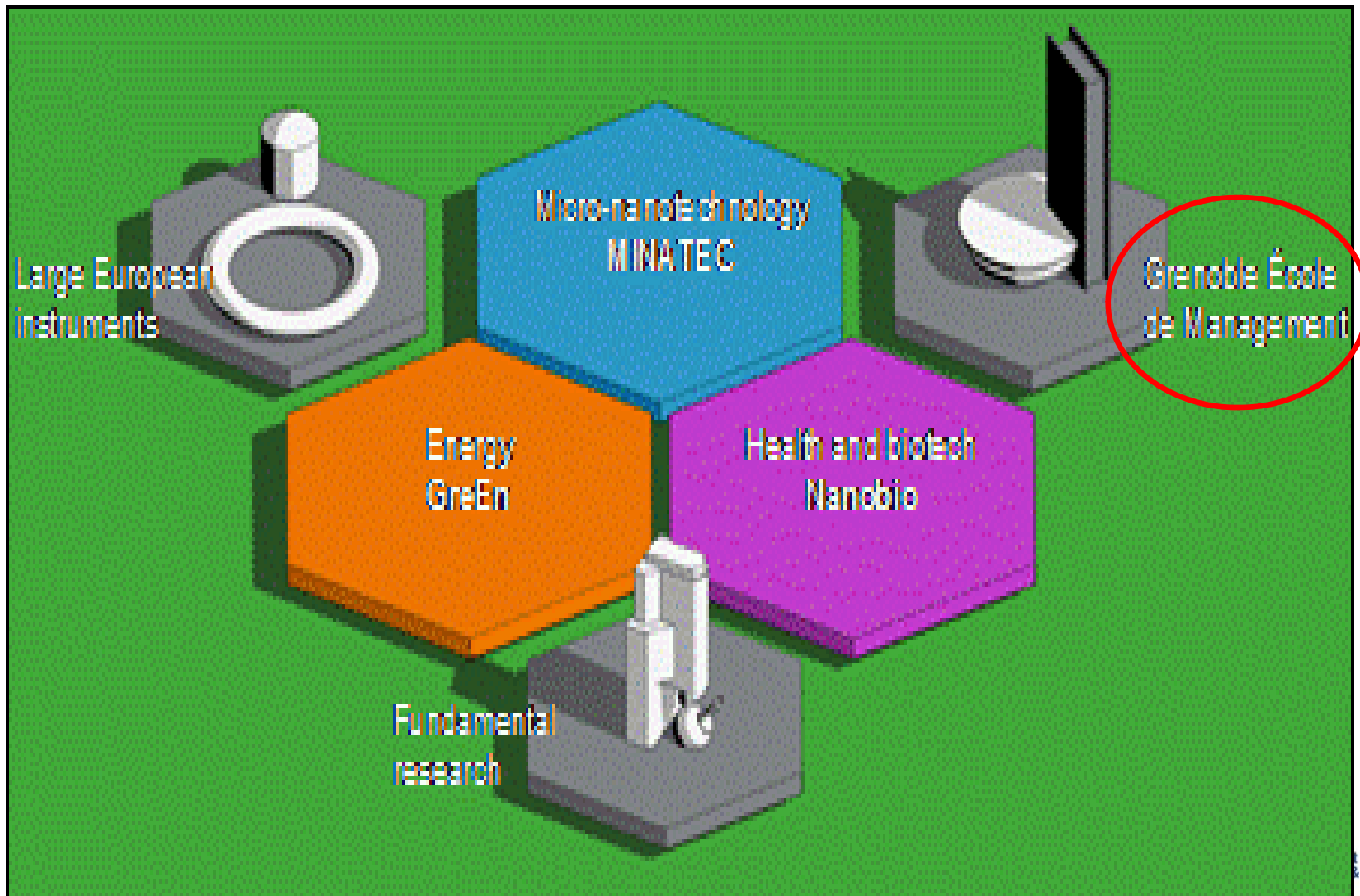
GEM : In the heart of the City centre



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



Research at GEM : Marketing Department

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



N° of hours of teaching and language used

1000



Management Classes in French

Management Classes in English

Language Classes

Trilingual Programme

MASTER	Postgraduate	French Grande Ecole Program ESC 3 A Double Degree Program* Semester / Year exchange	Master in Management (MIM) Double Degree Program* (from 2010) Semester / Year exchange	The opportunity for students to earn Credits while studying Business in the French Silicon Valley in Grenoble!	
	Year 2				
BACHELOR	Year 1	French Grande Ecole Program ESC 2 A Semester / Year exchange	Graduate Certificate in Global Management Semester / Year exchange	Graduate Certificate in Global Technology Entrepreneurship Semester / Year exchange	
	Year 2				
BACHELOR	Undergraduate	French Grande Ecole Program ESC 1 A Semester / Year exchange	Certificate in Global Management Semester / Year exchange	Trilingual Program English / French / Spanish or German Semester / Year exchange	Bachelor / Certificate in International Business Double Degree Program* Semester / Year exchange
	Year 3				
BACHELOR	Year 2	Certificate / Diploma in Business Studies			
	Year 1				

* 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