



**GRENOBLE
ECOLE DE
MANAGEMENT**

GRENOBLE GRADUATE SCHOOL OF BUSINESS

MSc DIGITAL BUSINESS

GRENOBLE



DIGITAL TECHNOLOGIES ARE AN INTEGRAL AND GROWING COMPONENT FOR COMPETITIVE ADVANTAGE AND EFFECTIVE BUSINESS OPERATIONS IN THE GLOBAL MARKETPLACE. ALL MANAGERS REQUIRE THE SKILLS AND KNOWLEDGE TO LEVERAGE A PROFESSIONAL PROFILE IN THE INCREASINGLY PERVASIVE DIGITAL ECONOMY.

Our mission: to prepare students for a wide range of digital management roles and contribute to sustainable competitive strategies and operations in a global marketplace by understanding the business impacts and opportunities of digital technologies on corporate performance.

BENEFITS

- ▶ Acquire the ability to **make effective management decisions** related to the deployment and operations of digital business strategies.
- ▶ Gain the skills and knowledge needed to **support digital business activities in an international environment.**
- ▶ Develop the confidence and capacity to initiate **innovative and competitive digital strategies.**
- ▶ Learn from both **experienced digital professionals and academic experts.**
- ▶ Prepare for **new career opportunities created by the Digital Economy.**
- ▶ Earn your degree from a **triple accredited institution.**



PROGRAM STRUCTURE

The program begins in September and requires regular attendance for one academic year (September-June) followed by a Final Management Project on a Marketing-related subject of the student's choice. The Final Management Project may be completed in parallel with a full-time internship or employment.

FACULTY

Classes are taught by GEM faculty, local faculty, visiting professors from top universities worldwide, and leading business professionals. Most of the permanent faculty are engaged in applied research. Their teaching links theory to practice through authentic business cases. Their diverse cultural and international backgrounds lend a strong international dimension to the program.

**GRENOBLE
ECOLE DE
MANAGEMENT
RANKED
20th**

IN THE FINANCIAL
TIMES EUROPEAN
BUSINESS SCHOOLS
2015 RANKING

FT European Business Schools
Ranking 2015



Over **7,500** students
from more than
130 nationalities



96% of GGSB
graduates find a job
within **6** months of
finishing their program



Vast network of more
than **25,000** alumni
holding positions of
responsibility

DURATION

- ▶ 1 full-time academic year on campus
- ▶ Final Management Project (can be completed while working)

START DATES

September

TUITION FEES

€ 19,450

TO APPLY

<http://apply.ggsb.com>

INTEGRATION

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

ADMISSIONS

+33 04 56 80 66 50
admissions@ggsb.com

GRENOBLE-EM.COM

PROGRAM*

YEAR 1

- ▶ Intercultural Management
- ▶ Basics in Accounting
- ▶ Corporate Finance
- ▶ Digital Landscape: Geographies and Industries
- ▶ Digital Design Project
- ▶ Managing Web Technologies
- ▶ E-business and E-commerce Strategy
- ▶ Social Media Management
- ▶ Mobile Devices & Apps
- ▶ Innovation and Design Thinking
- ▶ Entrepreneurship and Business Opportunities
- ▶ Legal issues in Digital Business
- ▶ Agile Management and Virtual teams
- ▶ Project Proposal

YEAR 2

FINAL MANAGEMENT PROJECT

The second year of the program is dedicated to the Final Management Project conducted under the supervision of a tutor. This is an applied or theoretical research project that can be completed at a distance and in parallel with full-time employment or an approved internship. Students are encouraged to choose a subject related to their future career.

*Program content subject to change

PROFESSIONAL DEVELOPMENT

This program prepares students for a wide range of digital management roles and contribute to sustainable competitive strategies and operations in a global marketplace by understanding the business impacts and opportunities of digital technologies on corporate performance.

CAREER OPPORTUNITIES

Digital technologies are among the top drivers for the changing nature of work in the 21st century. The M.Sc. in Digital Business prepares students to work in a wide range of management roles, including:

- E-commerce management
- Web and data analytics management
- Social media management and marketing
- Mobile applications management
- Digital project management and team leadership
- Digital business planning and development
- Entrepreneurship and startups
- Digital marketing management/executive
- Digital design
- Content marketing management
- Online Advertising and Search Engine management
- Digital business analysis and strategy

APPLY NOW:

<http://apply.ggsb.com>

Feel free to contact us with any questions:

admissions@ggsb.com

ADMISSIONS

APPLICANT PROFILE

This program is suitable for graduates from a wide range of disciplines. Prospective students should have excellent written and oral communication skills, strong interpersonal skills, and the motivation to pursue an international career. Prior work experience is not required.

APPLICATION PROCESS

Admissions are rolling, though we strongly encourage early application (before Jan.1st of the year you intend to start) as programs have a limited number of spaces.

From the moment you submit an application you will receive a response within 2-3 weeks. The number of spaces in the MSc Digital Business are limited, so don't wait to apply!

ADMISSIONS CHECKLIST

- Bachelor-level undergraduate degree in any subject with good grade average.
- Fluency in English:
 - IELTS 6.5+ (minimum of 6.0 in each section)
 - OR TOEFL 94+ (minimum of 22 in each section)
 - OR Cambridge Proficiency Exam A,B,C
 - OR Pearson Test of English (PTE) minimum of 63
 - OR English native speaker/Degree obtained in English
- 3 motivational essays
- Academic references



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