



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

GRENOBLE GRADUATE SCHOOL OF BUSINESS

# MSc ENTREPRENEURSHIP & GLOBAL MARKETING

GRENOBLE & HONGKONG



**IN AN ERA OF CONSTANT CHANGES AND COMPLEX BUSINESS, ENTREPRENEURSHIP AND MARKETING WITH A GLOBAL MINDSET IS VITAL FOR BUSINESS CREATION, GROWTH AND EXPANSION.**

**Our mission** : to prepare future managers capable of creating and marketing new ideas, processes or products that can lead to effective transformational changes to drive economic growth, surpass the competition and benefit society.

## BENEFITS

- ▶ Study a **pioneering masters program** and earn a unique **joint award degree** in Entrepreneurship and Global Marketing.
- ▶ Gain the **entrepreneurial knowledge, mind-set and tools** to evaluate and drive business opportunities.
- ▶ **Benefit culturally and academically** from the **international expertise** of the faculty in both France and Hongkong.
- ▶ Graduate from **two world renowned triple accredited institutions**; Grenoble Ecole de Management and Hong Kong Baptist University, School of Business (HKBU).



The MSc in Entrepreneurship and Global Marketing is designed to equip students with the ability to generate **innovative solutions to business issues** and the capacity to think **creatively and globally**.

The programme aims to **enhance leadership skills** and nurture the personal attributes that support the development of **new business initiatives**.

Students on this program will benefit from a **unique global vision** through the curriculum and cultural context they experience.

**In-depth knowledge** of global marketing theories and techniques will enhance students' ability to **develop business across different cultures**.

## PROGRAM STRUCTURE

The program begins in September and requires regular attendance for 15 months. Students will spend the first semester at Grenoble Ecole de Management and the second semester at Hong Kong Baptist University, School of Business (HKBU).

## FACULTY

Classes are taught by GEM and HKBU 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. This unique program brings together the expertise of two leading Business Schools: GEM for Innovation, Technology and Entrepreneurship and HKBU for Global Marketing.

## DURATION

- ▶ 15 months full-time

## START DATES

September

## TUITION FEES

€ 28,300 (tuition fees partially payable in HKD)

## 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](mailto:admissions@ggsb.com)

**GRENOBLE-EM.COM**

**GRENOBLE  
ECOLE DE  
MANAGEMENT  
RANKED  
20<sup>th</sup>**

IN THE FINANCIAL  
TIMES EUROPEAN  
BUSINESS SCHOOLS  
2015 RANKING



European Business Schools  
Ranking 2015



**HONGKONG  
BAPTIST  
UNIVERSITY IN**

**TOP 50**

UNIVERSITIES IN ASIA  
IN THE TIMES HIGHER  
EDUCATION WORLD  
UNIVERSITY 2015  
RANKING





## PROGRAM\*

### SEMESTER ONE (Sept-Dec)

- ▶ Startup Creation Process and Entrepreneurial Ecosystem
- ▶ Entrepreneurship and Business Opportunities
- ▶ New Venture Business Planning, Small and Family Business
- ▶ Accounting and Finance for Entrepreneurs
- ▶ Strategic Management
- ▶ Marketing Planning
- ▶ Advanced Effective Sales Negotiation & Intercultural Communication

### SEMESTER TWO (Jan-May)

- ▶ Corporate Entrepreneurship and Business Development
- ▶ Leadership & Team Building for Entrepreneurs
- ▶ Digital Marketing Strategy
- ▶ Socially Responsible Entrepreneurship in an International Context
- ▶ Global Marketing

### SUMMER (June-Nov)

After completion of the taught courses of the program, students are required to complete a **Business Project** of approximately 20,000 words in length, under the guidance from both HKBU and GEM faculty members. To successfully complete the Business Project, students are required to develop either a new business proposal (startup business option), or to address a particular academic research question approved by the supervisors (academic dissertation option).

\*Program content subject to change

## CAREER OPPORTUNITIES

The program is designed for students who seek graduate education to advance into managerial and leadership roles or to start an entrepreneurial career.

In addition to starting a new business, the MSc in Entrepreneurship and Global Marketing also aims to prepare students for careers as Project Managers, Business Developers, R&D Managers, and any managers operating in e-business and high-tech industries.

### PERSONAL AND PROFESSIONAL DEVELOPMENT WORKSHOPS

In addition to the core courses, students can attend personal and professional development workshops. These workshops cover current topics of interest, recent trends in management and career development. They serve as a complement to the core modules.



**160** international partner institutions (alliances, student and faculty exchanges, research...)



Dedicated career center with over **12,000** online job and internship offers per year



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



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

## ADMISSIONS

### APPLICANT PROFILE

The MSc in Entrepreneurship and Global Marketing welcomes recent graduates in any discipline or entrepreneurs who are willing to develop and manage innovation and business opportunities. 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). From the moment you submit an application you will receive a response within 2-3 weeks. The number of spaces in the MSc in Entrepreneurship and Global Marketing are limited, so don't wait to apply!

#### APPLY NOW:

<http://apply.ggsb.com>

Feel free to contact us with any questions:

[admissions@ggsb.com](mailto:admissions@ggsb.com)

### 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
- Administrative documents (degree certificates, CV, passport)



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12, rue Pierre Sémard, BP 127  
38003 **Grenoble**, France  
+ 33 4 56 80 66 50

64/70, rue de Ranelagh,  
75016 **Paris**, France  
+ 33 1 75 00 00 85

[admissions@ggsb.com](mailto:admissions@ggsb.com)  
[ggsb.com](http://ggsb.com)

