

# **GGSB MIB** **A GLOBAL DEGREE** **PROVIDING GLOBAL** **EXPERIENCE**





## GGSB MIB

### ACCREDITATION

The GGSB MIB (Master in International Business) programme from the Grenoble Ecole de Management - Grenoble Graduate School of Business, is a programme designed for high-potential students progressing straight from university, with little (typically up to 3 years) or no work experience.

The GGSB MIB is offered at GISMA Business School in Berlin. The programme is delivered and awarded by the triple-accredited\* Grenoble Graduate School of Business (GGSB), an honour shared by less than 1% of the world's elite business schools. GGSB's triple accreditation includes: AMBA, EQUIS and AACSB.

\*AMBA (Association of MBAs), EQUIS (European Quality Improvement System), AACSB (Association to Advance Collegiate Schools of Business).

### RANKING

The GGSB MIB was ranked 20th worldwide in "Masters in Management" and 7th worldwide in "International Career Mobility" rankings by the Financial Times in 2015.

### PROGRAMME STRUCTURE

This is a full-time, demanding degree which is approached from an international perspective. The programme's content is built on relevant and up-to-date core management courses and cross-functional approaches in order to fulfil the demand for first-class international and global managers.

The MIB programme is studied over two years, with the second year entirely devoted to the completion of the final management project (FMP). The FMP can be completed in parallel with an internship or full-time employment.

## CLASS PROFILE

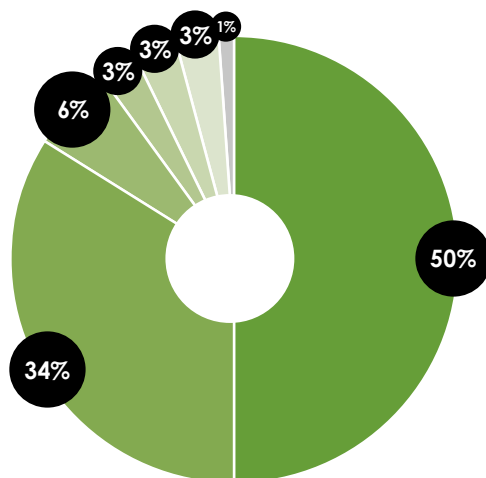
The GGSB MIB welcomes future business leaders from around the world, providing a global experience from the moment you arrive. The average age of the 2014 class<sup>†</sup> was 22 years old.

\*\*From 32 GGSB MIB students (Sep 2014 London intake)

### CLASS DEMOGRAPHICS<sup>†</sup>



- 50% — Western Europe
- 34% — Asia
- 6% — Middle East
- 3% — Africa
- 3% — Eastern Europe
- 3% — North America
- 1% — South America



<sup>†</sup>GGSB MIB September 2015 intake, Grenoble, Paris, London, Singapore campuses



# PROGRAMME STRUCTURE

Core Modules	Content	
Accounting	<ul style="list-style-type: none"> <li>• International Accounting and Financial Statement Analysis</li> <li>• Budgeting and Controlling</li> </ul>	
Finance and Economics	<ul style="list-style-type: none"> <li>• Corporate Finance</li> <li>• International Financial Risk Management</li> <li>• Microeconomics of Competitiveness (Harvard Business School Course)</li> </ul>	
Strategy and Operations	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Project Management</li> <li>• International Operations and Supply Chain Management</li> <li>• Managing Technology and Innovations</li> </ul>	
Marketing	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• International Marketing</li> <li>• Strategic Marketing and Planning</li> </ul>	
IT and Web Applications	<ul style="list-style-type: none"> <li>• Managing Information Systems</li> </ul>	
International Management	<ul style="list-style-type: none"> <li>• Intercultural and Ethical Issues in International Business</li> <li>• Managing People and Organisations</li> </ul>	
International Business	<ul style="list-style-type: none"> <li>• International Negotiation</li> <li>• Economics in International Business</li> <li>• The Legal Environment of International Business</li> <li>• Global Business Operations</li> <li>• Global Trade Relations</li> </ul>	
Foreign Languages (Mandatory)	<ul style="list-style-type: none"> <li>• Students will study French language (beginners to advanced level), as integral part of the GGSB MIB programme.</li> </ul>	
Final Management Project	<ul style="list-style-type: none"> <li>• Dissertation</li> </ul>	



# ADMISSIONS REQUIREMENTS

## DOCUMENTS

- Complete online application form at <http://apply.ggsb.com>
- Certified copies of relevant certificates/transcripts
- Copy of passport
- CV / résumé in English
- 3 essays (500 words each) focusing on your academic and professional experience
- The names of the two referees (Employer and/or Academic)

## QUALIFICATIONS

- Strong undergraduate degree from a recognised university (assessed by GGSB admission board)
- GMAT is not an obligatory requirement, but is considered an advantage and may be required for some applications (Target score 550)

## ENGLISH PROFICIENCY OPTIONS

- TOEFL - 94 (22 minimum in each component)
- IELTS - 6.5 (6.0 minimum in each component)
- PTE - 63
- Cambridge Proficiency Exam: A, B, C

## EXPERIENCE

- Work experience is not an obligatory requirement. As this is a pre-experience program, profiles of up to a maximum of 3 years work experience are expected.
- For more information on this programme and the entry requirements, please get in touch with one of our advisors

## KEY FACTS

- **Campus:** Berlin, Germany
- **Study mode:** Full-time
- **Next Start Date:** January 2017
- **Duration:** One academic year full-time on campus + Final Management Project (FMP). The FMP can be completed remotely, from anywhere in the world, while in full-time employment.

## VISIT US

GISMA Business School GmbH  
Goethestraße 18  
30169 Hannover  
Germany

**Phone:** +49 (0)511 54609-0  
**Email:** [info@gisma.com](mailto:info@gisma.com)

In partnership with



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

GRENOBLE GRADUATE SCHOOL OF BUSINESS