



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

GRENOBLE GRADUATE SCHOOL OF BUSINESS

# DUAL MBA & MSc IN INTERNATIONAL HOSPITALITY BUSINESS



## Program Benefits

### MBA & MSc

Two degrees awarded at the end: MBA and MSc in only one year on campus & one year while working

Accredited AMBA, AACSB, EQUIS, NEASC



GEM MBA ranked **among top 5** in France by The Economist and the Financial Times



GEM **ranked 21<sup>st</sup>** in the Financial Times European Business Schools



### This Dual program provides:

- An intensive practical program with focus on managerial challenges and key operational concepts.
- Future managers with the core knowledge needed to adopt a holistic view of business and stimulate managerial and entrepreneurial initiative.
- Enhancement of career progression and ability to think critically and strategically in order to adapt to the changing global environment.

## Program Facts

- Taught by the leading minds in Glion and GEM.
- One intake per year in September.
- One year on campus + one year off campus completing two capstone projects - one for GEM, one for Glion.


Combined GEM and Glion career credentials:

 **89%**


Glion graduates have a job or multiple job offers on graduation day

 **70%**

GEM graduates have a career involving international projects

 **72%**

GEM graduates lead a team

 **Career support** from both institutions and access to two alumni networks:

**25k GEM & 13.6k Glion**

 GEM Dedicated career center with over **12k online job & internship** offers per year



[www.grenoble-em.com](http://www.grenoble-em.com)



[www.glion.edu](http://www.glion.edu)

## Year 1

### Courses Delivered by GEM Faculty on the Glion Swiss Campuses

- International Marketing
- Accounting and Auditing
- Managerial Accounting
- Innovation Management
- Operations Management
- Sustainability and CSR
- Intercultural Management
- Corporate Finance
- Global Business and Macroeconomics
- Leadership
- Managerial Economics
- International Negotiations
- Business Law
- Strategic Management
- Risk Management
- International Human Resource Management
- Geopolitics
- Digital Transformation
- Quantitative Methods
- Organizations and Change Management
- Integrative Case Study

### Hospitality Management Courses Delivered by Glion Faculty on the Glion Swiss Campuses

- Advanced Hotel Operations
- Hospitality Revenue Management and Distribution Strategies
- Hotel Asset Management and Concept Creation
- Hotel Demand Management

#### Elective courses:

- Luxury Brand Management **or**
- Hotel and Resort Development Planning

## Extra-Curricular Activities

### Professional Development Support

- **Career Services Skills Workshops** - These specified workshops allow students to develop their professional skills with the help of qualified career expert.
- **Glion recruitment day** in October 2018 and March 2019
- **Career support** will be offered on campus so that students can get a job or internship beginning in summer 2019
- **Personal Development week** – 5-day intensive session to network, gain new insights into personal challenges and master soft managerial skills

## Year 2

MBA Final Management Project and MSc Hospitality Capstone Project on the Job

## Suitable For:

- Career-builders
- Career-changers

## Entry Requirements:

- Bachelor-level undergraduate degree in any subject
- At least 3 years of significant, full-time work experience
- Fluency in English:
  - IELTS 6.5 (minimum 6.0 min. in each section)
  - TOEFL: 94 (minimum of 22 in each section)
  - Cambridge Proficiency Exam A, B, C
  - Pearson Test of English : 63
  - Or English native speaker/ degree obtained in English.

## Online Application:

<http://apply.ggsb.com>

## Financials:

Tuition fees	57,000 CHF
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### 2018 FIRST CLASS SPECIALS\*

40% Early bird special (apply before May 31 <sup>st</sup> )	34,200 CHF
20% Special first class scholarship (apply after May)	45,600 CHF

Glion and Les Roches Alumni scholarships available as well. Inquire with your local EC or email [aag@glion.edu](mailto:aag@glion.edu)

\*Cannot be combined with other scholarships from either GEM or Glion. Offer expires after the programs' first September intake, 2018.