



GRENOBLE
ECOLE DE
MANAGEMENT

MASTER IN INTERNATIONAL BUSINESS

www.simge.edu.sg

The programme is developed and awarded by Grenoble Ecole de Management, France



SIM
GLOBAL
EDUCATION

A Member of the SIM Group

CONTENTS

02

Welcome
Messages

04

SIM
Group

10

Master in International
Business

13

Application
and Admission

ECOLE SUPERIEURE DE COMMERCE

06

Network for
Greater Success

08

Grenoble Ecole de
Management



WELCOME MESSAGES



Gain a **Global Edge at SIM GE** for the global workplace in the future economy

Welcome to SIM Global Education (SIM GE) – A global campus with over 10 top-ranking international universities from the UK, the US, Europe and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is the global education arm of the Singapore Institute of Management (SIM Group) which was an initiative started in 1964 by the Economic Development Board to support Singapore's industrialisation. As one of the largest and leading private educational institutions in Singapore, we take pride in our reputation for quality academic standards and a vibrant student experience.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their

respective fields and communities. We also aim to inspire passion in them to excel and to strive for bigger goals.

In today's fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our community, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

Dr Lee Kwok Cheong
Chief Executive Officer
SIM Global Education



Where **Management, Innovation and Entrepreneurship** meet

As Dean and General Director of Grenoble Ecole de Management (GEM), I wish you all a warm welcome to our school. You will be studying at a world-class business school, internationally recognised for the excellence of its programmes, its teaching and research. A winning combination to prepare you for your future careers!

Innovative and entrepreneurial at heart, GEM has chosen to focus on Management, Innovation, Technology and Entrepreneurship in order to train and prepare managers for today's global environment and for tomorrow's challenges.

During your studies with us we will encourage you to think globally and differently, and to work in multi-cultural and multi-disciplinary teams. You will not be taught, you will learn. You will develop both your professional and personal skills and competences. You will make new contacts, extend your network and form future business relationships while studying in one of the locations selected by GEM for recognised quality of student life and a vibrant and dynamic corporate environment in which to study and live.

You will understand the impact that new technologies have on all forms of business and develop management techniques that contribute to competitive advantage and corporate performance at all levels. It is this enterprising, innovative spirit that we are trying to convey to you, our new students. We aim to support your initiatives and dedication by making the most of your time at GEM on whichever campus you have chosen to complete your studies.

I invite you to take advantage of the many resources that we have at your disposal, both in-house and within our high-tech business environment where you are studying, to build contacts and confidence to make that next step in your professional career.

We hope you have a unique and inspiring learning experience.

Loïck Roche

*Dean and General Director
Grenoble Ecole de Management*

SIM GROUP

SIM Global Education **A leading private education institution**

SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore's industrialisation, the SIM Group also offers its educational and training services through three other brands: SIM International Academy (SIM IA), SIM Professional Development (SIM PD) and Platform E.

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top-ranking and reputable universities. SIM GE's approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With over 150,000 alumni and about 19,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.



THE
GLOBAL
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40
COUNTRIES

150,000
ALUMNI

Over 10
international
universities,
1 global
campus



Scan
for Virtual
Campus Tour



Why Study at SIM GE?

▲ AWARD-WINNING INSTITUTION

Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People's Choice Awards.

▲ BOOST EMPLOYABILITY

82.7% of graduates found jobs within 6 months of completing their Bachelor studies.

Source: SIM GE Graduate Employment Survey 2016/2017

▲ THROUGH-TRAIN PATHWAY

Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

▲ GLOBAL PERSPECTIVES & INSIGHTS

Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

▲ STUDENT-CENTRIC CAMPUS

Wi-Fi enabled campus with comprehensive facilities for students' academic and recreation needs.

▲ VIBRANT STUDENT LIFE

Participate in over 70 student clubs with year-round activities in arts, culture and sports.

▲ DEDICATED STUDENT SUPPORT

Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

▲ BOND-FREE SCHOLARSHIP & BURSARY

Scholarships are available to students who excel in academics, sports or arts.

▲ NETWORK FOR SUCCESS

A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

▲ ALUMNI ENGAGEMENT

Stay connected even after graduation – benefit from events organised by SIM GE Alumni Office or volunteer your time through mentorship initiatives.

NETWORK FOR GREATER SUCCESS

With a blend of 40 nationalities from across the globe, SIM GE's remarkable global mix of cultural diversities provides an excellent platform for cultural exchange and knowledge sharing. A diverse student population, coupled with international faculty, is your gateway to a learning experience with a global mindset.

Tap into the rich resource pools offered by our membership activities and stay plugged into the latest industry trends through 8 Special Interest Groups. Connect with other like-minded professionals for sharing of best practices and experiences. With a community boasting over 37,000 individual and corporate members, you can leverage our networks for greater success. Your relationship with us continues

even after you graduate. The SIM GE Alumni Family will help you develop and expand your network as you further your career aspirations. You can look forward to privileges and preferential access to professional development courses. Take advantage of our unparalleled networking opportunities such as Industry Forums, Networking Sessions, CEO Dialogue, annual Homecoming dinners, and Overseas Alumni Chapter events. Be updated on our calendar of events through SIM GE and SIM Membership newsletters and publications.

Embark on your journey with us to build meaningful connections as a student, a graduate and a professional.



Homecoming



Networking Session



SIM GE Industry Forum



Interact and build rapport with **industry experts** through our networking platforms



CEO Dialogue

"The various knowledge sharing and industry networking events organised by SIM GE have helped to open doors for me. At one such event, I connected with a recruiter who helped me get an internship with Citibank, which then led to a permanent position. The events also provided an excellent platform for me to prepare for the challenging interviews and eventual role." (2018)

Ali Yaakub
SIM GE Alumnus



Overseas Alumni Chapter

GRENOBLE ECOLE DE MANAGEMENT



Since its creation in 1984, Grenoble Ecole de Management has developed its role in France and abroad as a leader among French business schools.

Located in the heart of business district "Europole" and next to the World Trade Centre, Grenoble Ecole de Management is a major player in the European and international affairs. Its programmes incorporate the concepts of Management, Technology and Innovation and are taught both in France and on its international campuses.

Why choose Grenoble Ecole de Management?

- ▲ Triple Crown Accreditations: Grenoble Ecole de Management is one of the few business schools (1% of schools worldwide) to hold the three business accreditations, distinguishing GEM as a leading international business school:
 - AACSB (The Association to Advance Collegiate Schools of Businesses)
 - AMBA (The Association of MBAs)
 - EQUIS (European Quality Improvement System)
- ▲ 6th in the Le Point French Business Schools ranking (February 2018)
- ▲ 21st in the Financial Times European Business School ranking (December 2017)
- ▲ 26th in the QS World University Rankings: Masters in Management ranking (2018)
- ▲ 20th worldwide in The Economist Which MBA Guide for the Master in International Business (May 2017)
- ▲ 33rd in the Financial Times Global Masters ranking for the Master in International Business (September 2017)





“My networking opportunity with MIB alumni led me to my current job in Philips. I have gained intercultural awareness and strong management foundation which equipped me with the essential skills to work in an international setting.” (2018)

Chaitra Kumaraswami
MIB Singapore Graduate

Regional Talent Acquisition
Coordinator, Philips (Poland)

“The Master in International Business (MIB)’s cross-functional and wide-ranging subjects allow me to have a comprehensive overview of business operations, which set me up for my career at KPMG.

I recommend the MIB to any student who seeks to acquire an internationally minded outlook.” (2018)

Alexander Freeman, UK
MIB Singapore 2nd Year Student

Financial Services Consultant, KPMG (Singapore)



MASTER IN INTERNATIONAL BUSINESS



Overview

The Master in International Business (MIB) gives recent graduates the opportunity to become international managers with a dual management and cross-cultural skill set. Students will acquire the fundamentals of business while developing language and intercultural skills in a truly multicultural environment.

A strong generalist and high-quality comprehensive programme, the MIB consists of core management and cross-functional business administration subjects with an international specialisation. The programme focuses on the knowledge required by managers in different sectors to work in international companies and environments.

Internationally recognised, GEM's MIB is regularly ranked by the Financial Times among the top Masters in Management in the world.

MIB graduates are also awarded a certificate conferring the title of "Manager d'Affaires Internationales". Under the French Ministry of National Education Recognition, this international recognition through the VISA d'Etat provides competitive

advantage for MIB graduates planning to work in Europe.

Objectives

The mission of the MIB is to provide employers worldwide with intercultural aware graduates who have developed key skills and competencies in international business and management.

The Master in International Business degree will:

- enable you to gain key skills and competencies on **international aspects** of business and management in a **multicultural** learning environment.
- provide **high-quality comprehensive programme** of core management and cross-functional business administration subjects.
- include **professional development workshops** complement core modules and **enhance employment opportunities** of graduates.
- give you an opportunity to learn **foreign language skills** that are essential in business today.

Professional Development

In addition to the core course, students can attend personal and professional development workshops. These workshops cover current topics of interest,

recent trends in management, research and career development. They serve as a complement to the core modules and strengthen employability profiles of graduates.

Foreign Language

Learning a foreign language is required. It is an integral part of the MIB in order to graduate. Students have the option of studying French or Chinese in this programme.

Duration and Intake

Programme Duration	Intake
2 Years Full-time (1 year full-time on-campus + Final Management Project)	October

Mode of Delivery

Classroom learning comprising:

- Lectures
- Discussions
- Simulation Game
- Presentations

Each lesson is typically between 3 and 6 hours.

Assessment

- Presentations
- Coursework
- Written Examination



Strengthen
competencies
required for today's
global business
environment

Modules

Year 1:

INTRODUCTION SESSION

- Academic Writing and Presentation Skills
- Case-Based Group Learning
- Introduction to IT & Online Library and Learning Platforms
- Excel Skills Training & Examination

INTERNATIONAL BUSINESS

- International Negotiations
- Legal Environment of International Business
- Global Business Operations – The Serious Game
- Geopolitics

STRATEGY AND OPERATIONS

- Strategic Management
- Project Management
- International Operations and Supply Chain Management

MARKETING

- Global Marketing Management
- Approaches to Organizational Consulting

INTERNATIONAL MANAGEMENT

- Managing People in a Global Context
- Integrative Business Project

MANAGING TECHNOLOGY AND INNOVATION

- Managing Technology and Innovations
- Information Systems for Digital Business

FINANCE AND ECONOMICS

- Managerial Economics
- Corporate Finance
- International Financial Risk Management

ACCOUNTING

- Budgeting and Controlling
- Accounting and Financial Statement Analysis

BUSINESS RESEARCH AND ANALYSIS

- Quantitative Methods for Business Research
- Research Methods for Managers

LANGUAGE

- French OR Chinese

Year 2:

FINAL MANAGEMENT PROJECT

The second year of the program is dedicated to the Final Management Project (FMP), a major piece of detailed research on a business related topic. It is divided into 2 parts:

Project Proposal

The Proposal is the key roadmap to guide and direct the main Final Management Project. It provides a clear structure of the future project and indicates the key approaches, methodologies, sources and resources that will be used. The timeframe to complete the proposal is 1 month and the key aims, objectives, methods and approaches for the FMP must be clearly and coherently presented in the final proposal document (1,500 - 2,000 words).

Final Management Project (FMP)

The FMP is either applied or theoretical research project (10,000 - 15,000 words) 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.

During FMP, students will be supervised by an assigned tutor. Regular, scheduled contact with the tutor is required and milestone checks and evaluations are performed for each progressive chapter and stage of completion.

Professional Track

Students must base their FMP on professional experience and complete in parallel with an approved internship (min. 10 weeks to max. 26 weeks) or full-time employment (temporary or permanent employment contract).

International students must abide by the respective country's regulatory requirements before commencing their FMP.

Academic Track

Students who do not base their FMP on professional experience must address a particular research question/hypothesis or knowledge gap in the field of their study. The research question/hypothesis should be business orientated and international in context.

International students must abide by the respective country's regulatory requirements before commencing their FMP. Those who complete their FMP in Singapore must do so at SIM on-campus and within 6 months from conclusion of project proposal.

Candidature Period: 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidate period.

Minimum Class Size: 15

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

Career Prospects

Graduates from MIB programme hold many different positions in a variety of sectors all over the world: human relations, marketing, banking, public relations, general management and consulting.

Top employers include:

- AC Nielsen
- Accenture
- Bloomberg
- BNP Paribas
- Cap Gemini Ernst & Young
- Coca Cola
- Deloitte
- Ferrari
- Glaxo Wellcome
- Google
- Hewlett-Packard
- HSBC
- IBM
- KPMG
- McKinsey
- Microsoft
- PwC
- Unilever
- Pfizer
- Procter & Gamble
- Shanghai Bank

Admission Criteria

- Bachelor's degree in any subject with good grade average.
- Work experience is not required. For applicants with work experience, it should not be more than 2 years of post-graduation work experience.

Admissions are based on individual merits and are subject to the final approval of Grenoble Ecole de Management. An interview may be required at the discretion of the Final Admissions Board.

English Proficiency Requirements

If degree is not obtained in English, the following requirements must be met:

- IELTS: 6.5 with a minimum of 6.0 in all areas (Listening, Reading, Writing and Speaking) OR

- TOEFL: Computer-based: 240/Internet-based (IBT): 94 (minimum score of 22 in each band) OR
- Cambridge Proficiency Exam (CPE): A,B,C OR
- Pearson Test of English (PTE): 63

Programme Fees

Total	Per Instalment Fee
S\$36,112.50	S\$12,037.50

Fees are inclusive of prevailing GST and payable in 3 instalments. Fees exclude textbooks and course material. Please refer to SIM GE website for the latest fees.

Application Procedure

To apply for this programme, applicants must complete GEM's online application via Fullfabric (<https://ggsb.fullfabric.com/login>) and include scanned copies of all original supporting documents. All documents must be in English or be submitted with a certified translation into English if written in another language. Application fee of €98 is payable directly to GEM.

- Official latest degree or diploma or certificate of enrolment with an approximate graduation date
- University transcripts with grading scale
- CV/Resume
- 3 short essays on your academic/professional experience, reasons for choosing the programme and your intercultural awareness. Describe your career aspirations and how you expect the MIB to help you achieve them.
- 2 academic references. Family members or friends are not acceptable as referees
- Passport
- Passport-sized colour photo
- English proficiency documents and test scores

Applicants will be required to apply to SIM after acceptance by GEM. Please refer to SIM's application procedure for details.

APPLICATION AND ADMISSION

How to Apply

Visit www.simge.edu.sg/ge/how-to-apply for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student's Pass (STP) application form. Your Student's Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

Application Fees

An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

Application Fees	Local applicants	International applicants
	S\$96.30	S\$321.00*

**This does not include all fees related to Student's Pass application.*

Private Education Act

Under the Private Education Act, legislated in December 2009, a Council for Private Education was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board - SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

PEI-Student Contract

CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website (www.cpe.gov.sg).

Cooling-Off Period

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL's refund policy will apply.

Fee Protection Scheme

SIM PL adopts a mandatory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student's fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students' fees will be insured by the FPS insurance provider pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at www.cpe.gov.sg.

Medical Insurance

SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S\$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: www.simge.edu.sg/ge/medicalinsurance.

Refund, Course Transfer, Leave of Absence and Withdrawal Policies

For refund, course transfer, leave of absence and withdrawal policies, please refer to www.simge.edu.sg/ge/refund.

Confidentiality

SIM PL is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of the student's personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.

www.simge.edu.sg

Singapore Institute of Management Pte Ltd

461 Clementi Road

Singapore 599491

Tel: +65 6248 9746

Fax: +65 6462 9411

Email: study@sim.edu.sg

E-newsletters Subscription: www.simge.edu.sg/ge/enews

Photo Credits

Pages 1, 3, 9 and 11: Photos courtesy of Pierre Jayet & Grenoble Ecole de Management

This brochure contains key information, accurate as at time of print on 31 May 2018. For the most updated and complete corporate and programme information, refer to our website at www.simge.edu.sg. SIM and Grenoble Ecole de Management reserve the right to change the information, including fees, herein at any time.



facebook.simge.edu.sg



youtube.simge.edu.sg



instagram.simge.edu.sg



linkedin.simge.edu.sg



Cert No: EDU-2-2004
Validity: 20/05/2018 – 19/05/2022

Singapore Institute of Management Pte Ltd
CPE Registration Number: 199607747H
Period of Registration: 20 May 2018 – 19 May 2022