



The Executive MBA

*Where Management,
Innovation and
Entrepreneurship meet!*



**GRENOBLE
ECOLE DE
MANAGEMENT**
BUSINESS LAB FOR SOCIETY



FORTY ONE NORTH
A CURRENT BUSINESS SCHOOL



TRIPLE ACCREDITED

AMBA The Association of MBAs, AACSB The Association to Advance Collegiate Schools of Business, EQUIS European Quality Improvement System

INNOVATION

In teaching and applied research

EXPERTISE

In the Management of Technology, Innovation and Entrepreneurship

LEADERSHIP

Ranked among the Top 50 business schools worldwide, Top 25 business schools in Europe and Top 6 business schools in France

INTERNATIONAL NETWORK

2 campuses in France: Grenoble and Paris, 13 Campuses worldwide, including London, Berlin, Moscow, Beijing, Singapore and Casablanca.

CAMPUS LIFE

More than 6,800 students enrolled in degree programs +700 faculty + 33,000 alumni

CORPORATE RELATIONS

7,000 partner companies -2,000 professionals enrolled in executive education programs - 250 companies participate in GEM recruitment events

VALUES

Excellence, Entrepreneurship, Engagement

RESPONSIBILITY

Global Compact
The GEM CSR charter
Diversity and disability programs



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TRIPLE ACCREDITED EXECUTIVE MBA in Istanbul

41 North Business School in partnership with Grenoble Ecole de Management brings the best in-class Executive MBA to Istanbul. Grenoble Ecole de Management, one of the few triple-accredited business schools worldwide will provide you with the talent and skills in Leadership, Innovation, Technology and Leadership required to stand out from the rest.



Ranked 25th

in Financial Times European Business Schools, 2019



Ranked 62nd

in Financial Times World EMBA Ranking, 2019



Ranked 29th

in the QS Global EMBA, Europe EMBA ranking, 2019



Deniz Saral, PhD
41 North Founding Dean



Welcome to the multinational and multicultural EMBA Class of 2020

You, 41 North Business School and Grenoble Ecole de Management (GEM) have all made a good choice, because you are here. Congratulations to us all!

This class is multinational and multicultural because we made sure this would be so. Variety is not only the spice of life but is also a requisite requirement for globally effective learning. This class is also diverse because not many among you come from the same business sector. We made sure this would be so. We have also placed great emphasis on recruiting females, this is why their gender is well represented in this class.

On the other side, your professors also come from diverse backgrounds. This makes a good match. They are eager to meet you and begin the learning journey. I have taught over 40 years on three continents, so I know how exciting it is for a professor to start a new cohort program each time. Your learning journey will be exciting, challenging and rewarding. Given your enthusiasm to learn and to get ahead in management, you will find within you the motivational forces you need to succeed. “When the going gets tough, the tough get going” said President Truman many years ago. This statement fits the nature of our EMBA program. When you successfully complete it, you will join GEM’s global, prestigious and diverse network of Graduate Alumni. This advantage will be at least as valuable as the quality education you are about to receive.

There is a small but dedicated 41 North Team behind this program. They work around the clock to meet 41 North objectives. Please do not hesitate to communicate with me or a member of our Team to seek assistance and guidance if you need it. However, your professors will be the sole source of your academic guidance and evaluation.

I wish each one of you success in the EMBA Program. Let the interactive learning process begin!

A handwritten signature in blue ink that reads "Deniz Saral".



Where Management, Innovation and Entrepreneurship meet!



As Dean and General Director of Grenoble Ecole de Management

I would like to wish you all a warm welcome to our school, to your school and to the city of Istanbul.

You have been selected to study at a world class Business School, internationally recognised for the excellence of its programs, 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 differently, to think globally, to work in multi-cultural and multidisciplinary 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 Europe's most dynamic centres, well-known for the quality of life and for its vibrant and dynamic corporate environment. 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 participants. We aim to support your initiatives and dedication by making the most of your time here in Istanbul.

We hope you have a unique and inspiring learning experience.

Loïck Roche

Dean and General Director, Grenoble Ecole de Management

Key Facts



Duration

18 months, part-time,
4 days per month
(Thursday afternoon, all-day
Friday and Saturday plus Sunday
morning). In the last 6 months
of the program the student will
complete the Final Management
Project (FMP) but attendance is not
necessary.



Language

English



Credits

Master
(120 ECTS credits)



Location

Istanbul
Paris, Grenoble, Berlin, Specilitiozn Mod-
ules



Price

25 000 €
Up to 25 % Financial Aid

Send your Cv to

Dilek.has@41north.com.tr



Executive MBA at GEM, the Business Lab for Society

INTERNATIONAL DIVERSITY

GEM places a great deal of emphasis on "teamwork", so you can expect to work closely with your classmates for the duration of the program. GEM seeks to fill the EMBA class with a diverse group so that you have an opportunity to work with different people from a variety of backgrounds, industries and nations. This "international diversity" allows you to look at business from different angles and learn from the other people in class as well as the professors.

BUSINESS LAB FOR SOCIETY

GEM is not just a business school but a Business Lab for Society. The EMBA participant learns how to Act, Think, Impact, Explore, Learn from Failure, Innovate, Apply Equality, Hope, Dream and Dare.

TECHNOLOGY & INNOVATION

GEM is in the heart of one of France's most advanced Technology and Innovation hubs, so the EMBA program emphasizes these two dimensions. But, what good is new technology and innovation unless they become universal?



This is how GEM creates a significant difference from the rest, making new technology and innovation "universal" now in partnership with 41 North Business School in Istanbul.

TRIPLE ACCREDITATION

GEM has "triple-accreditation" from the three leading business school accreditation institutions, The AACSB International, EQUIS and AMBA.

Only 1% of the world's business schools have this status. In addition, GEM EMBA is highly ranked by the Financial Times (FT) and The Economist. GEM's most recent FT European Business School rank is 25 (2019), which is significantly ahead of well-known universities in Turkey.



Careers Benefits

- ◆ *Intense, stimulating management program with operational approach for immediate impact in the work place*
- ◆ *Part time delivery ensures continuity of managerial activity with immediate application of newly acquired skills and knowledge*
- ◆ *Programs delivered in English, with an international focus and faculty*
- ◆ *Equip managers with the skills needed for effective international negotiations and competitiveness*
- ◆ *Access a dynamic network of alumni and develop professional links worldwide*



Succeeding Today As a Transformational Leader

There are new languages, decision-making tools, attitudes and mindsets that can be learned, helping ease your transition into driving digital transformation within organizations. Executives firstly need to recognize they need to become digitally fluent and ensure they integrate digital thinking into their everyday management.

Develop New Capabilities

Encourage all employees to develop digital competencies and business models. The more digitally literate a workforce, the greater their potential to contribute to value creation. Digital leaders need to understand the shifts (behavioral, economic, social) that new technology drivers are creating: like mobile, social networks, cloud, data analytics.



Why invest in an Executive MBA program?

There are three critical components that weigh heavily on an experienced manager's decision to enroll in an EMBA program. These are (A) CAREER EFFECT after graduation; (B) EXPERIENCES during the program and (C) the business school's CULTURE.

CAREER EFFECT

The primary reason for executives to enroll in an EMBA program is the after effect on their career. They expect completion to significantly enhance their chances of either climbing up in the current work organization or to find a higher-placed job in another company. In either case, there is a strong expectation of increasing one's salary!

The size and the quality of the School's EMBA

alumni network become extremely important in this context. It is necessary but not sufficient that the School's admissions process is selective, which ensures that the participant will rub shoulders with those who are bright and who have excellent career prospects. The alumni network's size and diversity, in terms of globality, gender, and business backgrounds, make or break the choice on an EMBA program today.

EXPERIENCES DURING THE EMBA

"Will I be able to apply what I learn during the program? How intense will the interaction be among the participants? Will this be oriented towards generating innovative and creative solutions? What are the chances that I will interact with someone from an entirely different cultural or business background? How does the program manage team learning online?"

*"During the program, I should have time for self-reflection. Will I be coached?
The location of the EMBA program is very important. Does it reflect a modern working environment in a metropolitan city or is it on a secluded campus? Does it have access to local executives?"*

"When I graduate, I expect to leave with (1) better leadership capability in managing mixed-gender teams, (2) more refined understanding of change management, (3) boosted self-confidence, (4) improved ability to speak and understand board-room level

business language, and (5) improved ability to excite and motivate others in seeking innovative solutions."

CULTURE

Business schools survive and thrive on the diversity and the richness of their culture.

They are not geographically constrained, they admit participants with diverse backgrounds, at least one-fifth of their intake is female, and their faculty matches the diversity characteristics of their students and alumni. They are business laboratories in their society and ethics comes first. No single organization dominates their recruitment.

"All of this will increase my value at work because I will have the ability to pass on my skills and knowledge to others. This is far more important than the ROI I can generate on my employer's investments!"



Play video



The Program Specifically Focuses On Improving Professional and Personal Skills That Dynamic Organizations Are Looking For:

- ◆ Increase international exposure and expertise within a group of diverse nationalities and cultures.
- ◆ Strengthen both hard and soft management skills.
- ◆ Complete an extensive management report of a high professional standard.
- ◆ Translate digital fundamentals into business impact at the industry, organization and individual level.
- ◆ Get an excellent return on investment by accelerating your career development.
- ◆ Grenoble Ecole de Management's "Executive MBA Degree" is awarded by a triple accredited business school.
- ◆ Specializations Modules: These are worth 15 credits toward the degree. They are composed of 3 separate modules of 30 hours, total 90 hours per specialization (Management Consulting – Finance – Innovation Management- Entrepreneurship - Digital Business - Project Management)

Who?



THE EXECUTIVE MBA CANDIDATES ARE EXPERIENCED PROFESSIONALS:

- ◆ From diverse sectors, who display a high level of maturity and intellectual curiosity
- ◆ Who are currently working. They do not want to leave their jobs to earn the degree
- ◆ Who are motivated to develop an international career
- ◆ Who are open to cultural diversity
- ◆ Who have highly developed written and oral English communication skills

ADMISSIONS CRITERIA:

Executive MBA candidates are experienced professionals from diverse sectors who display a high level of maturity and intellectual curiosity. Candidates should have excellent written and oral communication skills, and should be open to cultural diversity. Special attention will be paid to a candidate's motivation for an international career.

ENTRY REQUIREMENTS:

- ◆ A Bachelor-level, undergraduate degree in any subject
- ◆ At least seven years of significant full-time work experience, preferably with managerial experience
- ◆ English proficiency (6,5 IELTS with 6,0 min in each band), or TOEFL of 94 (with min of 22 in reading and speaking or 21 in listening and writing)
- ◆ GMAT may be required on a case-by-case basis. You will be notified after the Admissions Board meets if you are required to take the GMAT.

APPLICATION: To apply for this program, candidates must complete the application form 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.

How?



PROGRAM STRUCTURE

The program begins in June 2020 and requires regular attendance for one academic year followed by a Final Management Project of the student's choice. The Management Project may be completed in parallel with a full-time internship or employment.

SCHEDULE



Intro&Orientation
Global Business &
Macroeconomics

International Financial
Accounting & Auditing

Managerial Accounting
Intercultural
Management

Orgaizational
Behaviour &
Change
International
Negotiations

LEARNING EXPERIENCE

Learning processes and related technology have changed drastically over the last ten years. It is no longer sufficient to congregate executives from time to time, they must be trained to orchestrate winning performances in real-time and on the job.

The Learning Industry provides us with lots of exciting and new learning models and techniques. 41 North Business School and Grenoble Ecole de Management will bring the latest to their clients.

Innovation Management
Corporate Finance I

Operations
Management
Leadership

Corporate Finance II
Microeconomics for
managers

Sustainability
and Corporate
Responsibility
Risk Management

Specialization

GRENOBLE/PARIS/BERLIN

How?

SPECIALIZE IN

MANAGEMENT CONSULTING

The Management Consultant : Process and Tools

The Consulting Environment

Creativity, Organisational Consulting

INTERNATIONAL BUSINESS DEVELOPMENT

International Business Planning

International Business Operations

New Market Development

SMART AND SUSTAINABLE BUSINESS

Introducing Smart and Sustainable Business

Prototyping Business Models

Advancing Smart and Sustainable Business

LUXURY BRAND MANAGEMENT (PARIS)

Advances and Trends in Luxury Sector

Marketing and Communication for Luxury Brands

Strategic Management of Luxury Brands

SCHEDULE

International
Marketing

Quantitative Methods
**Strategic Human
Resources
Management**

Strategic Management

Digital
Transformation

ENTREPRENEURSHIP & INNOVATION

Entrepreneurship & Business Opportunities

New Venture Business Planning

Entrepreneurship & Innovation

FINANCE & DIGITAL BANKING

Valuation & Financial Restructuring

IFM & Digital Banking, Corporate Financial Management

IFM & Digital Banking 2, Corporate Financial Management 2

DIGITAL MARKETING (PARIS)

Digital Technology, Digital Management:

Digital Technology, Digital Management

Digital Marketing

PROJECT MANAGEMENT (BERLIN)

Project Management : Tools and Techniques

The Project Management Process

Project Management in Action

- Specialisations will not open with fewer than 7 students

Business Law

Operations Management
Leadership

Geopolitics

Intergrative Case
(CESIM)

**Project Proposal
Final Management Project**



Financial aid for personal development; *begin in new chapter in your life!*

41 North and Grenoble Ecole de Management are proud to announce an up-to 25 % financial aid for students applying to the Executive MBA 2020 Istanbul cohort as a reflection of "social investment". The actual amount of the financial aid granted to each applicant will be decided by the scholarship committee.



Eligibility: Executive MBA Istanbul cohort financial aid campaign 2020 is open to qualifying applicants only. **To qualify, you:**

- ◆ must meet the general admission criteria (University Bachelor's degree, minimum 7 years of full-time work experience, English proficiency)
- ◆ should be an outstanding applicant who submits a carefully thought through personal statement, based on the following criteria:

How does your nationality and/or current country you are living in, contribute to the classroom diversity?

What exceptional attributes can you bring to the EMBA classroom from your background of origin.

Based on your education and professional background or personal interests, what can you bring to the classroom that will be inspiring for your fellow classmates?

Where?



Why should you study for an EMBA in the heart of Istanbul?

- ◆ *Istanbul is the Gateway City; no visa hassles*
- ◆ *Tuition costs are 50 % lower than comparable programs in Europe*
- ◆ *Lower accommodation costs than Europe*



Smart Environment, Cosy Ambiance, Applied Learning

21st century learning must take place in contexts that promote interaction and a sense of community that enable learning. As 41 North we provide a learning environment to inspire you to attain the knowledge and skills that the 21st century demands of us all. We use cutting-edge methodologies:

Applied learning: Future is not just about what you know, it is about what you can do ! Through applied learning you will have additional opportunities to acquire skills and qualities

based on the practical application of knowledge in real-world contexts, you will be partnering the industries and the community.

Gamification: Gamification uses the elements of games to motivate and engage the learner-you. We employ gamification to insert the participant in the center of problem solving and not to observe the process outlined by the professor.

Admissions Criteria



EMBA candidates are experienced professionals from diverse sectors who display a high level of maturity and intellectual curiosity. Candidates should have excellent written and oral communication skills, and should be open to cultural diversity. Special attention will be paid to a candidate's motivation for an international career.

Entry requirements:

- ◆ A Bachelor-level, undergraduate degree in any subject
- ◆ At least seven years of significant full-time work experience, preferably with managerial experience
- ◆ English proficiency (6,5 IELTS with 6,0 min in each band), or TOEFL of 94 (with min of 22 in reading and speaking or 21 in listening and writing)
- ◆ GMAT may be required on a case-by-case basis. You will be notified after the Admissions Board meets if you are required to take the GMAT.

Application:

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Please fill in the following form and our Admissions will be in touch with you shortly.

Testimonials



Coming from a technical background (previously electrical engineer), the MBA program has given me an extensive assortment of skills ranging from finance and economics, to negotiations, innovation management and intercultural management in order to get the job and excel in my current responsibilities.

GEORGES AL MOUAKAR

This program is a score in all its aspects. After the program, I intend to work with pharmaceutical companies wanting to establish mutually beneficial relations with developing nations – especially in Africa – to build efficient systems that make quality, affordable healthcare accessible.



SMRIDDI DHINGRA



I wanted to get a globally recognized international business qualification, with the goal of working for a multinational corporation. GEM met all my criteria: an excellent reputation, value for money and a strong emphasis on intercultural management and leadership.

TATIANA OKUTINA



Play video

ÇAĞLAR ÖZYEŞİL



A Stand Alone
Unique Business School
in İstanbul



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Learning Hub
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