



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 + 23,000 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



GRENOBLE
ECOLE DE
MANAGEMENT
BUSINESS LAB FOR SOCIETY



Grenoble Ecole de Management is one of the few business schools (1% of schools worldwide) to possess the three accreditations that distinguish the leading international business schools.

41. FORTY ONE • NORTH
A CURRENT BUSINESS SCHOOL

41 North Business School, in partnership with Grenoble Ecole de Management (GEM), offers the **Executive MBA** degree program in Istanbul. GEM is an outstanding business school with triple accreditations and excels in management of new technology, innovation and entrepreneurship



Ranked 21st in
in the Financial Times European
Business Schools Ranking, 2017



Ranked 54th
in the Financial
World EMBA Ranking, 2017



Ranked 28th
in the QS Global EMBA
Europe EMBA Ranking, 2018



Ranked 5th
in the QS Global EMBA
France EMBA Ranking, 2018



Deniz Saral, PhD
41 North Founding Dean



Welcome to multinational and multicultural EMBA Class of 2019

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!



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



EMBA *Executive Master of Business Administration*



Date
June 2019



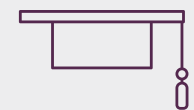
Language
English



Location
Istanbul
*Paris, Grenoble, Berlin, Specilitiozn Mod-
ules*



Duration
18 months, part-time
4 days per month



Credits
Master
(120 ECTS credits)



Price
25 000 €



Executive MBA at GEM, the Business Lab for Society

BUILDING THE SCHOOL OF THE FUTURE

Back in 1984, the management of technology and innovation was the founding pillar of Grenoble Ecole de Management. Today, we have earned international recognition for our expertise in this strategic field. Our keen focus on innovation is as deeply rooted in our DNA as it is in our home city of Grenoble, an international hub for science and technology.

COMMITTED TO THE MANAGEMENT OF TECHNOLOGY AND INNOVATION

The management of technology and innovation focuses on two major issues that are crucial to business development:

- * Integrating new technologies in organizations to create value
- * Managing innovation to increase competitive advantage and ensure long-term business growth

the management of technology and innovation is an integral part of Grenoble Ecole de

Management’s undergraduate, graduate and executive education programs. It is also the basis for our cutting-edge research. Graduates from our programs cultivate a unique outlook and a singular capacity to device solutions to the challenges faced by businesses and society. We strive to further develop these characteristics through actions that respect our core values.

A LIVING LAB FOR BUSINESS EDUCATION

At GEM, we like to believe that our school is unique. Our creative approach, distinctive personality and vibrant community have allowed us to stand out from other major European business schools. We are pioneering innovative teaching methods such as differentiated learning as we continue to shape the classroom of the future.

Transforming knowledge into skills
Our role goes beyond simply dispensing knowledge. Above all else, we strive to forge competent, supportive and responsive professionals who are ready to integrate businesses.

Our assessment methods continue to evolve as we take into account the individual needs of our students as well as the increasingly diverse expectations of their future employers. Through an independent organization, we offer our students the opportunity to continuously assess the skills they are acquiring across a variety of fields ranging from software and technology to financial market regulations.

Innovation in teaching and educational technology on this program boasts a long-standing tradition of innovative teaching and educational technology built around:

◆ Innovative teaching methods such as scenario-based learning (SBL), serious games and a live business case studies.

◆ Hands-on learning through programs such as ULYSSE. This innovative program transforms traditional teamwork and teaching into real-life business situations in which students are given decision-making roles that motivate them to find the tools and information they need to advance.

◆ Content focused on the challenges of tomorrow. Whether it is geopolitics, solidarity economics, micro- finance, Biotech or design, our students immersed themselves in the issues that businesses will face tomorrow in order to develop the knowledge and critical thinking skills necessary to overcome these challenges.

A GLOBAL VISION FOR BUSINESS LEADERS

At Grenoble Ecole de Management, we provide a powerful learning experience designed to transform the way tomorrow’s managers think. An international perspective is crucial to tackling the issues facing businesses in our increasingly globalized world.

GEO-POLITICS: GIVING MANAGERS A UNIQUE INTERNATIONAL PERSPECTIVE

GEM is the first business school to make geo-politics a part of selected undergraduate and graduate and executive education curricula. Our geo-politics courses are designed to give students a broader European - and global- perspective. Students come away with a deeper understanding of how globalization will affect their future profession and their world they live in. They acquire actionable skills in forecasting, risk management, International business strategy, International CSR and business intelligence.



FACULTY

Classes are taught by GEM faculty, local faculty, visiting professors from top universities worldwide, and top business professionals. Most of the permanent faculty is engaged in applied research; their teaching links theory to practice through authentic business cases. Their diverse cultural and international background gives a strong international dimension to the program.

PROGRAM MISSION

The Executive MBA program mission is to provide future managers with the core knowledge needed to adopt a holistic view of business and stimulate managerial and entrepreneurial initiative. The program also seeks to enhance career progression

and enable participants to think critically and strategically in order to adapt to the changing global environment.

This program will encourage you to think differently, to think globally, to work in multicultural and multidisciplinary teams. You will develop both your professional and personal skills and competencies.

Innovative and entrepreneurial at heart, The Executive MBA program 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.

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 institution.
- ◆ 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. 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 degree.
- ◆ At least seven years of significant full-time work experience, preferably a minimum of 3 years with managerial experience.
- ◆ English proficiency (6,5 IELTS with 6,0 min in each band), or TOEFL of 94 (with a min of 22 in reading and speaking or 21 in listening and writing).
- ◆ GMAT scores may be submitted.

How?

“

PROGRAM STRUCTURE

The program begins in June 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.

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.

TIMELINE



How?

SPECIALIZE IN

MANAGEMENT CONSULTING

FEB 18 - 22
The Management Consultant : Process and Tools
APRIL 8 - 12
The Consulting Environment
JUNE 3 - 7
Creativity, Organisational Consulting

INTERNATIONAL BUSINESS DEVELOPMENT

FEB 18 - 22
International Business Planning
APRIL 8 - 12
International Business Operations
JUNE 3 - 7
New Market Development

ENTREPRENEURSHIP & INNOVATION

FEB 18 - 22
Entrepreneurship & Business Opportunities
APRIL 8 - 12
New Venture Business Planning
JUNE 3 - 7
Entrepreneurship & Innovation

FINANCE & DIGITAL BANKING

FEB 18 - 22
Valuation & Financial Restructuring
APRIL 8 - 12
IFM & Digital Banking, Corporate Financial Management
JUNE 3 - 7
IFM & Digital Banking 2, Corporate Financial Management 2

SMART AND SUSTAINABLE BUSINESS

FEB 18 - 22
Introducing Smart and Sustainable Business
APRIL 8 - 12
Prototyping Business Models
JUNE 3 - 7
Advancing Smart and Sustainable Business

LUXURY BRAND MANAGEMENT (PARIS)

FEB 18 - 22 in Paris
Advances and Trends in Luxury Sector
APRIL 8 - 12 in Paris
Marketing and Communication for Luxury Brands
JUNE 3 - 7 in Paris
Strategic Management of Luxury Brands

DIGITAL MARKETING (PARIS)

FEB 18 - 22
Digital Technology, Digital Management:
APRIL 8 - 12
Digital Technology, Digital Management
JUNE 3 - 7
Digital Marketing

PROJECT MANAGEMENT (BERLIN)

FEB 18 - 22
Project Management : Tools and Techniques
APRIL 8 - 12
The Project Management Process
JUNE 3 - 7
Project Management in Action

- Specialisations will not open with fewer than 7 students
- This version may be subject to content updating before October 2018

2020 May
*(Speech'n in April)**
Corporate Finance 2
Geopolitics

2020 July
*(Speech'n in June)**
Risk Management
OB & Change Management

2020 September
International HRM
Digital Transformation

2020 October
Digital Transformation
Business Law & Corporate Governance

2020 November
Contract law
Strategic Management 1

2020 December
Strategic Management 2
Research Methodology

2021 January
Integrative Case

April*
Specialization

June*
Specialization

Project Proposal
Final Management Project

Where?



Why should you study EMBA in the heart of Istanbul?

41 NORTH-LEARNING HUB

Our classes take place in The Ferko Signature Business Center, located in the heart of Istanbul's central business and social district on Levent and are equipped with a high-end technological infrastructure.

Our Learning Hub is conveniently located and can be accessed via Metro,

The campus maximizes your productivity by making your learning environment more enjoyable with on-site amenities such as electric vehicle charging points at parking lots, business concierge

services, cafes, restaurants and vibrant parks for social activities.

THE GRENOBLE CAMPUS

The Grenoble campus is located in the city's business district, known as Europole. The Grenoble Ecole de Management campus is near the heart of the city and right next to the train station, where trains, buses, tramways and bike paths all intersect.

The School is also located right next door to the GIANT innovation campus. Spread out over almost 37,000 square meters, the Grenoble campus is recognized for its design and ease of access.



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.

WHAT YOU LEARN?

The Executive MBA program mission is to provide future managers with the core knowledge needed to adopt a holistic view of business and stimulate managerial and entrepreneurial initiative.

The program also seeks to enhance career progression and enable participants to think critically and strategically in order to adapt to

the changing global environment. This program will encourage you to think differently, to think globally, to work in multi-cultural and multidisciplinary teams. You will develop both your professional and personal skills and competences. Innovative and entrepreneurial at heart, The Executive MBA program 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.

HOW YOU LEARN?

The EMBA delivers 500 hours of general management in a triply-accredited international business school. The Grenoble Ecole de Management EMBA is highly applied in content, delivered by a team that brings together academic specialists together with experienced managers and consultants from a variety of sectors.

The Program is delivered over an 18 month period. The Specialisations take place in **Grenoble, Paris or Berlin** during 3 intensive weeks. The final phase is the Management Project, an applied research project completed over several months. The entire program may be completed in parallel with full-time employment.

OBJECTIVES

- ◆ To provide a high-quality internationally focused management program.
- ◆ To accompany the personal and professional development of program participants.
- ◆ To create a group of dynamic learners with a diversity of professional experience

KEY STRENGTHS OF THE PROGRAM

- ◆ The EMBA is an intense general management program provided by a triple-accredited International Business School.
- ◆ The program is highly applied in content, delivered by a team that brings together academic specialists together with managers and consultants from a wide range of sectors.

STUDENTS WILL:

- ◆ Increase international exposure and expertise within a group of diverse nationalities;
- ◆ Strengthen both hard and soft management skills;
- ◆ Complete an extensive management report of a high professional standard;
- ◆ Get an excellent return on investment by enhancing their career prospects;
- ◆ Grow their network of international contacts;
- ◆ Degree awarded by a triple accredited institution;
- ◆ Graduates are also awarded a certificate recognized by the CNCP of the French Ministry of Labor.

◆
*Graduates are also
awarded a certificate
recognized by the
CNCP of the French
Ministry of Labor.*

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

- ◆ Official copy of latest degree or diploma
- ◆ University transcripts with the grading scale
- ◆ CV/Resume
- ◆ 3 short essays (relating to your academic/ professional experience, your reasons for choosing this program and your intercultural awareness)
- ◆ 2 professional references. Colleagues or friends are not acceptable as referees
- ◆ Scan of passport
- ◆ Internationally recognized passport photo
- ◆ Fluency in English (TOEFL, PTE, IELTS or CPE):
 - ◆ TOEFL: Computer-based: 240 / Internet-based
 - ◆ (IBT): 94 (minimum score of 22 in Reading and Speaking; minimum score of 21 in Listening and Writing). TOEFL Institution code: 8973
 - ◆ IELTS: 6.5 with a minimum of 6.0 in all areas (Listening, Reading, Writing and Speaking)
 - ◆ Cambridge Proficiency Exam (CPE): A, B, C
 - ◆ Pearson Test of English (PTE): 63 (minimum score of 59 in each section)

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.

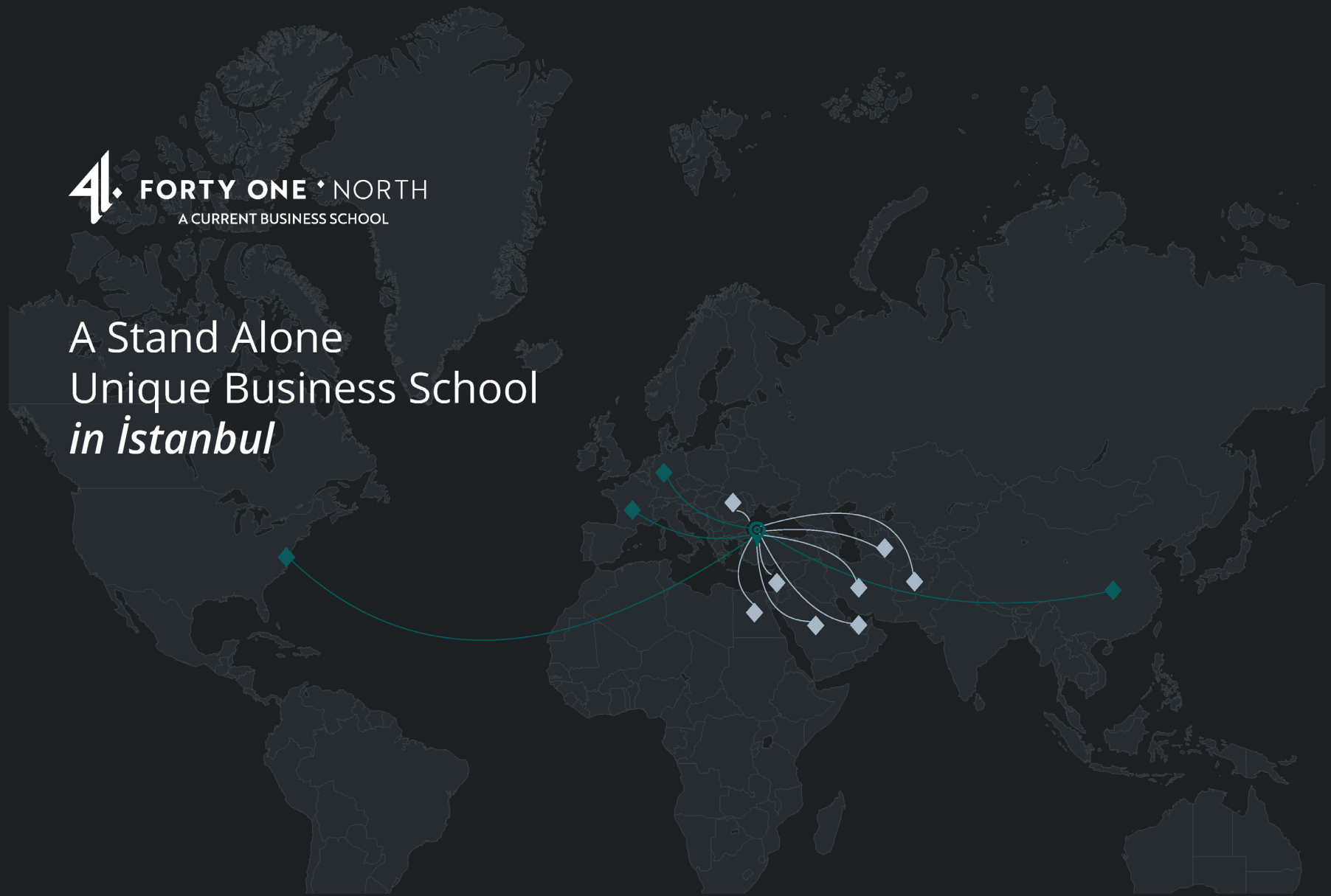


SMRIDDDHI DHINGRA



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



Address

41 NORTH BUSINESS SCHOOL
Learning Hub
Ferko Signature
Büyükdere Caddesi 175 - B4
34394 Levent, İstanbul, TR



Phone

Phone:+90 212 932 82 12



Online

www.41north.com.tr
emba@41north.com.tr

Follow us on



The Current Content Hub

<http://www.41north.com.tr/learning-hub/>