

INSPIRING IDEAS AND TALENT

MSc BUSINESS DEVELOPMENT

GRENOBLE

**INTERNATIONAL
STUDY RESIDENCY
& LIVE BUSINESS CASE**
2016 – 2017/SOUTH AFRICA



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école





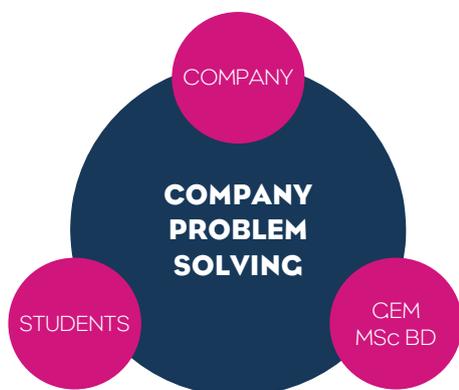
CALENDAR & CONTENT



EXPECTATIONS AND OBJECTIVES FOR THE MSc BUSINESS DEVELOPMENT STUDENTS

The study should :

- ▶ Look at business development and management issues from an integrated, holistic perspective,
- ▶ Provide the students with a final opportunity to apply the material, courses and lectures that they have covered.



Students will :

- ▶ Analyse the case in groups,
- ▶ Be able to build a company analysis,
- ▶ Identify target business development by questioning the Company and school tutor,
- ▶ Propose and apply a methodology, and make some useful and efficient quantified recommendations.

At the end of the study, each group makes its oral presentation to the Jury (Company Tutor, School Tutor and Program Director) and the other groups.

We will be looking for scientific precision in diagnostics, analysis and interpretation of occurrences, and moreover, creativity and agility during the preparation of the case as well as within the recommendations proposed.

EXPECTATIONS FROM THE COMPANY

The following will be required :

- ▶ **The presentation of the live case study briefing in Grenoble in October** with, for instance, a PowerPoint case presentation of about 10 slides and a presentation about the company's context for the study,
- ▶ Regular reporting with the team leader and the School tutor, with mails and conference calls ; at least one visit in the premise of the company should be organized and proposed to students,
- ▶ Regular contact with people in the area concerned (Johannesburg) during the year,
- ▶ **Attendance and participation in the composition of the Jury in Grenoble (May or June),**
- ▶ The company's capacity to bring the right person into the project and make sure that he/she will be available for a few hours per month,
- ▶ The company's capacity to give a clear briefing, and well defined issues (what, why and how).

ADVANTAGES AND OUTCOMES FOR THE COMPANY

-  New ideas and cutting edge methodology
-  Access to latest research from GEM faculty
-  Desktop research done by a team of international students
-  Concrete proposals and contribution to a business development plan

SUBMIT A CASE STUDY

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FULL-TIME PROGRAM

MISSION

The mission of the MSc in Business Development is to provide the business community with highly qualified professional international Business Developers capable of using their skills to propose initiatives to implement the most relevant strategies, and to identify appropriate solutions to solve complex sales and development issues thus helping companies worldwide to improve their competitiveness, enter new markets, identify new clients, develop new products and bring corporate performance and growth.

PARTICIPANTS' PROFILE

The participants are both French and international students. The majority of them have a Bachelors degree and between 1-3 years of work experience. From September to June they follow the MSc Business Development academic taught part of the course. They will work on this live case study in addition to their usual assignments through exercises, exams and workgroups.



“A new perspective and a true contribution to my projects.

For the past three years I have assigned business cases to students at Grenoble Ecole de Management, and each year the work improves. I deal with high-profile international people who are forthcoming, active and responsive and who are not influenced by our working culture and our pre-conceived notions.

Their valuable contribution has allowed me to improve our strategic plans, to design or reframe a value proposition to international clients, and has inspired business models.

These business cases have become a resource for my approach to innovation. Next year I will offer a project in co-operation with 4 partners since the students are more than capable of following this.”

XAVIER PAIN
Innovation Project Manager, Schneider Electric

COURSE CONTENT

Accounting

Advanced Effective Negotiation and Sales Techniques

Budgeting and Controlling

Building Strategic Key Accounts

Business Development and Opportunities

Business Operations in Emerging Economies

Consultancy Selling

Corporate Finance and Business Planning

Customer Relationship Management and Customer Intelligence

Digital Marketing

Entrepreneurship and Opportunities

Intercultural Management

International Marketing Management

International Negotiations

Leadership, Teambuilding and Managerial Creativity

Legal Environment of International Business

Managerial Economics

Market Research

Mergers, Acquisitions and Restructuring

New Venture Business Planning

Project Management

Purchasing

Research Methods for Managers

Strategic Management

- > **Study Residency trip***
- > **Live Business Case**
- > **Project Proposal**
- > **Final Management Project**



SOME COMPANY PARTNERS IN 2015 - 2016



A.DE FUSSIGNY - COGNAC HOUSE BASED IN COGNAC.

It is well-known among Cognac connoisseurs and professionals and is seeking to increase its visibility in Asia. This Live Business Case will explore how to develop ADF's visibility and awareness in South Korea.



TORNIER

Tornier is a global medical device company who designs, manufactures and markets devices for joint replacement and soft tissue repair. Tornier is present in 42 different countries and in South Korea since 2001. This Live Business Case will question the strategy Tornier has in this country and what should be the right long term business model to sustain its corporate expectation of double digit growth.



VERENA & CO

Verena & Co, created in 2013, works with Italian artisans to bring to the international market quality handmade products. They focus on artisanal fashion and food/beverage. This Live Business Case will study the expansion of the fashion and food/beverage business in Seoul: identify potential partners, build an action plan and a communication strategy.



CALZIFICIO MURA

Calzificio Mura, a tights company, was established in 1969 within the Italian tights cluster located in the Mantua province in Italy. Calzificio Mura exports tights only to Japan at the moment but considers to develop its activities in South Asia, as this region shows solid growth rates in the tights market. The Live Business Case will consist of developing a business plan and an action plan (identify the market opportunities, the key actors, etc.).



SCHNEIDER - "INFLUENCE STRATEGIC ACTION IN SOUTH EAST ASIA"

Shore Connection, an internal start-up entity, is an answer to a new fast growing market: the port Infrastructure. This Live Business Case will ask the students to put in place strategic action plans to influence, convince and address Shore Connection business in South East Asia countries.

