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Press release



GEM'S INTERNATIONAL BBA: IMMERSION IN A TRULY INTERNATIONAL AND PROFESSIONAL EXPERIENCE

At a time when many Bachelor programs claim an international dimension, GEM stands out with its International BBA by turning international exposure into an immersive and career-oriented experience. Through its Blended Intensive Programs (BIP), students evolve in intercultural environments and work on real-world challenges within European companies.

AN INTERNATIONAL EXPERIENCE AT THE HEART OF THE LEARNING JOURNEY

Hosted on GEM's campus, the Winter BIP (**Blended Intensive Program**) brings together more than 40 students and faculty members from partner universities in Spain, Italy and Romania, along with Japanese academic contributors. Together, they explore key topics such as artificial intelligence, sustainable development, and diversity & inclusion, in collaboration with corporate partners including HP and Hardis Group.

Organised twice a year within a **European network of partner universities**, after **Parma** (2022), **Grenoble** (2023), **Tallinn** (2024) and **Porto** (2025), these Blended Intensive Programs embody GEM's learning journey approach: exposing students to real-world environments, diverse economic and cultural contexts, and placing them in situations where they must address concrete business challenges.

PROFESSIONAL IMMERSION ACROSS EUROPE

The module "**Planning and Reporting in Sustainable Management**", taught **entirely in English**, combines hybrid learning, multicultural teamwork and direct collaboration with corporate partners.

It concludes with an on-site week featuring in-person classes, company visits, coaching sessions and final presentations before professionals. A highly differentiating experience on a CV, as highlighted by HP, partner of the program:

«We are proud to take part in this project, which fosters multicultural collaboration around a major challenge: artificial intelligence. This program demonstrates how diversity can act as a powerful learning lever and provides students with concrete immersion in international professional environments.»

Cathelyne Varloteaux, Senior Talent Acquisition Consultant France, Middle East & Africa – HP, alumni GEM (BIB et MSc)



Recently in Porto, students worked directly within two Portuguese companies, **VINEVINU** and **Grupo Salvador Caetano**, for which they developed and presented business cases.

A SELECTIVE PROGRAM SUPPORTING EQUAL OPPORTUNITIES

With a limited number of places and Erasmus+ grants available, the program is open to a restricted group of students, including **scholarship recipients**. This selectivity ensures high-quality academic and personal support while contributing to broader access to international experiences for students from diverse backgrounds.

PRESS CONTACTS

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EMPLOYABILITY BUILT THROUGH EXPERIENCE

Designed as a **four-year program** of excellence, the International BBA prepares students to operate in global and multicultural environments by combining **courses taught in English, academic exchanges, double degrees and up to 24 months of professional experience**.

Employability is developed progressively through hands-on exposure: intercultural teamwork, collaboration with organisations on real-world challenges, interaction with professionals and understanding of international economic ecosystems. This approach enables students to acquire operational skills valued by employers, whether they choose to enter the job market directly or pursue further studies in **MSc or Master programs in France or abroad**. The specialisation in **Fashion Design and Luxury Management** further strengthens the program's distinctive positioning within the international Bachelor landscape.



«The Erasmus+ BIP program was a particularly enriching experience. It strengthened my intercultural skills, deepened my understanding of environmental criteria, and allowed me to work concretely with a company during the learning week in Portugal.»

Selma Sørensen, Norwegian student in the International BBA

EXPANDING MOMENTUM IN 2026

From September 2026, GEM's International BBA will also be offered on the **GEM Paris** campus, strengthening its attractiveness for students seeking an international and career-focused Bachelor program embedded in complementary economic environments.



«These intensive programmes fully reflect our approach to pedagogical travel: developing agile profiles able to thrive in complex multicultural environments and to turn international experience into a true driver of employability.» **Nancy Blench-Locatelli**, Directrice du programme International BBA

ABOUT GEM : Founded in 1984, GEM Alpine Business School is a triple-accredited institution (AACSB, EQUIS, AMBA) recognized for its academic excellence, technological DNA, and international outlook. As the first French business school to adopt the "Société à Mission" status, GEM places innovation, sustainability, and societal impact at the core of its strategy. Through its EAGLE 2030 strategic plan, GEM is scaling up to become a pioneer in sciences, immersive learning journeys, and the major transitions shaping the 21st century. The school trains agile, hybrid profiles capable of thinking and acting in a rapidly changing world. Each year, 7,000 students embark on a transformative learning journey across GEM's campuses in Grenoble, Paris, and Lyon, supported by immersive pedagogy and a network of more than 230 academic partners worldwide.

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