

**GISMA**

**BUSINESS  
SCHOOL**

**Programmes  
2018**

**Hannover • Berlin**



**Excellence  
in Business  
Education**

# Programmes offered at GISMA in Germany

## Master's and MBA programmes

### Master's degrees awarded by Grenoble Ecole de Management (GEM)

- Grenoble MBA
- Grenoble Master in International Business
- Grenoble MSc
- Innovation, Strategy and Entrepreneurship
- Grenoble MSc Marketing

### Master's degrees awarded by The University of Law

- MSc Leadership and Human Resource Management
- MSc Corporate Financial Management
- MSc Strategic Business Management
- MSc International Marketing

### Master's degrees awarded by Arden University

- MSc Data Analytics and Marketing
- MSc IT Security Management
- MSc Project Management
- MSc Engineering Management
- MA Strategic Marketing

- MSc Strategic IT Management
- MSc Telecommunications Management
- MSc Enterprise Architecture Management

### Master's degrees awarded by Porto Business School

- The Magellan MBA

## Executive education at GISMA

### Finance & Accounting

- Start-up Finance
- Accounting and Finance

### Entrepreneurship & Start-ups

- Pressure Test Your Business Model
- SixDays Innovation Laboratory
- Intrapreneurship and Entrepreneurship

### Leadership & Management

- Leading Multinational Teams
- International Negotiation
- Getting Things Done: The Role of Informal Networks
- Winning Negotiation Strategies

- Digital Transformation in Leadership

### Food & Agribusiness

- Blockchain and Big Data Applications Across the Food Value Chain
- Global Food and Agribusiness Developments: the Changing Business Landscape
- Risk and Recall Management in Food Chains

## Language programmes

- University Pathway Programme
- German Language Programmes

## Summer School courses

- Big Data and Digital Ethics
- Gender Dynamics in the Global Workplace
- The Digital Firm and Services
- The Digital Transformation of the Established Firm - An Integrative Approach

# Why study at GISMA

With partners such as The University of Law, Arden University, The Language Gallery (TLG), Porto Business School, and the triple-accredited Grenoble Ecole de Management (GEM), GISMA delivers education at an exceptionally high standard.

## Partners

- Grenoble Ecole de Management (AMBA / EQUIS / AACSB)
- Porto Business School (AMBA / EPAS)
- The University of Law (awarded a Gold ranking in the government-led Teaching Excellence Framework (TEF) in 2017)
- Arden University (the first specialist online learning university to launch in the UK in the last 50 years)
- SDA Bocconi School of Management (ranked 3<sup>rd</sup> in Europe by The Financial Times for customised programmes in 2017)

## Why GISMA?

- Partnerships with top European business schools
- International environment
- Programmes ranked highly worldwide
- Strong business links
- Programmes taught in English
- Careers Centre service
- Free beginner's German classes\*
- Flexible payment plans and scholarships available\*

## What GISMA alumni say?

"The Careers Centre at GISMA helped me to secure three internship opportunities, from which I chose the one at Sennheiser Electronics. I am grateful for the Careers Centre's exerted efforts."

**Roula Harb**, GISMA alumna



\*Terms and conditions apply.

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