



**Ambitions
are taught at BSB**
CULTIVATED

POSTGRADUATE
PROGRAMMES

**TOP BUSINESS SCHOOL
IN FRANCE**





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You may not know this, but there's nothing ordinary about you.
Your potential is just waiting to be revealed.

For that to happen, you need to believe in yourself and create
your own trajectory with ambition.
You need to be daring and learn to bounce back from adversity,
to be aware of your abilities, your strengths and your power to
take action.

However, these things rarely happen by themselves.
At BSB, you'll find a setting which encourages you to open up to
others and to the world.
Here you stand out, here you surpass yourself, here you transform
yourself, here you can perform.
But above all, here your imagination has no limits.

At BSB, you will learn that where there's a will, there's a way.
That nothing is impossible for you, but nothing's achieved
without effort.

This awareness is our mission, and this is the guidance we want
to offer you.

Because we are convinced that youth is innately bold,
innovative, passionate and creative...
We believe in your ability to make tomorrow's changes.

At BSB, we believe in you
So, think big!

We believe in youTH



DISCOVER
WHAT DRIVES US
AT BSB!



EXPERIENCE OUR FAMOUS **ART DE VIVRE**

France is a multicultural and open society, is both proud of its history and is looking to the future.

By studying at BSB in France, you will experience our famous *art de vivre*, and see for yourself why the French lifestyle is renowned worldwide.



WELCOME TO YOUR NEW HOME IN FRANCE



STEP INTO OUR CULTURE

With one of the most prestigious cultural heritages in the world and a thriving hub of creative activity today, you'll find an endless variety of festivals, concerts, museums, theatres, cinemas, street art, and more.

FRANCE IS THE WORLD'S SEVENTH LARGEST ECONOMY

Some of the world's largest multinational companies in a variety of industries are based in France, particularly in the Burgundy and Rhône-Alpes regions. Thanks to a supportive business environment, you'll also find plenty of small and medium-sized enterprises as well as start-ups backed by the French Tech movement, a unique ecosystem that brings together investors, decision-makers and community builders.

OVER 30 FRENCH COMPANIES ARE IN THE FORTUNE GLOBAL 500 RANKING



ChristianDior



L'ORÉAL
PARIS

LVMH
MOÏSE HENRI-RODOLPHE LUIS VUITTON



Veepee

VINCI



DIJON AND LYON: AT THE CROSSROADS OF 2 MAJOR REGIONS IN FRANCE



Two of the most dynamic regions in France, Burgundy and Rhône-Alpes are ideally located with Switzerland, Italy, Germany, Luxembourg, and Belgium right on your doorstep.

Living in either Dijon or Lyon, you will have easy access to major highways, airports, and SNCF railway stations.



SOME REGIONAL HIGHLIGHTS

- 5 UNESCO world heritage sites
- 1st gastronomic region in France
- 1st ski area in the world with 172 ski resorts
- 3 Alpine mountain ranges: Alps, Jura, Massif Central



BURGUNDY CAPITAL CITY: DIJON

With nearly 2.9 million inhabitants, the Burgundy region is sought after by those in the hospitality industry for its time-honoured techniques and extensive knowledge of food and wine.

Unique in the world, the “climates” of Burgundy’s vineyards were inscribed on UNESCO’s World Heritage List in 2015.

Each estate has its own distinctive and prestigious plots with over 1,247 vineyards in total.

Imagine spending your weekends discovering vineyards that are over 200 years old through the world-famous “Route des Grands Crus” and walking amongst the grapes that will produce vintage wines reserved for the wealthiest clientele in the world such as Romanée Conti, Château de Pommard, or Clos de Vougeot.

Thanks to its agri-food industry, research and higher education centres, Dijon is recognised for its leadership in the fields of food and nutrition. In addition, the city is also developing numerous clusters of expertise in health, sustainable development and ecological transition.

AUVERGNE RHÔNE-ALPES CAPITAL CITY: LYON

With a population of 8 million, the Rhône-Alpes is the third largest region in France. Thanks to its borders with Switzerland and Italy, the region has become a popular destination for sports, mountaineering and tourism.

Known as a major high tech and engineering industry hub, it is also home to companies operating in a variety of sectors such as smart energy, industrial manufacturing, construction as well as public works, transportation and healthcare.

There’s a distinctive entrepreneurial buzz here, with 65,000 new companies created every year. It is also France’s second leading region for patents filed, and it’s home to an impressive €6.5 billion in Research & Development (R&D) investments.

All of these assets make it a prosperous area, with the second highest GDP in France and the eighth highest in Europe.



DIJON: A FOOD & CULTURE HUB

DIJON, IN THE TOP 10 DESTINATIONS TO SEE IN 2022

CNN «where to travel» ranking, 2022



Capital of one of France's 13 regions, Dijon is a dynamic, young metropolis with the city's many attractions within easy walking distance. These include concert halls, theatres, performance spaces, festivals, exhibitions, museums, nightlife and much more! You'll be thrilled by the amount and diversity of activities you can enjoy in between classes. There's always something new to discover!

From soccer to roller derby, ice skating, rock climbing, dance or basketball, there are more than 400 sport clubs in Dijon.

Dijon is one of the most environmentally friendly cities in Europe. Our city is committed to becoming a leader in urban sustainability and environmental awareness. Throughout Dijon, you'll find many green places to study, play or relax.



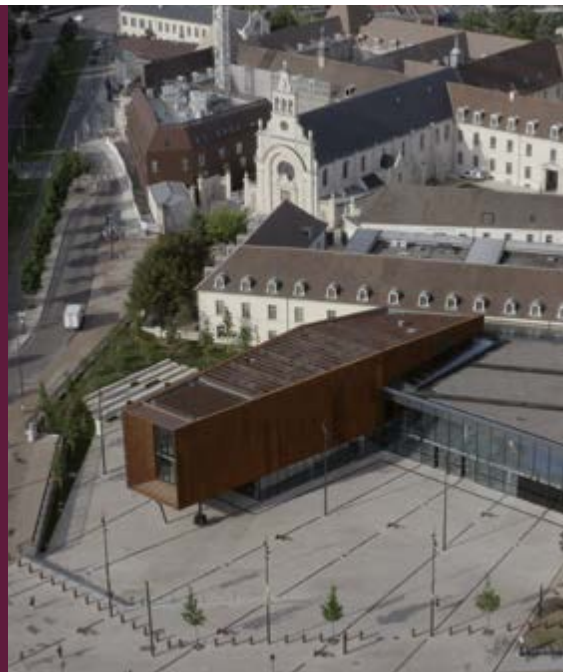
WATCH OUR CLIP
TO DISCOVER DIJON

THE CITÉ INTERNATIONALE DE LA GASTRONOMIE ET DU VIN

The *Cité internationale de la gastronomie et du vin* opened its doors in May 2022 in Dijon.

Learning, discovering and enjoying are the Cité's three main missions. Major exhibitions, the *Ferrandi Paris* culinary school, the *École des Vins de Bourgogne* of the *Bureau Interprofessionnel des Vins de Bourgogne*, a variety of shops, an events kitchen, a wine cellar, and a number of restaurants...

Get ready to utilise all 5 senses at this unique gastronomic and cultural venue.



LYON: A VIBRANT & CONNECTED CITY



Lyon has nearly 51,000 jobs in the digital and creative industries alone, and actively promotes collaboration between its higher education institutions and the many global companies that are based there.

Lyon has reinvented itself from its strong industrial heritage to a modern day metropolis with a dual focus on education and technology.

Home to more than 21,000 international students, the city has a youthful vibe and takes an innovative approach to urban planning.

From ancient Roman remains to the architectural style inherited from the Italian Renaissance, Lyon has a colourful history to explore.



**LYON,
#2 BEST
BIG CITY IN
THE WORLD**
FOR FOOD, WINE,
ARCHITECTURE AND ART

Condé Nast Traveller, 2020 Readers' Choice Awards

A VERY UNIQUE STUDY ENVIRONMENT

BSB'S MAIN CAMPUS IN DIJON

Located in the heart of Dijon's city centre, Burgundy School of Business' campus is a stimulating place to study and has been entirely redesigned and purpose-built for the student experience:

- ▀ Trading Room
- ▀ Arts and culture area
- ▀ Student Lounge
- ▀ Gym
- ▀ Music studio
- ▀ Dance studio
- ▀ Zen Room
- ▀ Lounge area
- ▀ Green Park
- ▀ The Entrepreneurial Garden

The Dijon campus is located in the city centre, only 10 minutes from the main railway station.

The campus itself is entirely accessible on foot with everything within easy reach: student housing, libraries, shops, cafés, restaurants and more.

THE LEARNING CENTER

BSB's Learning Center offers an exceptional work environment, facilitating creative interactions and knowledge-sharing.

- Creativity Hub - an ideal space for group work
- Pathfinder™ Hub - receive personal support and coaching
- Kaizen Room - brush up on your language skills in our e-learning space

THE HOUSE OF FINANCE: BLOOMBERG TRADING ROOM

Launched in 2018, the House of Finance offers students an insider's view of a real trade centre using the latest Bloomberg technology.





EXPLORE
OUR DIJON CAMPUS
CLICK TO SEE THE VIDEO

BSB'S NEW CAMPUS **IN LYON**

Five minutes from Central Station, our brand new Lyon campus is located in the heart of the city.

With co-working spaces inspired by Google and smaller classrooms for personalised learning, this educational environment is designed to boost your academic and personal development:

- Classrooms adapted to all kind of needs
- Digital Learning Center
- 3D printing room
- Sport hall
- Lounge area
- Kitchen space
- Student Clubs area





BSB: MORE THAN 120 YEARS OF EXPERTISE

Founded in 1899, BSB is an international Grande Ecole for teaching and research. For more than a century, Burgundy School of Business has been reinventing itself, offering its students a unique way of understanding the world and preparing them for the jobs of tomorrow.

Through an innovative curricula and tailor-made services, you'll join a close-knit community in a business school that offers personal guidance to help you develop your potential and build a career suited to your personality and strengths.

THE “GRANDE ECOLE” SYSTEM

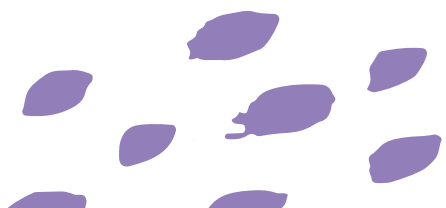
The French “Grandes Ecoles” are highly selective business and engineering schools accredited by the French Ministry of Education and recognised worldwide. This status confirms our close ties with the corporate world and therefore, studying at BSB offers students the opportunity to benefit from an exceptional network of companies and entrepreneurs.

Due to their exclusive nature, only about 2% of all international students who come to France study at a Grande École.

INTERNATIONAL FACULTY

Burgundy School of Business offers 12 English-taught programmes, and 43% of our professors are international.

Burgundy School of Business has a long tradition of welcoming international students: a pioneer in France, it was the first school in 1926 to offer a business education programme for foreign students.





OUR RICH HISTORY

- **1899** - Our institution opens its doors for the first time in Dijon.
- **1919** - The first American students join BSB.
- **1922** - BSB creates a study abroad grant to help French students see the world.
- **1963** - The first language laboratory is built in Dijon during the first extension of the campus.
- **1965** - Our students go to China on an exchange trip, the first of its kind for a French school.
- **1968** - BSB signs its first international exchange agreement with the Staatliche Höhere Wirtschaftsschule in Pforzheim, Germany.
- **2000** - We create our first international courses (offered in English, Spanish and German) and we develop management courses in a foreign language in the Grande École programme.
- **2022** - BSB has more than 200 international academic partners, 62% of which are accredited.

INTERNATIONAL RECOGNITION



BSB belongs to the Conférence des Grandes Écoles which brings together 41 Grandes Écoles de Management. All of them are recognised by the French government and delivering a Master's degree.



AACSB, EQUIS and AMBA are international accreditations that recognise business schools for the quality of their training. Accredited by AACSB since 2014, EQUIS since 2016 and AMBA in 2023, BSB is in the top 1% of all business schools worldwide with this impressive triple accreditation.

INTERNATIONAL COMMUNITY

With 25% of our student body and 43% of our faculty from overseas, you will be exposed to a variety of cultures which will help prepare you for an international career or diverse work environment.



WATCH OUR VIDEO

TO LEARN WHY INTERNATIONAL STUDENTS FROM OVER 81 COUNTRIES CHOOSE BSB AND WHAT THEY LOVE ABOUT STUDYING WITH US!

PATHFINDER™

REVEALING POTENTIAL

A UNIQUE SUPPORT SYSTEM,
FROM YOUR FIRST DAY AT BSB TO YOUR FIRST JOB.



At BSB, we believe in our students' potential.

The support we provide is designed to encourage all students to reveal their potential, develop their ambitions and make their personal and professional projects a reality. Our mission is to enable you to go beyond what you think you can achieve.

DEFINING YOUR PROJECT

It is all about you!

The starting point of our tailor-made support is the work you do with your coach. It leads you to:

- Create your self-map and be aware of your aspirations and values.
- Discover what makes you unique and cultivate your differences.
- Identify your strengths and potential.
- Define personal and professional goals that make sense to you.

A 3-DIMENSIONAL COACHING PLAN

The PATHFINDER™ system enables you to define, with your coach, your personalised professional project, in line with your aspirations and values.

You are the key player in your career!

Your PATHFINDER coach guides you from the definition of your project to your first job, implementing and monitoring a customised development plan with you.



PROFESSIONAL SUPPORT

Working with your coach helps you make strategic choices, strengthen your ability to enhance your profile, and transform your internships and work-study programmes into real professional springboards. The coherence of your project boosts your employability.



ACADEMIC SUPPORT

Your coach guides you at every stage of your studies, helping you make the right choices and bring coherence and ambition to your academic path.

Which modules and which specialisation should you choose? Which format should you consider: exchange semester or double degree? Which partner institution best suits your needs?

You are sure to make choices that are consistent with the path you design with your coach.



PERSONAL SUPPORT

Your coach will work with you to identify the soft-skills you need to make a difference starting from your first experiences, and will set up a personalised programme to develop new ones.

THE 3 MAIN SOFT-SKILLS CATEGORIES



**PATHFINDER™
WHAT MAKES THIS COACHING
UNIQUE?**

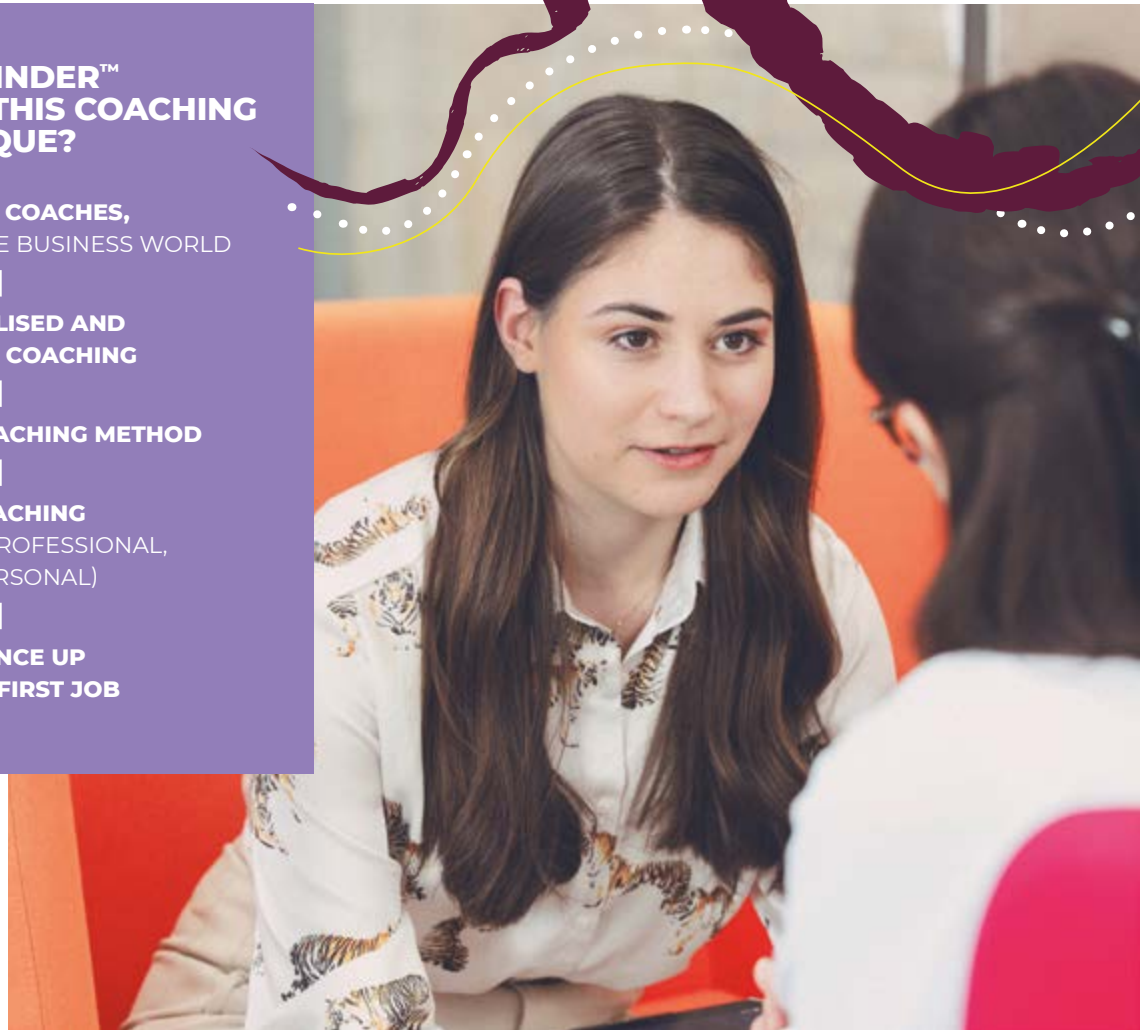
CERTIFIED COACHES,
CONNECTED TO THE BUSINESS WORLD

**PERSONALISED AND
UNLIMITED COACHING**

INNOVATIVE COACHING METHOD

3D COACHING
(ACADEMIC, PROFESSIONAL,
AND PERSONAL)

**GUIDANCE UP
TO YOUR FIRST JOB**



“

Pathfinder™ is a programme designed to help you get the most out of your years at BSB. Thanks to a personalised follow-up, with the use of an Artificial Intelligence tool and BSB resources, you will find the path that suits you, that will allow you to thrive. You set up your ambition and develop competencies that meet the needs of companies.

”

MATHILDE DESGARDINS
PATHFINDER PROJECT MANAGER

**AN INNOVATIVE
METHOD**

Pathfinder™ support combines human and artificial intelligence to co-construct a career path that is truly yours. It relies on a wide range of complementary tools combining proven and innovative methods, collective and individual work as well as human relations and digital devices.

**A PERSONAL
COACH**

All BSB coaches are experienced professionals, chosen for their professional expertise, connection with the business world, and their complementary skills. Your coach remains by your side throughout your entire study programme and becomes a key player in your training. This is why he or she is carefully chosen for you according to your profile, needs, motivations, and your difficulties.



MORE THAN 200 PARTNER UNIVERSITIES IN 56 COUNTRIES

BSB's global network enables you to explore the world and further enhance your international experience. Depending on your degree programme, you can choose to study abroad for a one-semester exchange or do a one-year dual degree.

- Dual degree programme
- One-semester exchange

AFRICA

Morocco

- ESCA Ecole de Management - Casablanca ●
- Groupe ISCAE Casablanca ●
- Université internationale de Rabat ●

Senegal

- Groupe ISM Dakar ●

South Africa

- University of Stellenbosch Business School (USB) - Cape Town Bellville ●
- University of Stellenbosch - Stellenbosch ●

NORTH AMERICA

Canada

- Brock University, St Catharines - Ontario ●●
- Carleton University - Ottawa, Ontario ●
- École des Sciences de la Gestion de l'Université du Québec à Montréal (ESG UQAM) ●
- Laurentian University/Université Laurentienne - Sudbury, Ontario ●
- Memorial University of Newfoundland St John's Newfoundland and Labrador ●
- Université de Moncton - New Brunswick ●
- Université du Québec à Chicoutimi (UQAC) ●
- University of New Brunswick St John ●●
- University of the Fraser Valley - Abbotsford, British Columbia ●
- Wilfrid Laurier University - Waterloo, Ontario ●

United States of America

- California State University - Fresno ●
- Clayton State University - Morrow, Georgia ●
- George Mason University - Fairfax ●
- Montana State University - Bozeman ●
- Ohio University - Athens ●
- Oklahoma State University - Stillwater ●●
- Sonoma State University ●
- Stetson University - DeLand, Florida ●
- Texas Christian University - Fort Worth ●
- The University of North Carolina at Greensboro ●
- University of Hartford ●
- University of Kentucky - Lexington ●●
- University of Michigan-Flint ●
- University of Nebraska at Omaha ●
- University of North Texas - Denton ●
- University of the Pacific - Stockton, California ●
- University of Wisconsin Whitewater ●
- Virginia Polytechnic Institute and State University (Virginia Tech) - Blacksburg ●

LATIN AMERICA

Argentina

- Pontificia Universidad Católica Argentina (UCA) - Rosario ●
- Universidad Argentina de la Empresa (UADE) - Buenos Aires ●
- Universidad Austral - Buenos Aires ●
- Universidad del CEMA ●
- Universidad de San Andrés - Buenos Aires ●
- Universidad Nacional de Cuyo - Mendoza ●

Brazil

- Escola Superior de Propaganda e Marketing (ESPM) - Sao Paulo, Porto Alegre - Rio de Janeiro ●
- IBMEC Rio de Janeiro ●
- INSPER, Sao Paulo ●
- Pontificia Universidade Católica do Paraná (PUCPR) - Curitiba ●

Chile

- Universidad de Concepción ●
- Universidad de los Andes ●
- Universidad de Talca ●
- Universidad Técnica Federico Santa María - Valparaíso ●

Colombia

- Pontificia Universidad Javeriana - Cali ●
- Universidad del Norte - Barranquilla ●

Mexico

- CETYS Universidad ●
- EGADE Business School - Tecnológico de Monterrey ●●
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) ●
- Universidad Autónoma de Yucatán - Mérida ●●
- Universidad Jesuita de Guadalajara (ITESO) ●
- Universidad Panamericana - Guadalajara ●
- Universidad de Monterrey ●
- Universidad Marista de Mérida ●

Peru

- CENTRUM PUCP Business School ●
- Pontificia Universidad Católica del Perú ●
- Universidad de Piura (UDEP) - Lima ●
- Universidad del Pacífico ●

Uruguay

- Universidad de Montevideo ●

Venezuela

- IESA ●

ASIA

Cambodia

- Royal University of Law and Economics ●

China

- Beijing Jiaotong University ●
- Hong Kong Baptist

India

- IILM Institute of Higher Education - New Delhi ●
- IMT Ghaziabad - Institute of Management Technology ●
- ISBR Business School - Bangalore ●
- Management Development Institute Gurgaon ●
- University (HKBU) ●●
- Lingnan University ●
- Shanghai University, MBA Center ●
- Southwestern University of Finance & Economics - Chengdu ●
- Sun Yat-sen University - Guangzhou ●
- University of International Business & Economics (UIBE) - Beijing ●
- Zhejiang University - Hangzhou ●

Indonesia

- Binus University - Jakarta ●
- Universitas Gajah Mada - Jakarta & Yogyakarta ●

Indonesia

- Binus University - Jakarta ●
- Universitas Gajah Mada - Jakarta & Yogyakarta ●

Japan

- Akita International University ●
- Kwansei Gakuin University - Nishinomiya ●
- Nagoya University of Commerce & Business (NUCB) ●
- Ritsumeikan Asia Pacific University - Beppu ●
- Sophia University - Tokyo ●

Malaysia

- Taylor's University - Kuala Lumpur ●
- Universiti Utara Malaysia, Sintok ●

Philippines (The)

- Ateneo de Manila University ●

South Korea

- Ajou University ●
- EWHA Womans University - Seoul ●
- Hanyang University - Seoul ●
- INHA University - Seoul ●
- Kyungpook National University - Daegu ●
- Sogang University - Seoul ●
- SolBridge International School of Business - Daejeon ●●

Singapore

- Nanyang Technological University, Singapore ●

Taiwan

- Feng Chia University - Taichung ●
- Fu Jen Catholic University - Taipei ●
- National Chengchi University - Taipei ●
- National Yang Ming Chiao Tung University ●
- National Sun Yat-Sen University - Kaohsiung ●●
- Soochow University - Taipei ●

Thailand

- Mahidol University, International College - Bangkok ●
- Thammasat Business School - Bangkok ●

Vietnam

- National Economics University - Hanoi ●

CENTRAL ASIA

Kazakhstan

- Almaty Management University ●

EUROPE

(EU / OUTSIDE EU)

Austria

- Vienna Fachhochschule bfi Wien ●●

Belgium

- Ghent University ●
- HEC - École de Gestion de l'Université de Liège ●
- ICHEC - Brussels Management School ●
- Solvay Brussels School of Economics & Management, ULB ●

Croatia

- ZSEM - Zagreb School of Economics & Management ●

Czech Republic

- Prague University of Economics and Business ●

Denmark

- Aalborg University's business School ●
- University of Southern Denmark - Odense ●

Estonia

- Estonian Business School - Tallinn ●

Finland

- JAMK University of Applied Sciences - Jyväskylä ●
- Lappeenranta University of Technology ●
- University of Oulu ●

Germany

- Friedrich-Alexander Universität Erlangen Nürnberg ●
- HHL - Leipzig Graduate School of Management ●
- Hochschule Geisenheim University ●
- Hochschule Pforzheim ●●
- Hochschule für Technik und Wirtschaft - HTW Berlin ●●
- Katholische Universität Eichstätt-Ingolstadt ●
- Ludwig-Maximilians-Universität München (LMU) ●
- Universität Bayreuth ●
- WWU Münster - University of Münster ●

Greece

- ALBA Graduate Business School at the American College of Greece - Athens ●
- Athens University of Economics & Business ●

Hungary

- Corvinus University of Budapest ●
- University of Pécs ●

Ireland

- Dublin City University Business School ●
- Kemmy Business School, University of Limerick ●
- J.E. Cairnes School of Business of Economics University of Galway ●●
- Trinity Business School, Trinity College Dublin ●
- University College Cork ●

Italy

- LUISS Business School - Rome ●●
- UniFi Università Degli Studi Di Firenze ●
- Università Carlo Cattaneo - LIUC - Castellanza ●●
- Università Cattolica del Sacro Cuore, Milan ●
- Università de Sassari ●
- Università di Pisa ●

Latvia

- RISEBA University of Applied Sciences, Riga ●

Lithuania

- ISM Uuniversity of Management & Economics - Vilnius ●

Netherland (The)

- University of Groningen ●

Norway

- BI Norwegian Business School - Oslo ●
- NHH- Norwegian School of Economics- Bergen ●

Poland

- Cracow University of Economics ●
- Kozminski University - Warsaw ●

Portugal

- ISEG - Lisbon ●
- Universidade Católica Portuguesa Porto, Católica Porto Business School ●

Romania

- UBB / Babes-Bolyai University - Cluj ●

Russia

- Lomonosov Moscow State University Business School ●
- RANEPA Institute of Business Studies Moscow (IBS) ●

Slovenia

- University of Ljubljana - School of Economics and Business ●

Sweden

- Jönköping International Business School ●
- Karlstad University ●
- Mälardalen University - Västerås ●
- Umeå University ●●

Spain

- Colegio Universitario de Estudios Financieros (CUNEF) - Madrid ●
- ESIC Business & Management School, Campus Madrid ●
- Universidad Autónoma de Madrid ●
- Universidad Complutense de Madrid ●
- Universidad de Cantabria - Santander ●
- Universidad de Granada ●●
- Universidad de Navarra - Pampelune ●
- Universidad de Salamanca ●
- Universitat Autònoma de Barcelona ●●
- Universitat de València ●

Switzerland

- University of Applied Sciences & Arts Northwestern Switzerland - FHNW - Basel ●
- ZHAW - Zürich University of Applied Sciences - Winterthur ●

Turkey

- Bilkent University - Ankara ●
- Sabancı University - Tuzla/Istanbul ●
- Universitè Galatasaray - Istanbul ●

United Kingdom

- Northumbria University - Newcastle ●●
- Nottingham Trent University ●
- Oxford Brookes University ●
- University of Hertfordshire - Hatfield ●
- University of Hull ●
- University of Nottingham ●
- University of Warwick - Coventry ●
- University of Surrey - Guildford ●

MIDDLE EAST

Lebanon

- ESA Business School ●

United Arab Emirates

- Abu Dhabi University - The College of Business Administration ●
- United Arab Emirates University ●
- University of Dubai ●

OCEANIA

Australia

- Curtin University - Perth ●
- La Trobe University - Melbourne ●
- Macquarie University - Sydney ●
- The University of Newcastle ●
- University of Western Australia - Perth ●

New Zealand

- Massey University - Auckland ●

Boost your employability and stand out from the crowd with one of our 40 international dual degrees from our partner institutions around the world.



↑ SolBridge International School of Business - Daehon - MBA



↑ Northumbria University - Newcastle - UK - MSc International Finance & Investment



↑ EGADE Business School - Mexico - Tecnologico de Monterrey Maestria en Finanzas

EXPLORE
ALL YOUR OPTIONS
HERE





YOUR VERY OWN BSB ALUMNI NETWORK

By joining BSB, you will also build our community of 18,000 graduates worldwide, which gives you support, knowledge-sharing and partnership opportunities during your studies and throughout your career.



Cécile Lochard
BSB class of 1997

CHIEF SUSTAINABILITY
OFFICER
GUERLAIN

GUERLAIN



Philippe Pinatel
BSB class of 1996

GLOBAL
PRESIDENT
MAC COSMETICS

MAC



Magali Bohn
BSB class of 1993

HEAD OF GLOBAL SALES
- CYBERSECURITY
GOOGLE

Google



Julien Quety
BSB class of 2003

SENIOR PRODUCT
MANAGER
APPLE



Anais Iller
BSB class of 2019

SALES AND FINANCE
ANALYST
MOËT HENNESSY

MoëtHennessy



Angeliki Papagiannakou
BSB class of 2017

DATA ANALYST
& PROJECT MANAGER
EY



Dimitri Hebert
BSB class of 2019

WINE BUYER
EVINO



Jose Bont-van Galen
BSB class of 2008

CUSTOMER JOURNEY
SPECIALIST
ABN AMRO BANK N.V.

A SUPPORT NETWORK FOR LIFE

ONLINE NETWORKING PLATFORM

Find all the information you need to grow and maintain your BSB alumni network: geolocalised alumni directory, calendar, events and exclusive job offers.

ALUMNI EVENTS

With the support of its leading alumni, BSB organises numerous meet ups in France and abroad. These events allow you to strengthen your network and expose you to new perspectives.

Your calendar will be full of after work networking events, thematic workshops and training sessions, VIP invitations to the Meet-Up Inspiring Leaders conferences, special offers for trade fairs and events (such as Vivatech or Vinexpo), and graduation anniversaries.





18,000 GRADUATES

80%

OF OUR GRADUATES
FOUND A JOB IN LESS
THAN 4 MONTHS*

**UP TO
€48,000**

AVERAGE GROSS
ANNUAL SALARY
3 YEARS AFTER GRADUATION

*2022 Insertion CGE survey

OUR DIFFERENT MASTER PROGRAMMES

Burgundy School of Business welcomes international students with a bachelor degree in any field of study. All programmes deliver ECTS credits and are fully AACSB and EQUIS accredited.

2-YEAR PROGRAMME

MASTER IN MANAGEMENT - GRANDE ECOLE

ACADEMIC DEGREE



120 ECTS

THIS PROGRAMME:

- Requires a minimum 3-year bachelor's degree.
- Provides you with a solid academic background in business and management.
- Is fully recognised by the French Ministry of Education.
- Offers you up to 14 months of work experience.
- Is fully recognised by employers offering internships and job opportunities.
- No background in business or management is necessary to apply.

1-YEAR PROGRAMMES

MASTER OF SCIENCE PROGRAMMES

PROFESSIONALISING DIPLOMAS

60 ECTS each

THESE PROGRAMMES:

- Require a minimum 3-year bachelor's degree. Students with a 4-year bachelor's degree are eligible for our internal dual degree.
- Provide you with strong practical knowledge and a high level of expertise enabling you to enter the job market right away.
- Give you hands-on learning experiences thanks to numerous field trips in France and abroad.
- No background in business or management is necessary to apply for the majority of our Master of Science programmes.

CHOOSE FROM:

- MSc Artificial Intelligence & Digital Technology Management.
- MSc Arts & Cultural Management.
- MSc Climate Change & Corporate Finance.
- MSc Corporate Finance & Investment Banking.
- MSc Data Science & Organisational Behaviour.
- MSc Green Tech & Sustainable Societies.
- MSc Luxury Management & Innovation.
- MSc Wine Management.



DOUBLE THE DEGREE. DOUBLE THE JOB OPPORTUNITIES. CUT THE COST.

If you hold a 4-Year bachelor degree in business related studies, BSB offers you the exciting opportunity to double the degree while cutting the cost.



HOW TO QUALIFY

In order to be eligible, you must:

- Enrol in one of BSB's 1-year master programmes
- Pass the academic evaluation committee

TUITION FEES:

The cost of the Master of Science programme

DURATION:

12 months starting in September

If you want to study on the Master in Management programme, you can also receive a double diploma:

- **Register for the Master in Management degree,**
- **During your second year, choose the internal double diploma option and select one of our 8 Master of Science programmes.**

You will receive two certificates at graduation: the Master in Management diploma and the MSc diploma.

MASTER IN MANAGEMENT – GRANDE ECOLE PROGRAMME

THE CRÈME DE LA CRÈME OF POSTGRADUATE QUALIFICATIONS

As the most prestigious degree of its kind in France, this programme is renowned for its high standards and intense academic rigour.



BSB's Master in Management – Grande Ecole programme is accredited by the French Ministry of Higher Education, Research and Innovation.

WORLDWIDE RECOGNITION

Burgundy School of Business is ranked 62nd in the world* (up 1 place) and 53rd in Europe, standing out as the 7th French business school in terms of career progression*. Our *Grande Ecole Programme* is ranked 14th in France*.



FINANCIAL
TIMES

**2022 FT MIM ranking.*

THE 4 PILLARS ADDRESSING 4 KEY ISSUES FOR THE FUTURE

Throughout your curriculum, you will be trained in 4 societal challenges. Understanding these issues will enable you to carry out your projects effectively and evolve throughout your professional life with agility.

Bootcamps, innovation challenges, modules, conferences, and more. BSB offers you many opportunities to develop your skills, critical mind, taste for challenge, and ability to analyse and take a step back.

DIGITALISATION

Big data, Blockchain, Artificial Intelligence, etc. Using these new technologies and questioning their ethical and deontological implications.



SUSTAINABLE DEVELOPMENT

Raising awareness of climate, natural resources, energy, health, social justice, helping you to become a responsible manager and to contribute to a more sustainable world.



GLOBALISATION

Understanding globalisation through its challenges: economic activity in emerging markets, financialisation of the economy, economic nationalism, increase in international regulations, etc.



HUMANITIES

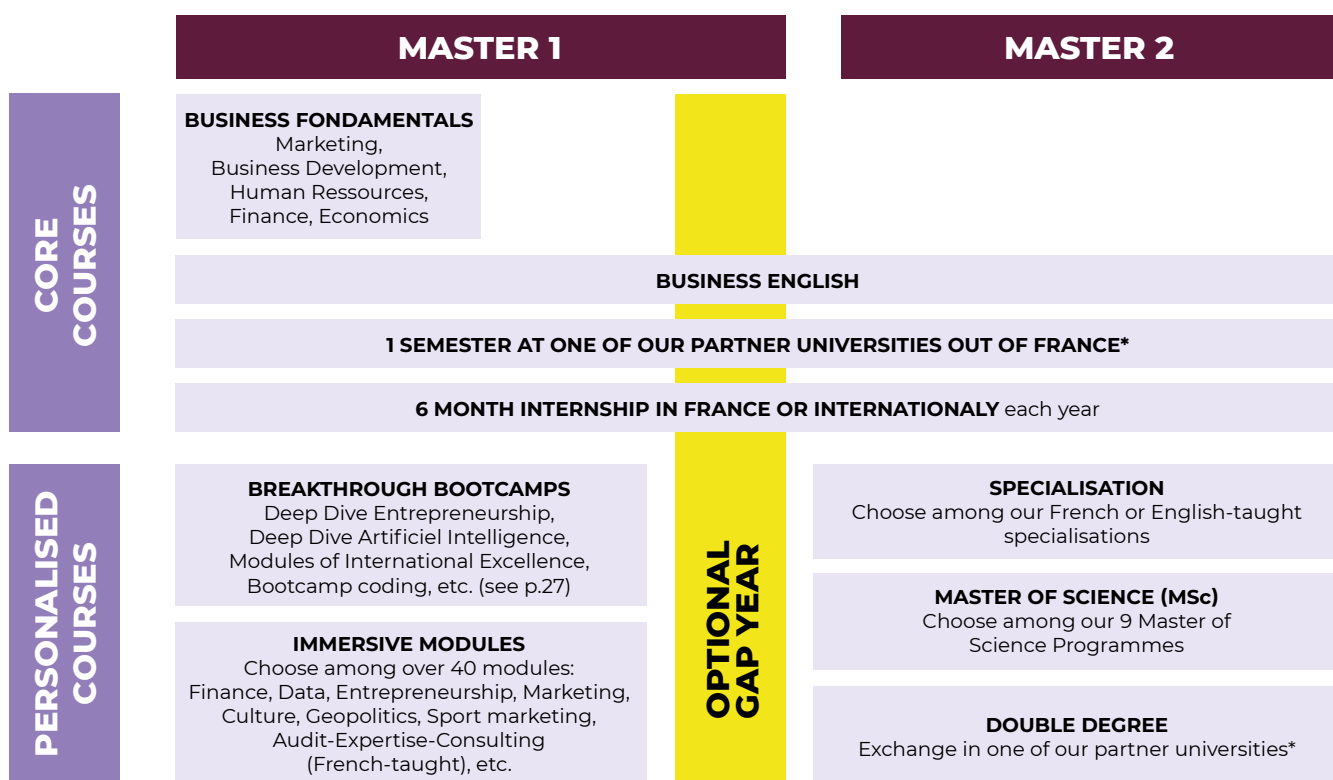
Understanding complexity through interculturality and openness to the world.



CHOOSE YOUR OWN PATH



At BSB, there is no such thing as a standard curriculum! As soon as you enter the school, you are involved in the definition of your academic path. Backed up by your Pathfinder coach, you can choose from numerous modules and specialisations in order to build a programme tailored to your professional project.



*A Double Degree at one of our universities waives the required semester.

THE GAP YEAR - MASTER'S WITH WORK EXPERIENCE

The Master in Management is usually a two-year degree, however, you have the possibility to take an optional gap year at the end of the first semester. This adds a full year of work experience before you begin your second semester.

If you are fluent in French, then this is an excellent opportunity to gain insight into a company's day-to-day operations, build or reinforce your professional experience, and boost your employability.

- Taught in English or French
- 2-year programme
- 120 ECTS
- Intake: September
- 2023 fees: €12,500 for one year
- Campus: Dijon and Lyon

6 EXPERTISE AREAS TO THRIVE IN WHAT YOU LOVE

One programme, two degrees

When joining the Master in Management at BSB, you will obtain a double degree.

You will graduate from the BSB Master in Management programme, with a Master of Science (MSc) or a degree from one of our international partners.

This double degree is a strong asset for recruiters: it makes your career path atypical and shows your dedication.

FINANCE, ACCOUNTING, AUDITING & CONSULTANCY



Master of Science programmes (MSc)

- ▀ MSc Corporate Finance & Investment Banking *English-taught*
- ▀ MSc Climate Change & Corporate Finance *English-taught*

Specialisations

- ▀ Audit-Expertise-Conseil
- ▀ Contrôle financier
- ▀ Banque et Gestion du Patrimoine
- ▀ Finance d'Entreprise

International Dual Degrees (examples)

- ▀ Master of Science International Finance & Investment, Northumbria University - Newcastle, United Kingdom
- ▀ Maestría en Finanzas, EGADE Business School, Mexico
- ▀ Master of Science Applied Accounting & Finance, Hong Kong Baptist University - Hong Kong, China

ORGANISATIONAL MANAGEMENT



Master of Science programmes (MSc)

- ▀ MSc Data Science & Organisational Behaviour *English-taught*

Specialisations

- ▀ International Business *English-taught*
- ▀ Ressources Humaines

International Dual Degrees (examples)

- ▀ MBA in International Business, National Sun Yat Sen - Kaohsiung, Taiwan
- ▀ Master of Business Administration, Brock University - Canada
- ▀ Master of Business Administration, Oklahoma State University, USA
- ▀ MSc in Data Analytics and Business Economics - Hong Kong Baptist University - Hong Kong, China

MARKETING

Master of Science programmes (MSc)

- ▀ MSc Luxury Management & Innovation *English-taught*

Specialisations

- ▀ Stratégie Commerciale
- ▀ Marketing Produit et Communication
- ▀ Communication - Événementiel
- ▀ Marketing Digital - Lyon Campus

International Dual Degrees (examples)

- ▀ Master in Fashion & Luxury Management, LUISS Business School - Rome, Italy
- ▀ Master of Science Digital Marketing, Northumbria University - Newcastle, United Kingdom
- ▀ Master of Science specialisation in Marketing Analytics, Solbridge International School of Business - Daejeon, South Korea

ENTREPRENEURSHIP & INNOVATION

Master of Science programmes (MSc)

- ▀ MSc Green Tech & Sustainable Societies - Lyon Campus *English-taught*
- ▀ MSc Artificial Intelligence & Digital Technology Management - Lyon Campus *English-taught*

Specialisations

- ▀ Entrepreneuriat et Management de PME

International Dual Degrees (examples)

- ▀ Master in Industrial Sales & Innovation Management, HTW - Berlin, Germany
- ▀ Master of Science specialisation in Technology Entrepreneurship & Innovation, Solbridge University - Daejeon, South Korea

WINE MANAGEMENT

Master of Science programmes (MSc)

- ▀ MSc Wine Management *English-taught*

Specialised Master's (MS)

- ▀ MS CIVS - Commerce International des Vins et Spiritueux

International Dual Degrees (examples)

- ▀ Hochschule Geisenheim - University, Germany - Taylor's University (Hospitality Management) Kuala Lumpur, Malaysia
- ▀ Sonoma State University - California, USA

*2021 EDUNIVERSAL Ranking



ARTS & CULTURAL MANAGEMENT

Master of Science programmes (MSc),

- ▀ MSc Arts & Cultural Management *English-taught*

Specialised Master's (MS)

- ▀ MS MECIC Paris - Management of Cultural Enterprises & Creative Industries - Paris Campus

International Dual Degrees (examples)

- ▀ Master Museumsmanagement und - Kommunikation, HTW Berlin, Germany

*2022 EDUNIVERSAL Ranking



A B2 language level is required for specialisations taught in French.



OUR MODULES OF INTERNATIONAL EXCELLENCE

BSB's Master in Management Grande Ecole programme offers about 45 modules for you to choose from throughout your course.

In each of them, you will:

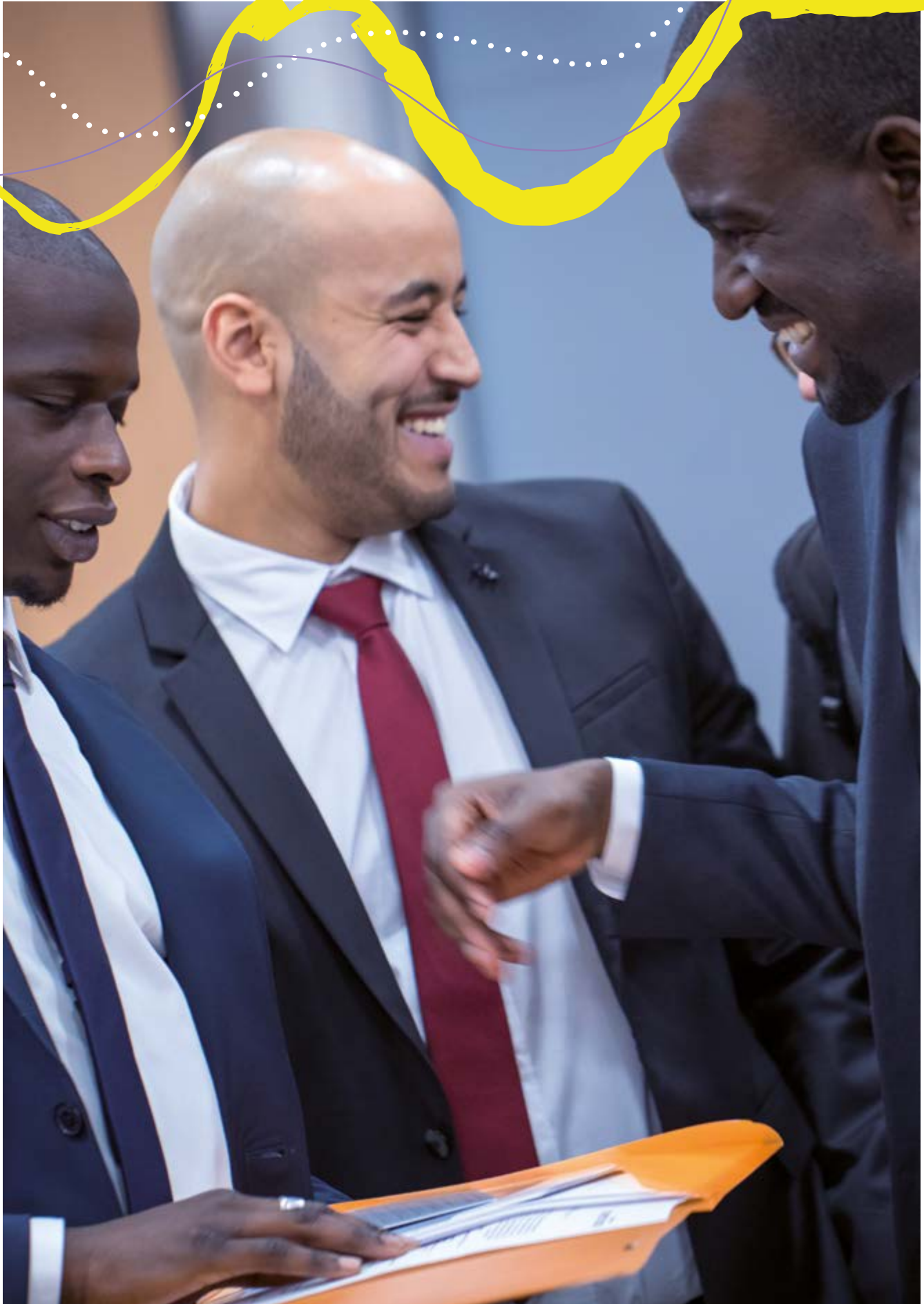
Be taught by BSB professors who are recognised internationally for their expertise,

Benefit from visiting prestigious international professors,

Gain professional insight in various fields.



- ✓ LUXURY BRANDING MANAGEMENT**
 Curtin University, Curtin Business School, Australia
- ✓ VALUE CO-CREATION IN SPORT MANAGEMENT**
 University of Bayreuth, Germany
- ✓ REPUTATION MANAGEMENT FOR THE MODERN BUSINESS**
 University of Stellenbosch Business School, South Africa
- ✓ MARKETING FOR ENTREPRENEURS**
 University of North Texas, College of Business, USA
- ✓ INTERNATIONAL FINANCE**
 Ljubljana University, Faculty of Economics, Slovenia
- ✓ CRISIS MANAGEMENT**
 Brock University, Goodman School of Business, Canada
- ✓ NETWORKS AND INTERNATIONAL STRATEGIC ALLIANCES**
 Nottingham Trent University, Nottingham Business School, United Kingdom
- ✓ AUTOMATION, ARTIFICIAL INTELLIGENCE & MULTINATIONAL BUSINESS**
 Nagoya University of Commerce & Business (NUCB), Japan



1-YEAR SPECIALISED GRADUATE PROGRAMMES: THE KEY TO YOUR EMPLOYABILITY

Built upon strong business fundamentals and real-world situations, BSB's postgraduate programmes will provide you with the skills you need to succeed in today's complex and changing world.

BSB STUDENTS
HAVE RECEIVED
JOB OFFERS
**FROM TOP
GLOBAL COMPANIES**

altran



AIRBUS



Deloitte.



HAYS Recruiting experts worldwide



HARIBO



IBM



KPMG

LVMH
MOÛT HENRI LUYDÈRE & COMPAGNIE



MSc LUXURY MANAGEMENT & INNOVATION

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Dijon

The Master of Science Luxury Management & Innovation is a unique postgraduate programme that transforms students into confident managers in the global luxury industry.

Through a rich variety of modules, you will enhance your knowledge, development and application of critical thinking skills as well as practice negotiation skills, problem-solving techniques, and effective decision making.



FIND OUT MORE ABOUT
THE MSc LUXURY
MANAGEMENT AND INNOVATION

WHAT YOU WILL LEARN

The MSc Luxury Management & Innovation provides more than 450 hours of teaching in:

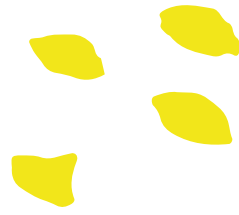
- Global marketing strategy
- Consumer behaviour and psychology of luxury
- Manufacturing strategies for fashion and luxury brands
- Online and remote negotiation
- Reinventing luxury
- Fashion forecasting



FEEL THE ULTRA LUXURY EXPERIENCE

- Study in Dijon located between two major luxury hubs: Paris and Switzerland.
- Join a retail safarie in France and benefit from a field trip to Switzerland to visit top luxury centres in automotive, fashion, jewellery, perfumery, or watchmakers.
- Get a 360° approach of the luxury industry to understand cultural differences, consumer behaviour, and the role of innovation.
- Enhance your in-depth knowledge of the luxury industry through our strong partnership with Curtin University and the University of Monaco's Mark Challenge.
- Solve real case studies from partner companies with academic, pragmatic and disruptive approaches.

MSc ARTS & CULTURAL MANAGEMENT



AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Dijon

The MSc Arts & Cultural Management will provide you with the business knowledge and skills to lead arts and culture organisations effectively and responsibly. Through a very practical approach, the programme will provide you with an overview of arts and cultural industries in their historical, sociological and economic context, combined with a strong knowledge of arts marketing and budgeting, cultural entrepreneurship and engineering, intellectual property and copyright. You will learn about the most recent trends in fundraising, digitalisation and new communication strategies, destination governance and territorial development in an international context.

Combining core courses with field trips and meetings with professionals from the sector, you will be prepared to meet the demands of the complex art and culture industry.



FIND OUT MORE ABOUT
THE MSc ARTS AND
CULTURAL MANAGEMENT

WHAT YOU WILL LEARN

The teaching programme is organised to include these four dimensions :

- arts in context: historical, socio-economic and political contexts (semester 1)
- arts and cultural management and entrepreneurship (core courses semester 1)
- advanced arts and cultural management and entrepreneurship (semester 2)
- cultural tourism development and governance (semester 2)

Courses are designed over the two semesters and modules are grouped into four sections.

During the first semester international students will be required to attend a course in French language. This is a requisite for the study visits to some French cultural institutions (activities carried out in French).



PROGRAMME HIGHLIGHTS

- A one-week field trip to a European capital including a series of study visits and conferences.
- An exceptional location in Dijon, France, a huge cultural hub with several international and local organisations.
- Organisation of a contemporary art exhibition or cultural event that teaches you how to work collaboratively with artists at all levels: management, communication, and logistics.
- A unique programme that combines online and offline arts, offering a 360° vision of perspectives and approaches.

SPONSORED BY



MSc GREEN TECH & SUSTAINABLE SOCIETIES

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Lyon

The MSc Green Tech & Sustainable Societies degree will enable you to think critically - using both your hard and soft skills - to evaluate and design practices, technologies, and systems that bring sustainable solutions to communities and organisations.

Through case studies and practical projects, you will learn how to find and develop a competitive advantage for companies specialising in chemicals and materials, transport and mobility, and energy transition.



KEY FOCUS AREAS

- Globalisation challenges
- Global sustainable supply chain management
- Business intelligence and strategy
- Sustainable practices in small and mid-sized enterprises
- International human resource management
- Contemporary managerial philosophies
- Corporate governance and managerial ethics

BECOME A RESPONSIBLE LEADER OF TOMORROW'S WORLD

- Learn how to develop sustainability strategies for an existing company or for your own business.
- Understand how to apply new eco-technologies in a historical, political and socioeconomic context.
- Work through a project based curriculum designed around a learning by doing approach, mixing theory and practice.
- Benefit from our brand new Lyon campus, linked to international and local organisations.
- Join a field trip in Paris to discover green tech companies and expand your network.



FIND OUT MORE
ABOUT THE MSc
GREEN TECH AND
SUSTAINABLE SOCIETIES



SPONSORED BY

Stéphanie Bernard
EXECUTIVE COMMITTEE DIRECTOR
TECHNOLOGY & SUPPORT SERVICES
BSB class of 1996



MSc ARTIFICIAL INTELLIGENCE & DIGITAL TECHNOLOGY MANAGEMENT

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Lyon

Taught from our Lyon campus, the Master of Science in Artificial Intelligence & Digital Technology Management enhances your ability to acquire the critical skills needed today to navigate in our increasingly complex and dynamic digital world.

Our degree is among the first global programmes specialising in artificial intelligence and digital technology for business management.



WHAT YOU WILL LEARN

- Artificial intelligence and machine learning
- Collaborative economies in the digital age
- Using analytical tools to interpret data for business purposes
- Creativity and innovation management
- Digital consumer behaviour
- Writing business plans and pitches
- Business game simulations
- Digital entrepreneurship

WHY CHOOSE THIS PROGRAMME?

- Get ahead and master the technologies needed to become a successful AI manager in a rapidly evolving sector.
- Benefit from a unique combination of technical and managerial leadership skills, hard skills and soft skills.
- Sponsored by the French Tech and the Digital League, two major local organisations dedicated to digital innovation.
- Live in Lyon: the second biggest digital ecosystem in France with 50,000+ jobs in the digital field.
- Go on a field trip to a major event in Europe (location changes each year) to get a unique immersive experience.



FIND OUT MORE ABOUT
THE MSc ARTIFICIAL
INTELLIGENCE AND DIGITAL
TECHNOLOGY MANAGEMENT

MSc CORPORATE FINANCE & INVESTMENT BANKING

SPONSORED BY

Hervé Housse
EXECUTIVE COMMITTEE
GLOBAL HEAD OF INSPECTION & AUDIT
BSB class of 1987

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AT A GLANCE

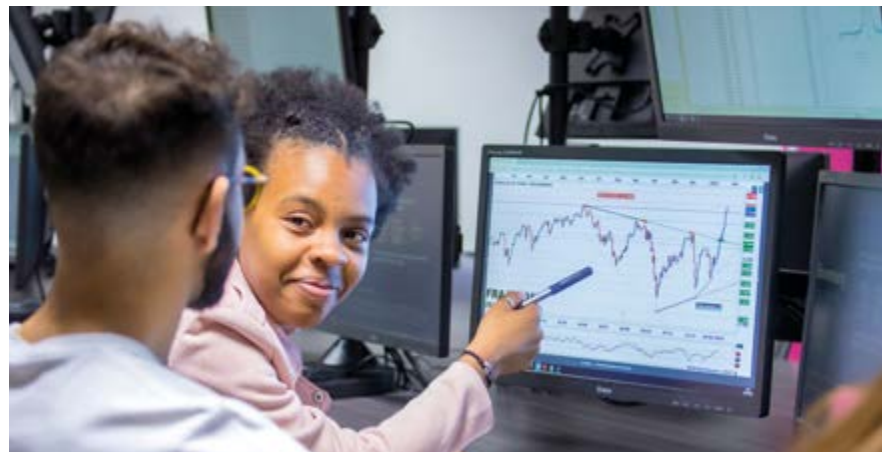
- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in mathematics, statistics, economics or equivalent subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Dijon

The MSc Corporate Finance & Investment Banking provides more than 400 hours of teaching in:

- Corporate finance and financial planning
- Institutional markets dynamics
- Derivatives, risk and hedging
- Financial strategy
- Merger and acquisition

50 hours of corporate insights:

- Seminars and applied conferences
- Professional meetings with industry specialists



The Master of Science Corporate Finance & Investment Banking aims to cultivate and develop an advanced knowledge of international business management and finance.

This programme was built around the CFA requirements, providing you with the necessary skills and expertise to succeed in the challenging careers of investment banking, private equity, corporate banking and the financial advisory sector.

PROGRAMME HIGHLIGHTS

- CFA certification training is included in the curriculum, level 1 and level 2.
- Learn techniques to assess company valuations, manage cash flow, engage in market risk analysis and raise capital in financial markets.
- Taught in Dijon with exclusive access to our Bloomberg sponsored trading room.
- Get engaged in buy-side or sell-side research roles, acquiring in-depth knowledge of corporate decision-making in an international arena.
- Innovative teaching methods including bootcamps, field trips and participation in the CFA Challenge, one of the most renowned business games in the world with endless networking opportunities.



FIND OUT MORE ABOUT
THE MSc CORPORATE FINANCE
AND INVESTMENT BANKING

SPONSORED BY

Hervé Housse
EXECUTIVE COMMITTEE
GLOBAL HEAD OF INSPECTION & AUDIT
BSB class of 1987



MSc CLIMATE CHANGE & CORPORATE FINANCE

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in mathematics, statistics, economics or equivalent subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Dijon

The Master of Science Climate Change & Corporate Finance is designed for demanding students who aim to combine both the expertise of traditional financial analysis and sustainable finance. In this programme, you will be introduced to a growing concern for the transition from a carbon economy to a sustainable economy and will acquire the knowledge and skills necessary to meet future business requirements.

The purpose of this programme is to develop a new generation of professionals who will be driving change in the world of finance. It is aimed at students with strong mathematical and technical skills who want to have an impact on society, even if they have not yet acquired the necessary environmental skills.

It will provide you with the knowledge, techniques and skills to guide investment, acquisition, cash flow, risk and capital raising choices to produce both financially and environmentally attractive outcomes.

In addition to conventional analytics skills, the MSc Climate Change & Corporate Finance will provide you with pioneer training regarding the new wave in finance. The programme is designed to challenge every bit of your abilities to join the ever-growing green finance business.

DRIVING CHANGE IN THE WORLD OF FINANCE

This is an innovative, avant-garde programme based on the latest studies and research to introduce you to the latest environmental concerns and needs for societies to transition from a carbon economy to a sustainable economy.

DISTINCTIVE FEATURES

- In the Top 3 best European programmes combining Climate Change and Finance.
- Get investment banking expertise and a scientific vision for solving the economic challenges of ecological transition.
- Learn about the strategies and frameworks to understand financial risks posed by social and sustainability issues.
- Participate in an exclusive professional challenge around clean tech.
- Specialise in green investment opportunities in renewable energy and clean technologies.



FIND OUT MORE ABOUT
THE MSc CLIMATE CHANGE
AND CORPORATE FINANCE

SPONSORED BY



MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in mathematics, statistics, business or psychology
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€14,000
- **Campus:**
Dijon

The Master of Science Data Science & Organisational Behaviour has a unique structure: the academic portion is related to our world-famous research lab LESSAC and the professional component is sponsored by our partner PwC Luxembourg.

This high level programme trains you to be able to manage data in order to influence behaviour, and show how data can be useful at all levels of a company, offering a wide range of career options.



FIND OUT MORE ABOUT
THE MSc DATA SCIENCE AND
ORGANISATIONAL BEHAVIOUR

WHAT YOU WILL LEARN

An exclusive programme in Europe, this MSc enables you to understand and modify decision making, and deal with big data in organisations. It provides you with an outstanding opportunity to advance your coding skills, and will allow you to carry out research projects in a professional environment.

The curriculum includes:

- Two field trips: one to the *Marché du Brionnais* and a 3-day trip to PwC Luxembourg. Students also attend to scientific seminars and experimental economics conferences (ESA 2019 and ASFE 2021 for instance)
- Immersion in the professional world at all times: 25% classes provided by experts during the whole year
- Data science methods, experimental methods and gamification, ICT tools, programming tools.

WHY CHOOSE THIS PROGRAMME?

- The programme is based on the LESSAC (Laboratory for Experimentation in Social Sciences and Behavioral Analysis) created in 2008): the largest experimental economics platform in Europe and one of the top players in research.
- Our partner, PwC Luxembourg, designed the programme to blend theoretical and practical knowledge based on their expertise and analysis of market patterns.
- You'll get the skills to manage and transform data at all levels in order to understand and influence behaviour.
- The programme is an intersection between IT tools and behavioural strategy, allowing you to work in many areas of a business such as marketing, finance, HR, or management.



THE SCHOOL OF WINE AND SPIRITS BUSINESS

SPONSORED BY

Edouard Bajot
DIRECTOR FINE WINE E.M.E.A
Master of Wine



E&J Gallo Winery

IMMERSE YOURSELF IN
OVER 2,000 YEARS OF WINE CULTURE.



TOP 6 REASONS TO CHOOSE THE SCHOOL OF WINE & SPIRITS BUSINESS

- Exclusive location in the heart of Burgundy, France
- Cutting-edge education
- Outstanding faculty
- International perspectives
- Career empowerment
- Unique study environment and support network



MBA WINE & SPIRITS BUSINESS

An intense executive programme to master the strategic aspects of the global wine and spirits market.

- High level knowledge and networking
- 5 weeks of field trips included (France, New York, London, Greece, Germany)
- WSET training wine and spirits with a Master of Wine
- Free intensive French classes for 45 hours
- Outstanding learning environment in the School of Wine & Spirits Business, a world pioneer and industry leader.



*FIND OUT MORE ABOUT
THE MBA WINE AND SPIRITS BUSINESS*

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
90 ECTS
- **Eligibility:**
a Bachelor's degree in any subject and more than 3 years of work experience
- **Language requirements:**
IELTS 6.5 or TOEIC 800
- **2023 Fees:**
€32,000
- **Campus:**
Dijon

MSc WINE MANAGEMENT

This holistic programme allows students to obtain a global understanding of the wine and spirits industry, plus gain management and financial skills.



*FIND OUT MORE ABOUT
THE MSc WINE MANAGEMENT*

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
90 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80
- **2023 Fees:**
€17,000
- **Campus:**
Dijon





FRENCH-TAUGHT MASTER'S PROGRAMMES

MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX



Launched in 1988, the School of Wine & Spirits Business' long-running programme is the first ever postgraduate programme in wine and spirits management.



FIND OUT MORE ABOUT
THE MS COMMERCE INTERNATIONAL
DES VINS ET SPIRITUEUX

*2021 EDUNIVERSAL Ranking

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time or part-time
- **Credits:**
75 ECTS
- **Eligibility:**
French Master's or international Bachelor's degree + proven passion for wine and spirits
- **Language requirements:**
French level: TCF / TEF : C1 + good level of English tested during the interview
- **2023 Fees:**
€14,500
- **Campus:**
Dijon (full-time) or Paris (part-time)

MS MANAGEMENT DES ENTREPRISES CULTURELLES ET INDUSTRIES CRÉATIVES



Taught from our Paris campus, the MS Management des Entreprises Culturelles et Industries Créatives (MS MECIC Paris) is designed for students and young professionals wishing to specialise in the creative industries, as well as people with artistic backgrounds who want to acquire skills in marketing and communications.



FIND OUT MORE ABOUT
THE MS MECIC PARIS

*2022 EDUNIVERSAL Ranking

AT A GLANCE

- **Start Date:**
September 2023
- **Duration/Mode:**
12 months, full-time
- **Credits:**
75 ECTS
- **Eligibility:**
A Master's degree or a non-French Bachelor's degree + 3 years of work experience + proven passion for arts
- **Language requirements:**
French level: TCF / TEF : C1 + good level of English tested during the interview
- **2023 Fees:**
€14,000
- **Campus:**
Paris

SETTLING INTO YOUR NEW HOME IN FRANCE



ACCOMMODATION

You will be able to find a place to live before you arrive via our accommodation platform **Studapart**. There are numerous options to choose from such as flats, studios, single rooms, shared flats, or a student residence.

In France, you need to have a guarantor residing in France to book your accommodation. If you don't have one, Studapart can act as your guarantor thanks to the BSB Studapart Guarantee.

Many international students also receive financial support to pay their rent. The CAF (Caisse d'Allocations Familiales) can pay you housing assistance in the form of an Aide Personnalisée au Logement (APL) or an Allocation de Logement à caractère Social (ALS). If you came to France on a visa, you must have a VLS-TS to benefit from the CAF housing aid.



*FIND OUT MORE
ABOUT HOUSING AT BSB*



*WATCH OUR VIDEO
TO SEE WHAT HAPPENS
DURING WELCOME WEEK*

TUITION FEES

They cover:

- All coursework, books, and elearning access.
- Field-trips costs (when applicable).
- Academic, language and career support.
- Access to our campus and facilities.

We also offer merit-based scholarships every year to high performing international students.

HEALTHCARE

Foreign students benefit from social security coverage during their studies in France. In order to increase the amount of reimbursement of your health expenses, you can sign up for a supplementary health or mutual insurance policy.

France offers financial support to international students for your health care and housing. BSB's staff will be at your side as soon as your registration has been validated and when you arrive on campus to guide you through the administrative steps.



*FIND OUT MORE
ABOUT HEALTHCARE*

HOW TO APPLY



*CHOOSE
YOUR PROGRAMME*

STEP 1: FILL IN YOUR ONLINE APPLICATION

Go to our website and select the programme you're interested in, then click on Apply now.

STEP 2: PAY THE APPLICATION FEE

After attaching all the documents, you will be asked to review and validate your application and pay the €100 non-refundable application fee. The application fee must be paid online by credit card when you submit your application. Please note that your application will not be complete until we receive payment of the application fee.

STEP 3: GET READY FOR YOUR VIDEO INTERVIEW

From the day you are sent the link for your online video interview, you will have a limited amount of time to record your answers. It's a 30-minutes one-way video interview that will take place on the ICIMS platform.

STEP 4: CONFIRM YOUR ACCEPTANCE

If your application is successful, you will receive the notification of admission and the pre-acceptance letter. At this stage, you need to pay the deposit within 20 days on our secured payment platform (Flywire). This is necessary to secure your place.

STEP 5: MAKE TWO VERY IMPORTANT APPOINTMENTS

- Contact Campus France to validate your application.
- Apply for your visa with the embassy in your (nearest) country of residence.



*SEE HOW BEST
TO PREPARE YOURSELF*

GETTING IN TOUCH

IF YOU NEED ANY FURTHER HELP OR INFORMATION OR HAVE ANY ACCESSIBILITY ISSUES DURING THE APPLICATION PROCESS, PLEASE **CONTACT US**

BSB PROGRAMMES

- Bachelor in Management
- Master in Management – Grande Ecole Programme
- MSc Artificial Intelligence & Digital Technology Management
- MSc Arts & Cultural Management
- MSc Climate Change & Corporate Finance
- MSc Corporate Finance & Investment Banking
- MSc Data Science & Organisational Behaviour
- MSc Green Tech & Sustainable Societies
- MSc Luxury Management & Innovation
- MSc Wine Management
- MS Commerce International des Vins et Spiritueux
- MS Management des Entreprises Culturelles et Industries Créatives
- MBA Wine & Spirits Business



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