



**JOIN A
TOP 1%
BUSINESS
SCHOOL
IN FRANCE**



**POSTGRADUATE
PROGRAMMES**





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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 you *TH***





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.

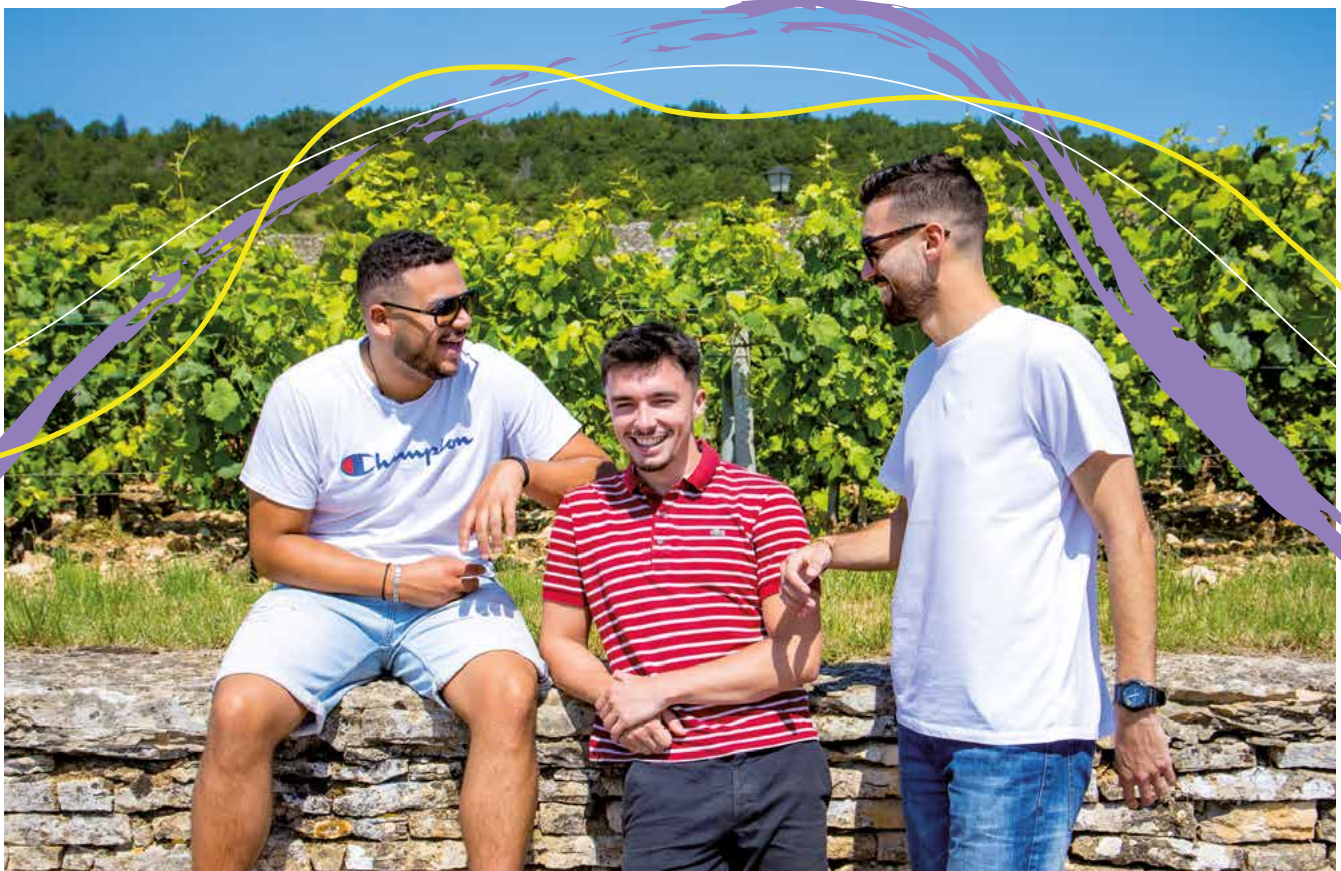
FRANCE IS THE WORLD'S SEVENTH LARGEST ECONOMY

Some of the world's largest multinational companies in a variety of industries are based in France. 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 20 FRENCH COMPANIES ARE **IN THE FORTUNE** **GLOBAL 500 RANKING**



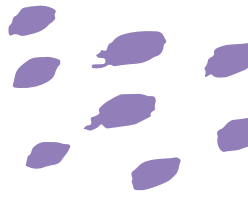
DIJON AND LYON AT THE CROSSROADS OF 2 MAJOR REGIONS IN FRANCE



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 “Climats” 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, Corton-Charlemagne 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 50
OF THE "WORLD'S
GREATEST PLACES
OF 2023"

Time 2023



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 FRENCH CITY
 IN THE "GLOBAL
 DESTINATION
 SUSTAINABILITY INDEX"

Global Destination Sustainability Index 2023

A VERY UNIQUE STUDY ENVIRONMENT



DIJON CAMPUS

Located in the heart of Dijon's city centre, BSB' 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
- One Health Center
- Gym
- Music studio
- Dance studio
- Zen Room
- Lounge area
- Green Park
- The Entrepreneurial Garden
- School of Wine & Spirits Business

Our 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
- Capsule Room - find cozy, private spaces perfect for working solo or collaborating in small groups

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

NEW CAMPUS

OPENING IN SEPTEMBER 2025



LYON CAMPUS

Located in the 8th arrondissement, our new Lyon campus will open its doors in September 2025. This campus is designed as an experiential space focused on comfort, modularity, and innovation. It aims to provide an optimal learning environment with flexible and adaptable spaces:

- Digital Learning Center
- Design Lab
- Coworking spaces
- Dedicated space for associations
- Lounge & Kitchen
- Outdoor terrace
- One Health Center
- School of Media, Culture & Communication

**One
Health
Center**

We take
care of youTH

Both in Dijon and Lyon, you'll find real answers and a listening ear to your questions about your well-being and health.

You will also have the opportunity to benefit from free individual appointments on topics such as nutrition, stress, addictions or sleep management, or participate in sophrology and art therapy workshops, fitness, yoga or pilates classes.

BSB encourages you to take time for yourself during your studies and take care of yourself.

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, BSB 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

BSB offers 11 English-taught programmes, and 43% of our professors are international.

BSB 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** - BSB first opens its doors
- 📌 **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** - BSB's 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** - BSB creates its 1st courses taught in English, Spanish & German, as well as management courses in a foreign language within the Grande Ecole Programme..
- 📌 **2013** - BSB creates the School of Wine & Spirits Business. The 1st international institute dedicated to the training and research in the management of Wine and Spirits.
- 📌 **2022** - BSB has more than 200 international academic partners, 62% of which are accredited.
- 📌 **2023** - BSB turns into a triple crown institution (AACSB, EQUIS and AMBA).
- 📌 **2024** - BSB obtains the DD&RS label as a recognition of its work in the area of sustainable development and social responsibility.
- 📌 **2025** - BSB creates the School of Media, Culture & Communication

INTERNATIONAL RECOGNITION



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.



BSB is ranked **52nd in the world*** (up 10 places) and **46th in Europe**, standing out as the 7th French business school in terms of career progression**.

**2024 FT MIM ranking.*

***Prep classes for French business school entrance exams*



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.

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.

AT BSB, WE SUPPORT YOU RIGHT THROUGH TO YOUR DEGREE

1ST JOB

PATHFINDER™ A UNIQUE SUPPORT SYSTEM

At BSB, we believe in the potential of our students. Our multi-dimensional support is designed to encourage each student to reveal their true potential, develop their ambitions, make their plans a reality, and boost their employability. Our mission is to help you imagine what you can achieve and find professional fulfillment.

- 85% of our students found a job in less than 4 months*.
- 42K€ - 45K€ is our students' average 1st french salary*.
- Chanel, L'Oréal, Amazon, Coca Cola, Moët & Chandon, KPMG and many others have recruited our students.

*Source:
CGE professional integration study 2024
(scope 2023 Master graduates)

DEFINING YOUR PROJECT WITH A 360° SUPPORT

SELF-KNOWLEDGE

Understand who I am, what I want to do and give myself the means to define my choices and transform them into professional and personal objectives.



SCHOOL JOURNEY

Create my own career path at the school by choosing the relevant modules, work-study or gap year, double degree or semester abroad.



PROFESSIONAL INTEGRATION

Anticipate my entry into the job market, choose my work placements and sandwich courses, know how to showcase my career path and skills to convince employers and offer me choices for my first job.



WHAT MAKES PATHFINDER™ BSB SUPPORT UNIQUE?

Pathfinder™ is based on three components: students learn more about themselves to better align their academic choices with their projects and

motivations, which leads to opening key doors when entering the world of work.

KEY STAGES OF PATHFINDER™



PATHFINDER™ WORKSHOPS

Workshops based on 3 pillars: knowing yourself, choosing your academic path and joining the world of work.

Each workshop is tailored for students' specific needs by focusing on 4 soft skills which companies expect, and which help students stand out from the crowd.

COMMUNICATING

- ▮ Learning to convince
- ▮ Honing listening skills
- ▮ Adapting communication to different people
- ▮ Practicing public speaking

COLLABORATING

- ▮ Working in teams
- ▮ Improving professional efficiency
- ▮ Learning to prioritise

BEING CREATIVE

- ▮ Monthly meetings with inspiring professionals

DEVELOPING

CRITICAL THINKING

- ▮ Gaining perspective and taking decisions
- ▮ Giving opinions



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/ 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 UQÀM) ●
- Laurentian University/Université Laurentienne - Sudbury, Ontario ●
- Université de Moncton - New Brunswick ●
- Université du Québec à Chicoutimi (UQAC) ●
- University of New Brunswick, Saint-John ●●
- University of the Fraser Valley - Abbotsford, British Columbia ●
- Wilfrid Laurier University - Waterloo, Ontario ●
- Memorial University of Newfoundland- St John's ●

Mexico

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

United States of America

- California State University - Fresno ●
- George Mason University - Fairfax ●
- Montana State University - Bozeman ●
- Ohio University - Athens ●
- Oklahoma State University - Stillwater ●●

- Sonoma State University ●
- Stetson University - DeLand, Florida ●
- The University of North Carolina at Greensboro ●
- University of Hartford ●
- University of Kentucky - Lexington ●●

- 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

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

Brazil

- Escola Superior de Propaganda e Marketing (ESPM) - São Paulo, FDC - Fundação Dom Cabral - Belo Horizonte ●
- FGV - EBAPE - Rio de Janeiro ●
- Porto Alegre - Rio de Janeiro ●
- IBMEC Rio de Janeiro ●
- INSPER, São Paulo ●
- Pontificia Universidade Católica do Paraná (PUCPR) - Curitiba ●

Chile

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

Colombia

- Pontificia Universidad Javeriana - Cali ●
- Universidad del Norte - Barranquilla ●
- Universidad EAFIT - Medellín ●
- Universidad ICESI - Cali ●

Peru

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

Uruguay

- Universidad de Montevideo ●

ASIA

Cambodia

- Royal University of Law and Economics - Phnom Penh ●

China

- Beijing Jiaotong University ●
- Hong Kong Baptist University (HKBU) ●●
- Lingnan University - Hong Kong ●
- 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 ●

Chinese Taipei, Taiwan

- Feng Chia University - Taichung ●
- Fu Jen Catholic University - Taipei ●
- National Chengchi University - Taipei ●
- National Taiwan University of Science and Technology - Taipei ●
- National Yang Ming Chiao Tung University - Hsinchu ●
- National Sun Yat-Sen University - Kaohsiung ●●
- Soochow University - Taipei ●

India

- IMT Ghaziabad - Institute of Management Technology ●
- International Management Institute - New Delhi ●
- Management Development Institute Gurgaon ●

Indonesia

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

Japan

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

Malaysia

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

Philippines (The)

- Ateneo de Manila University ●

Singapore

- Nanyang Technological University, Singapore ●

South Korea

- Ajou University - Suwon ●
- EWHA Womans University - Séoul ●
- Hankuk University of Foreign Studies - Seoul ●
- Hanyang University - Séoul ●
- INHA University - Séoul ●
- Kyungpook National University - Daegu ●
- Sogang University - Séoul ●
- SolBridge International School of Business - Daejeon ●●

Thailand

- Mahidol University, International College - Bangkok ●
- Sasin School of Management - Bangkok ●
- Thammasat Business School - Bangkok ●

Vietnam

- National Economics University - Hanoi ●

CENTRAL ASIA

Kazakhstan

- Almaty Management University ●

EUROPE

(EU / OUTSIDE EU)

Austria

- Fachhochschule bfi Wien ●
- University of Klagenfurt - Klagenfurt ●

Belgium

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

Croatia

- ZSEM - Zagreb School of Economics & Management ●

Czech Republic

- Prague University of Economics and Business ●

Denmark

- University of Southern Denmark - Odense ●

Estonia

- Estonian Business School - Tallinn ●

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, Daejeon - South Korea - MS Marketing Analytics



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



↑ EGADE Business School, Santa Fe - Mexico
Maestría en Finanzas

Finland

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

Germany

Friedrich-Alexander Universität Erlangen Nürnberg ●
Hamburg University - Hamburg ●
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 ●

Ireland

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

Iceland

Reykjavik University - Reykjavik ●

Italy

LUISS Business School - Rome ●●
UniFI - Università degli Studi di Firenze ●
Università Carlo Cattaneo - LIUC - Castellanza ●●
Università Cattolica del Sacro Cuore, Milan ●
Università di Pisa ●

Latvia

RISEBA University of Applied Sciences, Riga ●

Lithuania

ISM Uuniversity of Management & Economics - Vilnius ●

Netherlands (The)

University of Groningen ●
University of Maastricht - Maastricht ●

Norway

BI Norwegian Business School - Oslo ●
NHH- Norwegian School of Economics - Bergen ●
Norwegian University of Life Sciences (NMBU) - Ås ●

Poland

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

Portugal

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

United Kingdom

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

Slovenia

University of Ljubljana - School of Economics and Business ●

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 Salamanca ●
Universitat Autònoma de Barcelona ●
Universitat de València ●

Sweden

Jönköping International Business School ●
Karlstad Business School, Karlstad University ●
Mälardalen University - Västerås ●
Umeå School of Business & Economics, Umeå University ●●

Switzerland

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

Turkey

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

MOYEN-ORIENT

United Arab Emirates

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

Lebanon

ESA Business School - Beyrouth ●

OCEANIA

Australia

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

EXPLORE
ALL YOUR OPTIONS
HERE





+19,000

GRADUATES

85%

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

**UP TO
€54,000**

AVERAGE GROSS ANNUAL SALARY
3 YEARS AFTER GRADUATION*

*2024 Insertion CGE survey.
French wages.

YOUR VERY OWN BSB ALUMNI NETWORK

By joining BSB, you will also build our community of 19,000 graduates worldwide, which gives you support, knowledge-sharing and partnership opportunities during your studies and throughout your career.



Jonah Petit-Perrin
BSB class of 2016

KEY ACCOUNT
MANAGER
(Atlanta)



Nicole Hopper
BSB class of 2021

ASSOCIATE MANAGER, CPD
COMMERCE DISPLAY
(New-York)



Alexandre Naess
BSB class of 2019

PARTNER ACCOUNT
EXECUTIVE
(Barcelona)



Quentin Touillon-Renaud
BSB class of 2017

TRANSACTION
MANAGER
(Geneva)



Raphaël Hernandez
BSB class of 2008

SENIOR BRAND MANAGER PRESTIGE
- DOM PÉRIGNON, KRUG, ARMAND DE
BRIGNAC, HENNESSY, SPAIN
(Barcelona)



Emma Fourniol
BSB class of 2019

CLIENT
ADVISOR
(Paris)



Séphora Sbai
BSB class of 2016

FINANCIAL CONTROLLER -
LEATHER GOODS AND SADDLERY
(Paris)



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.



OUR DIFFERENT MASTER PROGRAMMES

BSB welcomes international students with a bachelor degree in any field of study. All programmes deliver ECTS credits and are fully AACSB, EQUIS and AMBA 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 (MSc) PROFESSIONALISING DIPLOMAS

60 or 90 ECTS

THESE PROGRAMMES:

- Require a minimum 3-year bachelor's degree. Students with a 4-year Business & Management 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.

18 MONTHS PROGRAMME

EXTENDED MASTER OF SCIENCE (MSc) - DESMI

PROFESSIONALISING DIPLOMA
MARCH INTAKE

120 ECTS

THIS PROGRAMME:

- Is fully recognised by the French Ministry of Education
- Requires a minimum 3-year bachelor's degree or 180 ECTS in any subject.
- Students can follow either a traditional curriculum or a double degree programme by joining one of BSB's MSc programmes in the 2nd year.
- Provides you with strong practical knowledge and a high level of expertise enabling you to enter the job market right away.
- Gives you hands-on learning experiences and practical, job-ready skills through Bootcamps.

SPECIALISED MASTER DEGREES PROFESSIONALISING DIPLOMAS

75 ECTS each

THESE PROGRAMMES:

- Require a Master's degree or a non-French Bachelor's degree + 3 years of work experience + proven passion for Arts and Wine.
- Are numbers 1 in the rankings of the best masters in Wine and Gastronomy Management and Cultural Enterprise Management*.
- Are designed for students and young professionals wishing to specialise in the Wine and Spirits business or in the Creative Industries.
- Enables you to acquire key knowledge in these demanding fields.

MASTER OF BUSINESS ADMINISTRATION (MBA)

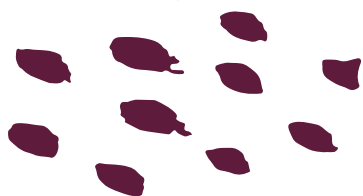
WINE & SPIRITS BUSINESS

90 ECTS

THIS PROGRAMME:

- Requires a Bachelor's degree in any subject and more than 3 years of work experience
- Is an intensive programme, designed to train high potential students looking to reach middle to upper managerial positions in the industry or create their own business
- Gives students a sound grasp of the requirements of the global market by offering them a diversity of cultural experiences and developing their understanding of the intricacies of the global business of wine and spirits.

*2024 EDUNIVERSAL ranking



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



FINANCIAL
TIMES

Burgundy School of Business is ranked **52nd in the world*** (up 10 places) and **46th in Europe**, standing out as the 7th French business school in terms of career progression**.

**2024 FT MIM ranking.*

***Prep classes for French business school entrance exams*



CFA Institute
University Affiliation
Program

Our MSc Corporate Finance and Investment Banking is now part of the CFA Institute University Affiliation Program. It is a strong signal to our students and to employers that our curriculum is closely tied to the practice of investment management and helpful to prepare for the CFA® Program exams.

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.



MASTER IN MANAGEMENT, 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.



MASTER 1 - IN-DEPTH STUDY AND SPECIALISATION

SEMESTER 1

FUNDAMENTALS

- Marketing analytics & Digital resources
- Information system management
- Corporate Finance
- Performance Management
- Business English
- Preparation for GMAT: double degree



1 or 2 courses to choose from:

- Digital transformation
- Product & Branding Strategy
- Project Management
- SME management and intrapreneurship
- Management and Sustainable Development
- Strategic marketing
- Quantitative Methods



BOOTCAMP
Deep dive entrepreneurship



PRE-SPECIALISATION TRACK

(1 to choose from)

- Audit, Consulting, and Expertise
- Data science
- Finance
- Culture
- Marketing
- Wine management
- CSR and Sustainable Development Management
- Artificial intelligence

MASTER 2 - SPECIALISATION AND EXPERTISE

SEMESTERS 3 AND 4

DOUBLE DEGREES AT BSB

(Choose 1. All courses are in English)

- MSc Corporate Finance & Investment Banking ●
- MSc Data Science and Organisational Behaviour ●
- MSc Arts & Cultural Management ●
- MSc Wine Management ●
- MSc Luxury Management & Innovation ●
- MSc Sustainable Strategic Management and Environmental Change ○
- MSc Artificial Intelligence & Digital Strategy Management ○
- MSc International Business Development ●
- Mastère CIVS Commerce International des Vins & Spiritueux (in French) ●
- Mastère MECIC - Paris Management des Entreprises Culturelles & Créatives (in French) ●



- Dijon Campus
- Lyon Campus
- Paris Campus

INTERNATIONAL DOUBLE DEGREES (EXTRACT)

- MBA, Brock University - Canada
- MBA, Oklahoma State University - USA
- MBA in International Business, National Sun Yat Sen University - Kaohsiung, Chinese Taipei, Taiwan
- Museumsmanagement und -Kommunikation, HTW Berlin MA - Germany
- MSc in Data Analytics and Business Economics, Hong Kong Baptist University - Hong Kong, China
- MSc specialisation in Technology Entrepreneurship and Innovation, SolBridge International School of Business - Daejeon, South Korea
- MSc in Applied Accounting & Finance, Hong Kong Baptist University - Hong Kong, China
- Maestría en Finanzas, EGADE Business School - Mexico
- MSc International Finance and Investment, Northumbria University - Newcastle-upon-Tyne, United Kingdom



MANAGEMENT INTERNSHIP
Optional



In Master 1, you have the opportunity to pre-specialise in a field of your choice, thereby preparing you in a targeted manner for your Master 2 specialisation.

SEMESTER 2

ADVANCED TRACK

(1 group of 4 courses to choose from)

Marketing

- Communication strategy, Global marketing, E-commerce & retail management, Digital content marketing

Data science

- Low code application for artificial intelligence, Data project management, Data science, Excel & VBA applied to finance and data analytics

Management

- Management des organisations, Corporate strategy diagnosis and consulting, Strategic Analysis, Supply chain & quality management

Finance

- Finance modeling, Advanced corporate finance, Financial market, Audit

Cultural & Creative Industries

- Cultural and creative industries, Creative economy, Digital transformation in creative industries, To build a career in the Cultural and Creative Industries

Change Management

- Foundations of organisational change, Organisational transformations and managerial innovations, Project planning, Data-driven decision making



MODULES OF INTERNATIONAL EXCELLENCE (EXTRACT)

- Artificial intelligence and entrepreneurship
- Wine: from the vineyard to the customer in business management
- Leadership, strategy and decision making
- Luxury branding management
- The psychology behind consumer behavior
- Building brands with purpose
- Fashion & society
- Big data in business

INTERNSHIP FUNCTION
Minimum
4 months



SEMESTER ABROAD

The second year of the master's programme is the year of specialisation. You choose a field and become an expert in your area. This year also focuses on preparing for professional integration.

SEMESTER 3



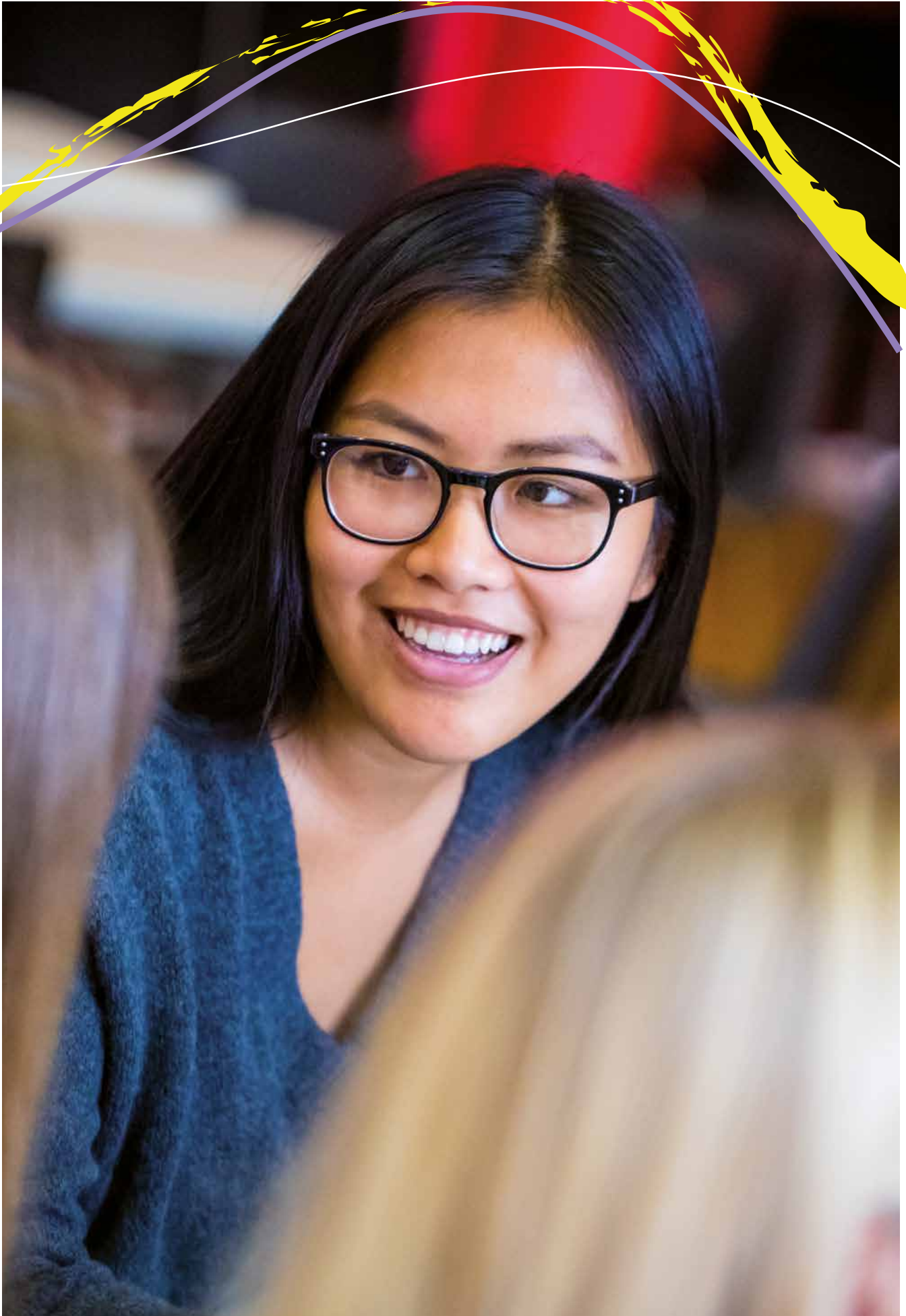
SEMESTER ABROAD

SEMESTER 4

MANAGEMENT INTERNSHIP
Minimum
6 months

AT A GLANCE

- Start Date:** September 2025
- Duration/Mode:** 2-year programme
- Credits:** 60 ECTS per year
- Eligibility:** A Bachelor's degree (3 or 4 years) or 180 ECTS
- Language requirements:** IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- 2025 Fees:** €13 800 per year
- Campus:** Dijon and Lyon



OUR MODULES OF INTERNATIONAL EXCELLENCE

BSB's Master in Management Grande Ecole programme offers about 24 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.



SELECTION OF THE OFFERED MODULES

- ▀ **LUXURY BRANDING MANAGEMENT**
Curtin University, Curtin Business School, Australia
- ▀ **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 Trend University, Nottingham Business School, United Kingdom
- ▀ **AUTOMATION, ARTIFICIAL INTELLIGENCE & MULTINATIONAL BUSINESS**
Nagoya University of Commerce & Business (NUCB), Japan
- ▀ **ETC.**



MASTER OF SCIENCE THE KEY TO YOUR EMPLOYABILITY

Built upon strong business fundamentals and real-world situations, BSB's 1-year specialised graduate 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

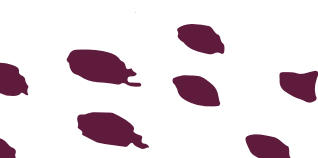


IBM



KPMG

LVMH
MAISON MARTIN MARGIELA
HERMÈS
LOUIS VUITTON



EXTENDED MSc - DESMI

AT A GLANCE

- 📌 **Start Date:**
March 2025
- 📌 **Duration/Mode:**
18 months, full-time
- 📌 **Credits:**
120 ECTS
- 📌 **Eligibility:**
3 years Bachelor's degree or 180 ECTS
- 📌 **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- 📌 **2025 Fees:**
€20,800 (unless you choose the MSc Wine Management for Level 2: €22,800)
- 📌 **Campus:**
Dijon

The Extended MSc - DESMI is certified by the French Ministry of Education, offering global recognition and value to employers and institutions worldwide. It provides an opportunity for candidates without a management background to access and pursue one of the 8 specialised MSc programmes at BSB.

This 18-month programme is structured into two levels. The first level focuses on acquiring foundational knowledge through core courses. The second level allows students to specialise by choosing one of the 8 MSc programmes offered at BSB.



WHAT YOU WILL LEARN

LEVEL 1

MARCH TO JULY 2025

- 📌 Team Management & Leadership
- 📌 Design Thinking
- 📌 Responsible Management of Organisations
- 📌 Strategy
- 📌 Marketing
- 📌 Accounting & Finance
- 📌 Data Analytics
- 📌 International Business Environment
- 📌 Consulting Project

LEVEL 2

2025 - 2026 ACADEMIC YEAR

Choose from one of the 8 MSc programmes:

- 📌 MSc International Business Development
- 📌 MSc Sustainable Strategy Management & Environmental Change*
- 📌 MSc Wine Management
- 📌 MSc Arts & Cultural Management
- 📌 MSc Artificial Intelligence & Digital Strategy Management*
- 📌 MSc Data Science & Organisational Behaviour
- 📌 MSc Luxury Management & Innovation
- 📌 MSc Corporate Finance & Investment Banking

PROGRAMME HIGHLIGHTS

- 📌 This degree is certified by the French Ministry of Education offering international value and recognition from employers and institutions worldwide.
- 📌 It provides access to candidates without a background in management, enabling them to pursue a specialised MSc.
- 📌 Gain hands-on experience in Team Management and Leadership as well as in Design Thinking through intensive bootcamps equipping you with practical, job-ready skills for your career.
- 📌 100% English-taught courses.
- 📌 Evolve in a predominantly international class and meet a diversity of profiles and cultures.
- 📌 Seize the opportunity to get a double skills set and boost your employability by choosing one of our 8 one-year Master of Science programmes.

*If you choose this MSc at Level 2, you will need to relocate to the Lyon campus.



FIND OUT MORE

MSc INTERNATIONAL BUSINESS DEVELOPMENT

The MSc International Business Development programme prepares students to thrive in the global business environment by developing their skills to manage international challenges and strategies. It offers a truly international learning experience, exposing students to diverse cultures and profiles, and equips them with the advanced skills necessary to succeed as future international managers. To accommodate various educational backgrounds, the study plan provides two tailored options: a comprehensive version for those seeking a deeper, more immersive learning experience, and a streamlined one-year version.

AT A GLANCE

- 📌 **Start Date:**
September 2025
- 📌 **Duration/Mode:**
12 months, full-time
- 📌 **Credits:**
120 ECTS
- 📌 **Eligibility:**
An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- 📌 **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- 📌 **2025 Fees:**
€16,000
- 📌 **Campus:**
Dijon

WHAT YOU WILL LEARN

- 📌 Research and Consulting Methods
- 📌 Global Supply Chain & Risk Management
- 📌 International Business law
- 📌 International Negotiation & sales
- 📌 International Project Management
- 📌 Sustainable Business Development
- 📌 Entrepreneurship and Venture
- 📌 Business Game
- 📌 Doing Business in... Country Analysis
- 📌 Corporate Governance
- 📌 Global Business Strategy
- 📌 Business Series Seminars

PROGRAMME HIGHLIGHTS



- 📌 This degree is certified by the French Ministry of Education offering international value and recognition from employers and institutions worldwide.
- 📌 Develop key skills to navigate and lead in the global business environment, mastering international challenges and strategies.
- 📌 Engage with a diverse cohort, enriching your understanding of various cultures and global business practices.
- 📌 Gain valuable experience through workshops, case studies, and projects designed to equip you with job-ready skills for the international business world.
- 📌 Participate in intensive bootcamps that build practical expertise in leadership, team management, and strategic decision-making.
- 📌 100% English-taught courses.
- 📌 Graduate with the advanced, practical skills required to succeed as an international manager, ensuring you stand out to employers worldwide.
- 📌 Build lasting professional connections through a globally diverse network of peers, alumni, and business leaders.



THE SCHOOL OF **WINE AND SPIRITS** **BUSINESS**

THE GLOBAL PIONEER AND LEADER
IN EDUCATION AND RESEARCH IN WINE
AND SPIRITS MANAGEMENT



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

AT A GLANCE

- **Start Date:**
September 2025
- **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 or TOEFL IBT 90 or Duolingo 125
- **2025 Fees:**
€34,000
- **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.

- In-depth theoretical and practical knowledge of the International business environment.
- Produce corporate specialists.



FIND OUT MORE

AT A GLANCE

- **Start Date:**
September 2025
- **Duration/Mode:**
12 months, full-time
- **Credits:**
90 ECTS
- **Eligibility:**
An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- **2025 Fees:**
€18,000
- **Campus:**
Dijon



MSc SUSTAINABLE STRATEGY MANAGEMENT & ENVIRONMENTAL CHANGE

AT A GLANCE

- 📌 **Start Date:**
September 2025
- 📌 **Duration/Mode:**
12 months, full-time
- 📌 **Credits:**
60 ECTS
- 📌 **Eligibility:**
An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- 📌 **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- 📌 **2025 Fees:**
€16,000
- 📌 **Campus:**
Lyon

This programme trains leaders to tackle environmental, social, and economic challenges by adopting sustainable and innovative strategies. Taught in English and enriched with expert interactions, it prepares students to support ecological transitions, build sustainable business models, and anticipate the needs of tomorrow's businesses.



WHAT YOU WILL LEARN

- 📌 Ecological Challenges
- 📌 Sociology of Global Development and Sustainability
- 📌 Corporate Social and Environmental Responsibility
- 📌 Responsible Consumption
- 📌 Creativity and Innovation Management
- 📌 Sustainable Management
- 📌 ESG Performance Measures
- 📌 Research Methods
- 📌 Renewable Energy and Clean Technologies
- 📌 Green Product Design
- 📌 Green and Sustainable Finance
- 📌 ESG Communication
- 📌 Ethics of Technology
- 📌 Sustainable Development Policies
- 📌 Sustainable Entrepreneurship
- 📌 Change Management

PROGRAMME HIGHLIGHTS

- 📌 An international postgraduate programme (Bac+5) leading to strategic positions focused on sustainability and responsibility.
- 📌 Project-based curriculum with a "Learning by Doing" approach.
- 📌 Study trip to observe sustainable development both at the organisational level and in the field.
- 📌 Programme delivered by a DD&RS-certified school, meeting high standards of sustainability and social responsibility.
- 📌 A one-year full-time programme taught entirely in English on the Lyon campus: France's second-largest city and ranked #2 in the 2024 Global Destination Sustainability Index.

MSc ARTS & CULTURAL MANAGEMENT

AT A GLANCE

- ▮ **Start Date:**
September 2025
- ▮ **Duration/Mode:**
12 months, full-time
- ▮ **Credits:**
60 ECTS
- ▮ **Eligibility:**
An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- ▮ **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- ▮ **2025 Fees:**
€16,000
- ▮ **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

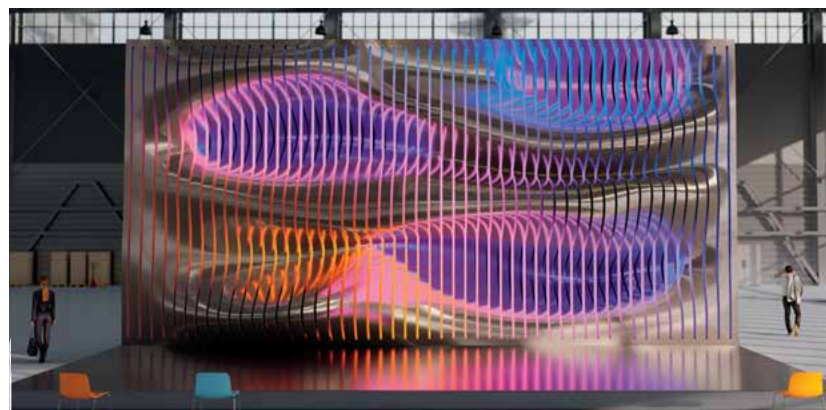
WHAT YOU WILL LEARN

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.

MSc ARTIFICIAL INTELLIGENCE & DIGITAL STRATEGY MANAGEMENT

AT A GLANCE

- **Start Date:**
September 2025
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- **2025 Fees:**
€16,000
- **Campus:**
Lyon

Taught from our Lyon Campys, the MSc in Artificial Intelligence & Digital Strategy Management is designed to develop leaders who can drive digital transformation in businesses by leveraging emerging technologies, with a particular focus on artificial intelligence.

This programme will equip you with essential skills to manage innovation, lead change, and align digital technologies with organisational objectives. You'll learn how to anticipate market trends and harness AI to optimise processes and create value for businesses.



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

MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

SPONSORED BY



AT A GLANCE

- Start Date:**
 September 2025
- Duration/Mode:**
 12 months, full-time
- Credits:**
 60 ECTS
- Eligibility:**
 An international bachelor's degree in mathematics, statistics, business or psychology or a French Master 1 (240 ECTS)
- Language requirements:**
 IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- 2025 Fees:**
 €16,000
- 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



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.

MSc LUXURY MANAGEMENT & INNOVATION

AT A GLANCE

- **Start Date:**
September 2025
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- **2025 Fees:**
€16,000
- **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.



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.



FIND OUT MORE

MSc CORPORATE FINANCE & INVESTMENT BANKING



AT A GLANCE

- ▮ **Start Date:**
September 2025
- ▮ **Duration/Mode:**
12 months, full-time
- ▮ **Credits:**
60 ECTS
- ▮ **Eligibility:**
An international bachelor's degree in mathematics, statistics, economics or equivalent subject or a French Master 1 (240 ECTS)
- ▮ **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- ▮ **2025 Fees:**
€16,000
- ▮ **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

FRENCH-TAUGHT **SPECIALISED MASTER DEGREES**

With over 30 years of experience, our specialised master's programmes draw on France's deep-rooted expertise in two dynamic fields. Whether you're passionate about the global trade of wines and spirits or focused on leadership in the cultural and creative industries, our programmes provide the knowledge, skills, and industry connections you need to succeed. With campuses in Dijon and Lyon, we offer the perfect environment to deepen your understanding and advance your career in these thriving sectors.



FRENCH
ART DE VIVRE
**AT YOUR
FINGERTIPS**



MASTÈRE SPÉCIALISÉ CIVS



COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

Launched in 1988, the "Mastère Spécialisé" CIVS is taught in French and provides a comprehensive understanding of the industry. It's primarily aimed at people with previous professional experience who wish to move into sales and marketing positions in France and abroad. It's also suitable for people with no professional experience who wish to acquire skills in the wine and spirits sector.

The program enables you to develop a triple skill set: technical expertise, sector expertise and managerial expertise.



FIND OUT MORE

AT A GLANCE

- ▀ **Start Date:**
September 2025
- ▀ **Duration/Mode:**
12 months, full-time or part-time
- ▀ **Credits:**
75 ECTS
- ▀ **Eligibility:**
French Master's or international Bachelor's degree + 3 years of work experience + proven passion for wine and spirits
- ▀ **Language requirements:**
French level: TCF / TEF C1 + good level of English tested during the interview
- ▀ **2025 Fees:**
€15,500 (full-time)
€13,000 (part-time)
- ▀ **Campus:**
Dijon (full-time) or Paris/Dijon (part-time)

MASTÈRE SPÉCIALISÉ MECIC - PARIS

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

AT A GLANCE

- ▮ **Start Date:**
September 2025
- ▮ **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
- ▮ **2025 Fees:**
€16,000
- ▮ **Campus:**
Paris

*2024 EDUNIVERSAL ranking



SETTLING INTO YOUR NEW HOME IN FRANCE



This label is awarded by Campus France to institutions of higher education that bring the best support to their international students.

It rewards our quality of service and facilities when it comes to welcoming you.



WATCH OUR VIDEO
TO SEE WHAT HAPPENS
DURING WELCOME WEEK

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

TUITION FEES

They cover:

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

We offer **merit-based scholarships** each year to high-performing international students. These scholarships recognize academic excellence and provide financial support, helping talented students pursue their studies while fostering a diverse academic community..

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

MISSION HANDICAP

Our school is accessible to people with disabilities. We offer a personalized support to each profile: adapted courses and exams, help in finding internships or work-study programmes, preparation for the semester abroad, ...

Our goal is to help you make the most of every moment of your studies!

HOW TO APPLY

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.

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

Degree programmes

- Bachelor in Management
- Master in Management / Grande Ecole Programme

School of Wine and Spirits Business

- MSc Wine Management
- Mastère spécialisé CIVS (Commerce International des Vins et Spiritueux)
- MBA Wine & Spirits Business
- Wine Tourism specialisation (Bachelor in Management)

School of Media, Culture & Communication

- MSc Arts & Cultural Management
- Mastère Spécialisé MECIC - Paris (Management des Entreprises Culturelles et Industries Créatives)

Tech & Data

- MSc Artificial Intelligence & Digital Strategy Management
- MSc Sustainable Strategic Management & Environmental Change
- MSc Data Science & Organisational Behaviour

Luxury

- MSc Luxury Management & Innovation

Finance

- MSc Corporate Finance & Investment Banking

Business Development & Strategy

- MSc International Business Development

Extended MSc - DESMI

GETTING IN TOUCH

info-international@bsb-education.com

BOOK A CALL



DIJON CAMPUS



29 rue Sambin
21000 Dijon

LYON CAMPUS



131 rue du Professeur Beauvisage
69008 Lyon

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bsb-education.com and the general terms of sales before making an application. **Non-binding document.**

