

JOIN A **TOP 1%**
BUSINESS SCHOOL
IN THE WORLD



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
AMBA
ACCREDITED

52nd BUSINESS
SCHOOL IN
THE WORLD*
+ 10 PLACES



FINANCIAL
TIMES



**N°1
IN STUDENT
SATISFACTION**

HappyIndex@AtSchool
2023 & 2024



PATHFINDER™

A unique
support system
based on a
3-dimensional
coaching plan



**EMPLOYABILITY
BOOSTER**

85% of our students
find their first job in
less than 4 months af-
ter their graduation**



**INTERNATIONAL
FACULTY**

11 programmes fully
taught in English
80+ nationalities
on campus



**2 CAMPUSES
IN DIJON & LYON**

Stimulating environments
to study with top-notch
facilities



**AT BSB,
YOU ARE NOT A NUMBER**

Face-to-face teaching,
small classes of 40 students
maximum, unlimited
coaching sessions

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.

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

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) ●



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

● Dijon Campus ○ Lyon Campus ● Paris Campus



MANAGEMENT INTERNSHIP
Optional

HOW TO APPLY

At BSB, we seek more than qualifications. Submit your application and share your journey through a video interview, as we look for individuals ready to thrive in our supportive, international environment.

5 SIMPLE STEPS:

- 1 - Fill in your online application
- 2 - Pay the application fee
- 3 - Get ready for your video interview
- 4 - Confirm your acceptance
- 5 - Make 2 very important appointments with Campus France and your nearest French embassy



Application Process

REQUIRED DOCUMENTS:

- Copy of passport or ID card
- Resumé / CV
- Personal statement
- Copy of the last degree obtained or current enrolment certificate if still pending
- 2 years of academic transcripts
- Language test scores or proof of fluency
- Any other diplomas, certificates or documents relevant to the programme

KEY DATES

WHEN TO APPLY
Rolling admissions

FINAL DEADLINE TO APPLY
Mid-July

DECISION TURNAROUND TIME
2 weeks

WELCOME DAYS
2nd week of September

CLASSES START
Mid-September

Apply anytime from November for the following year!

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



* A €2,500 additional fee may apply depending on your choices.

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

GETTING IN TOUCH

info-international@bsb-education.com

BOOK A CALL



DIJON CAMPUS



29 rue Sambin - BP 50608
21006 Dijon Cedex

LYON CAMPUS



131 rue du Professeur Beauvisage
69008 Lyon

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BSB-EDUCATION.COM

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