

MASTER OF SCIENCE: THE KEY TO YOUR EMPLOYABILITY



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52nd BUSINESS
SCHOOL IN
THE WORLD*
+ 10 PLACES



FINANCIAL
TIMES



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

6 EXPERTISE AREAS TO THRIVE IN WHAT YOU LOVE

TECH & DATA

MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

60 ECTS credits – Dijon Campus

This programme prepares students to manage data for influencing behavior uniquely combining academic insights from the renowned LESSAC research lab with professional expertise from our sponsor PwC Luxembourg. It includes participation in scientific seminars and conferences and offers classes taught by industry experts. Students benefit from field trips, business cases, internships, and job opportunities before graduation.

MSc ARTIFICIAL INTELLIGENCE & DIGITAL STRATEGY MANAGEMENT

60 ECTS credits – Lyon Campus

This programme prepares you to excel in AI and digital technology, crucial in today's dynamic business world. It covers AI applications in business and society, from autonomous robots to recommendation systems. Based in Lyon, France's second-largest digital hub, the programme offers unique opportunities like engaging with BigTechs and start-ups, attending the World AI Cannes Festival, and following optional advanced coding courses.

MSc SUSTAINABLE STRATEGIC MANAGEMENT & ENVIRONMENTAL CHANGE

60 ECTS credits – Lyon Campus

This programme equips you for the strategy-driven, responsible careers of tomorrow. Our dedicated faculty provide the essential knowledge to navigate today's environmental, social, and economic challenges, helping you build the analytical skills required to create innovative solutions. You'll also develop the ability to drive and lead change in an era of environmental crisis.

WINE & SPIRITS MANAGEMENT

MSc WINE MANAGEMENT

90 ECTS credits – Dijon Campus

Part of the Burgundy School of Wine & Spirits Business, the global pioneer and leader in education and research in wine and spirits management, this programme provides a comprehensive education in wine, spirits, and beer management. Located in Dijon, Burgundy, it offers a global industry perspective as well as key management and financial skills. The curriculum includes field trips to main French vineyards, trade fair visits like ProWein, and WSET training and examination.

FINANCE

MSc CORPORATE FINANCE & INVESTMENT BANKING

60 ECTS credits – Dijon Campus

This programme offers advanced knowledge in international finance and business management, with CFA Level 1 and 2 exam training. It focuses on company valuations, cash flow management, market risk analysis, and capital raising. Students gain practical experience through exclusive access to the Bloomberg-sponsored trading room, buy-side/sell-side research roles, bootcamps, field trips, and participation in the CFA Challenge.

University Affiliation
Program  CFA Institute®

MARKETING

MSc LUXURY MANAGEMENT & INNOVATION

60 ECTS credits – Dijon Campus

This unique programme prepares students to become confident managers in the global luxury industry using a holistic approach to luxury management and innovation, featuring hands-on learning through group projects, case studies, consultancy missions, and business competitions. Based near major luxury hubs like Paris, Switzerland, and Milano, the programme includes retail safaris and field trips to top luxury centers.



ART & CULTURE MANAGEMENT

MSc ARTS & CULTURAL MANAGEMENT

60 ECTS credits – Dijon Campus

This programme equips future managers with the skills needed for careers in the cultural and creative industries, covering diverse fields like publishing, media, film production, design, video games, and tourism. The curriculum includes a one-week field trip to a European capital and practical modules with visits to cultural venues.

BUSINESS DEVELOPMENT & STRATEGY

MSc INTERNATIONAL BUSINESS DEVELOPEMENT

60 ECTS credits – Dijon Campus

This programme equips students with the skills to excel in international business, focusing on training future international managers to navigate the complexities and challenges of global markets. Students experience an international classroom, engage in bootcamps and field trips.

AT A GLANCE

- ▀ **Start Date:**
September 2025
- ▀ **Duration/Mode:**
An academic year
- ▀ **ECTS CREDITS**
See programme description
- ▀ **Eligibility:**
An international Bachelor's degree in any subject* or a French Master 1 (See programme description)
- ▀ **Language requirements:**
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- ▀ **2025 Fees:**
 - MSc Wine Management: €18,000
 - Extended MSc - DESMI : €20,800
 - Other MScs: €16,000
- ▀ **Campus:**
Dijon- Lyon
Depending on the programme

*Except for MSc Data Science & Organisational Behaviour and MSc Artificial Intelligence and Digital Strategy Management: Bachelor degree in mathematics, statistics, economics or psychology required.

EXTENDED MSc - DESMI

120 ECTS CREDITS - CAMPUS DIJON
START DATE: MARCH 2025

This 18-month programme 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. The programme is structured into two levels. Level 1 focuses on building foundational knowledge through core courses. Level 2 allows students to specialise by choosing from one of the 8 MSc programmes offered.

ADMISSION PROCESS

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



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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