



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



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
AMBA
ACCREDITED

**BACHELOR
IN MANAGEMENT**



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You may not know, 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 is a will, there is a way.
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, 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 20 FRENCH COMPANIES ARE IN THE FORTUNE GLOBAL 500 RANKING



ChristianDior



L'ORÉAL
PARIS

LVMH
MOÏT HENNESSY • LOUIS VUITTON



RENAULT



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



One of France's 13 regional capitals, 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*

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 the city of lights, 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, 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
- 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

OPENED IN SEPTEMBER 2025



LYON CAMPUS

Located in the 8th arrondissement, our new Lyon campus had opened its doors in September 2025. The campus is designed to be a place of experience, with a focus on comfort, modularity and innovation.

Designed to provide an optimal learning environment, it offers flexible and adaptable spaces:

- Digital Learning Center
- Design Lab
- Coworking space
- One Health Center
- Dedicated association space
- Lounge & Kitchen
- Outdoor terrace
- 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 your wellbeing.

BSB: MORE THAN 125 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** - 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
ACCREDITED



EQUIS
ACCREDITED



**ASSOCIATION
OF AMBA**
ACCREDITED

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 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.



FT
FINANCIAL
TIMES

BSB is ranked **49th in the world*** (up 3 places) and **46th in Europe**, standing out as the 7th French business school in terms of career progression*.

**2025 FT MIM ranking.*

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 ALL THE WAY TO YOUR ~~GRADUATION~~ 1ST JOB

In a rapidly changing world marked by artificial intelligence and new technologies, recruiters' expectations are changing. Technical knowledge and fundamentals remain essential, but what really makes the difference is you!

What sets you apart is your ability to take a step back, understand the big picture, and think differently.

It's your talent for persuading others, defending your ideas, and making them impactful.

What matters is your uniqueness: your choices, your values, your unique way of embodying who you are.

With Pathfinder™ and the LeaderSkills Institute, we help you believe in yourself, reveal your true self, and develop the human skills that will make you shine.



PATHFINDER™, A UNIQUE SUPPORT WITH UNLIMITED COACHING!

At BSB, we believe that **your success** depends on **the consistency of your career path**. To make an impact on recruiters, you need a solid career plan and a clear resume that aligns with your personality.

With Pathfinder™, you receive individual support from **a coach**. They help you build **your own ambitious career path** and **make the right choices** at the right time: internships, work-study programs, companies, specializations, international experience, etc.

They also encourage you to get **to know yourself better** so you can gain confidence and dare to go beyond what you thought you were capable of.

A TEAM OF COACHES CONNECTED TO THE BUSINESS WORLD

Pathfinder™ coaches have experienced business from the inside: HR, marketing, business... they understand **the realities of the profession and the company, moreover the expectations of recruiters**.

But they are not just professionals in the field: they are also **certified experts in personal development**, capable of working with you on your soft skills.

“

My goal is to work in finance. I enjoy analyzing and understanding numbers. To build a coherent resume, my Pathfinder™ coach advised me on choosing internships and companies. He also helped me better manage my stress so that I would feel more comfortable in interviews.”

”

Emma,
BSB student

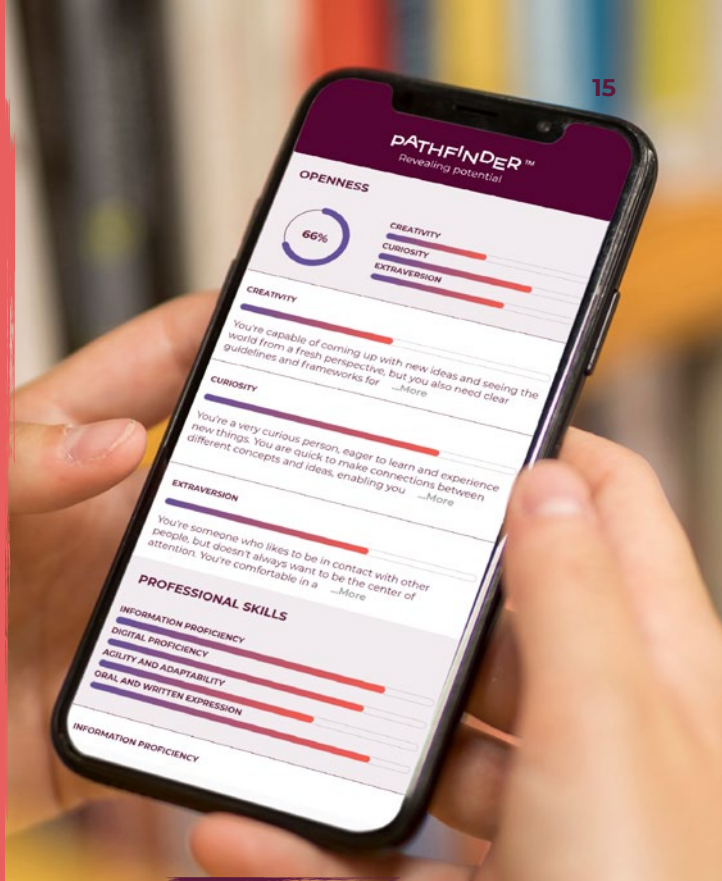
A PERSONALITY TEST TO GET TO KNOW YOU BETTER

Before starting your coaching, you will take a personality test. It assesses **your motivations, values, aspirations, strengths, and areas for development.**

Together with your coach, you will analyze these results to build an action plan tailored to your personality and your goals.

The bonus? Our matching tool links your test results to job platforms: in just a few clicks, you can access internships, work-study programs, or first **jobs that are right for you.**

Example of personality test results →



THEMATIC WORKSHOPS TO TAKE ACTION

With Pathfinder™ Workshops, you can test yourself and practice in over 25 different areas:

- Boosting your confidence
- Managing conflicts with compassionate communication
- Mastering public speaking techniques to shine in presentations
- Boosting your resume
- Preparing for job dating
- Building and managing your professional network
- Practicing salary negotiation
- Etc.

↓ Virtual reality workshop:
public speaking in front of 200 people



LEADERSKILLS INSTITUTE : LEARN HOW TO CONVINCE, UNITE, AND INSPIRE!

Being a good leader isn't something you're born with... it's something you learn!

At BSB, **you'll develop your LeaderSkills: nine essential soft skills** for effectively managing your projects, a team, a company, or even your life.

You will progress through **an experiential learning method**: dedicated courses and boot camps to discover skills, Meet-Up Inspiring Leaders conferences to plan for the future, and Pathfinder™ workshops to practice.

The bonus? At the end of your course, you will receive **a certification** of your LeaderSkills **to add to your resume.**

BACHELOR IN MANAGEMENT

Three years to discover the company, learn the fundamentals, and acquire generalist skills.

Our training programs are available in French or English.

The program is designed to be flexible, allowing you to tailor your training path to your career goal.



YEAR 1

YEAR 2

SEMESTER 1

FUNDAMENTALS OF MANAGEMENT

Marketing / Communication / Business Development

- Market Research and Consumer Behavior
- B2C Commercial Negotiation
- Commercial Policy and Dashboards

Management / Strategy / Entrepreneurship

- IT Tools for Managers
- Entrepreneurship: Value Proposition & Business Model
- Introduction to Organizational Management

Economics / Social Sciences

- Microeconomics-Macroeconomics
- Professional communication tools
- Quantitative techniques
- Spelling and expression project

Finance / Accounting / Law

- General accounting
- Law

General culture

Leaderskills

Learning Bootcamp

Languages

- Business English
- Second foreign language* or Business English Boost

FUNDAMENTALS OF MANAGEMENT

Marketing / Communication / Business Development

- Communication Policy
- Product and Service Policy
- Distribution Policy
- B2B Commercial Negotiation
- Digital Communication

Economics / Social Sciences

- International Affairs and Issues

Management / Strategy / Entrepreneurship

- Entrepreneurship: Theoretical Issues and Practical Implications
- Human Resources Practices
- Management Challenge
- Ecological Transition
- Artificial Intelligence in Business

Finance / Accounting / Law

- Introduction to Corporate Finance
- Management Control
- Law

Languages

- Business English
- Second Language* or Business English Boost

Personalized Reinforcement Modules

- English Tutoring
- Public Speaking and Eloquence

Optional Modules

- IMPACT (Teaching through Civic Action)
- Art and Culture
- Web Module
- Wine Industry

LANGUAGE IMMERSION 4 WEEKS

13 PARTNER DESTINATIONS
(OR IN A REMOTE SEMINAR)

SEMESTER ABROAD

OPTIONAL:
INTERNATIONAL STUDY SEMESTER OR
SUMMER SCHOOL

INTERNSHIP 2 TO 4 MONTHS

INTERNSHIP 2 TO 4 MONTHS

DIJON OR LYON CAMPUS

SEMESTER 2



YEAR 3

TRACK INITIAL (FRANCOPHONE OU ANGLOPHONE)

FUNDAMENTALS OF MANAGEMENT

Marketing / Communication / Business Development

- International Marketing Case studies

Management / Strategy / Entrepreneurship

- Management of Sustainable Development
- Strategy, SMEs and Entrepreneurship
- Leadership and Project Management

Economics / Social Sciences

- Organizational Behavior

Finance / Accounting / Law

- International Economic and Financial News

Languages

- Business English
- LV2* or Business English Boost

Pathfinder™ Seminar

Innovation Sprint

Introduction to Research

- Methodology
- Thesis

INTERNATIONAL TRACK

1 SEMESTER
OF STUDY ABROAD
IN A PARTNER UNIVERSITY

TRACK IMMERSION

ONE YEAR IMMERSED
IN A PARTNER UNIVERSITY
TO OBTAIN
A DOUBLE DEGREE

SPECIALISATIONS

- International Business Management
- Digital Management
- Wine Tourism
- Business Development (in French)
- Marketing du Luxe (in French)
- Data and Web
- International Sustainable Management

SUMMER SCHOOL
IN A PARTNER UNIVERSITY
(OPTIONAL)

INTERNSHIP
3 TO 5 MONTHS



PICK THE MINOR THAT SUITS YOU

After two years of self-discovery and growth, it's time to acquire in-depth business knowledge and skills that suit your professional ambition thanks to one of our seven minors.

INTERNATIONAL BUSINESS MANAGEMENT

DIJON OR LYON CAMPUSES

All the assets to understand business and management in an international environment:

- International strategy
- Human resources management
- Operations management
- International finance

BUSINESS DEVELOPMENT

DIJON CAMPUS

This is an ideal choice if you're keen to learn more about business growth, acquisitions and investments. We'll cover topics such as distribution channels, the secrets of negotiation, and strategic vision within a commercial environment.

INTERNATIONAL SUSTAINABLE MANAGEMENT

LYON CAMPUS

Prepare for the strategic and responsible careers of tomorrow by mastering sustainable management, corporate performance evaluation and CSR communication to navigate a global economy in ecological transition.

WINE TOURISM

DIJON OR LYON CAMPUSES

We provide training in sales and marketing know-how adapted to the world of wines and spirits:

- Viticulture and oenology, tasting techniques
- Tourism marketing and communication
- Development of wine tourism products
- Business project: creation of a business plan for an innovative wine project
- Study trips to discover different wine regions

LUXURY MARKETING

DIJON OR LYON CAMPUS

Get all the keys to enter the very selective field of Luxury Management. You will learn insider tips and tricks as well as the fundamentals to reach positions in this exclusive sector.

DIGITAL MANAGEMENT

LYON CAMPUS

This specialisation trains you in digital professions:

- Understanding the impact of digital on society
- Digital transformation in companies
- Digital marketing tools
- Creativity and innovation management
- Digital entrepreneurship
- Business project (creation of a business plan for a digital start-up)
- Digital workshops (coding, blockchain, personal branding).

DATA & WEB

DIJON CAMPUS

Looking to become proficient both in Business and Data? You will learn how to use and interpret data, while mastering new technologies:

- create dashboards to interpret data
- mobilise new technologies from the web, internet, and social networks
- analyse website performance (web analytics)
- use new technologies (interactive tables, augmented reality, artificial intelligence, Internet of Things)

Please note that the minor's availability on campuses might change, if the number of students registering isn't sufficient.



FRANCE: STARTING POINT OF YOUR INTERNATIONAL CAREER

BSB's global network enables you to explore the world and further enhance your international experience. In the second and third years, you will have the opportunity to study for a semester or to prepare for a double degree (only in the third year) at one of our partner institutions. We will advise you on the best match, guide you throughout the process, and help organise the details such as accommodation or paperwork.

SUMMER SCHOOL

You can spend the summer at a partner university to improve your language skills and discover another culture.

Our Summer Schools are offered around the world:

Taipei, Hong Kong, Akita, Seoul, Singapore, Cape Town, Rabat, Guadalajara...

AFRICA

South Africa

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

Morocco

ESCA Business School - Casablanca ●
International University of Rabat - Rabat Business School - Rabat ●

NORTH AMERICA

Canada

Carleton University - Ottawa, Ontario ●
Memorial University of Newfoundland - St John's ●
University of Quebec - Chicoutimi ● ●
University of New Brunswick - Fredericton ●
University of New Brunswick - Saint-John ●
University of the Fraser Valley - Abbotsford
British Columbia ●
Vancouver Island University - Nanaimo, British Columbia ●
Wilfrid Laurier University - Waterloo ●

Mexico

CETYS Universidad ●
ITESM, Tecnológico de Monterrey - Querétaro ●

United States of America

Montana State University - Bozeman ●
Oklahoma State University - Stillwater ●
Stetson University - Deland, Florida ●
George Mason University - Fairfax, Virginia ●
University of Nebraska at Omaha - Omaha, Nebraska ●
Sonoma State University - Rohnert Park, California ●
University of North Texas - Denton ●
University of North Carolina at Greensboro ●

SOUTH AMERICA

Argentina

Universidad Austral - Buenos Aires ●
Universidad de San Andrés - Buenos Aires ●
Universidad Nacional de Cuyo, Mendoza ●

Brazil

Pontificia Universidade Católica do Paraná (PUCPR) - Curitiba ● ●

Chile

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

Colombia

Pontificia Universidad Javeriana - Cali ●

Peru

Universidad del Pacífico - Lima ●

Uruguay

Universidad de Montevideo ●

ASIA

China

Lingnan University - Honk Kong ●
Shanghai University, SILC Business School ●
Hong Kong Baptist University - Hong Kong ●

Chinese Taipei, Taiwan

National Cheng Chi University - Taipei ●

Indonesia

Universitas Gadjah Mada - Yogyakarta ●

Japan

Akita International University ●
Chuo University - Tokyo ●

Malaysia

Sunway University - Kuala Lumpur ●

Philippines (The)

Ateneo de Manila University - Manila ●

Singapore

Nanyang Technological University ●

South Korea

Ajou University - Suwon ●
Hankuk University of Foreign Studies - Seoul ●
INHA University - Incheon ●
Solbridge International School of Business - Daejeon ●
Kyungpook National University - Daegu ●

Thailand

Mahidol University International College - Bangkok ●

EUROPE (IN & OUT UE)

Austria

Fachhochschule des BFI Wien - Vienne ●

Cyprus

University of Cyprus - Nicosia ●

Czech Republic

Prague University of Economics and Business - Prague ●

Denmark

Aalborg University - Aalborg ●

Estonia

Estonian Business School - Tallinn ●

Finland

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

Germany

Hochschule für Wirtschaft und recht Berlin - Berlin ●
Hochschule Harz - Wernigerode ●
Hochschule Pforzheim ●
University of Münster School of Business Economics - Münster ●

- Double Degree programme
- One-semester exchange

Greece

Athens University of Economics and Business - Athens ●

Hungary

Corvinus University of Budapest ●

Ireland

Dublin City University Business School ●
 Kemmy Business School, University of Limerick ●
 National University of Ireland Galway (NUI Galway) ●●

Island

University of Reykjavik ●

Italy

Università Carlo Cattaneo - LIUC - Castellanza ●●

Lithuania

ISM University of Economics - Vilnius ●

Netherlands (The)

Amsterdam University of Applied Sciences ●

Norway

NHH- Norwegian School of Economics - Bergen ●
 University of Agder - Kristiansand ●

Poland

Kozminski University - Warsaw ●

Spain

Universidad de Navarra - Pampelune ●

Sweden

Mälardalen University - Västerås ●
 Umeå Universitet ●

Switzerland

ZHAW Zürich University of Applied Sciences - Winterthur ●

United Kingdom

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

MIDDLE EAST

United Arab Emirates

Abu Dhabi University - The College of Business Administration ●

OCEANIA

Australia

Curtin University - Perth ●
 University of Newcastle ●

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



↑ Australia, Perth - Curtin University

Top 1% university in the Academic Ranking of World Universities 2022



↑ United Kingdom, Nottingham Trent University

#1 of the most popular universities in the UK (UCAS acceptance data)



↑ United States of America, Montana State University - Bozeman

#1 college in Montana (Forbes 2021 - America's Top Colleges)

EXPLORE
ALL YOUR OPTIONS
HERE





LIVE YOUR PASSIONS WITH OUR 30 CLUBS & SOCIETIES

Culture, sport, media, business and solidarity, find the project that you are looking for, thanks to one of our 30 clubs and societies on our Dijon and Lyon campuses!

Being a member of a club or society is the ideal springboard to shape the future manager in you.



You apply the knowledge you acquire in class and test your management skills in a team to organise student events: the induction weekend, the Christmas gala ball, interschool competitions, and/or carry out social and community projects, such as the awareness campaigns for inequalities and disabilities, eco-responsible challenges, solidarity drives, and humanitarian missions.

← **Mission Benin 2023**
Hum'Events



↑ **Ranked among the 12 best
Junior Enterprise clubs** in French
business schools in 2023



↑ **Christmas Gala**

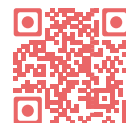


↑ **Induction weekend**

BSB SUPPORTS

STUDENT CLUBS & SOCIETIES

- Monitoring and follow up provided by the Student Federation and our Personal Development department
- Training in management of clubs and societies, negotiating with partners
- Specially designated offices on both of our campuses



**CLICK HERE
TO EXPLORE
OUR STUDENT CLUBS**



+19,000

GRADUATES

85%

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

UP TO €51,000

AVERAGE GROSS ANNUAL SALARY
3 YEARS AFTER GRADUATION*

*2024 Insertion CGE
(French salaries) survey

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 Hopfer
BSB class of 2021

ASSOCIATE MANAGER, CPD
COMMERCE DISPLAY
(New-York)



Alexandre Naess
BSB class of 2019

PARTNER ACCOUNT
EXECUTIVE
(Barcelona)



Séphora Sbai
BSB class of 2016

CONTRÔLEUSE DE GESTION
- MAROQUINERIE SELLERIE
(Paris)



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)



Quentin Touillon-Renaud
BSB class of 2017

TRANSACTION
MANAGER
(Geneva)



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 Vivattech or Vinexpo), and graduation anniversaries.

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's plenty of options to choose from such as apartments, 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.

2025-2026 ACADEMIC YEAR FEES

- €9,500 for a 1st year entry
- €9,800 for a 2nd year entry
- €11,500 for a 3rd year entry

THEY COVER

- All coursework, books, and e-learning access
 - Academic, language and career support
 - Access to our campus and facilities
- We also offer merit-based scholarships every year to high performing international students.

ACADEMIC AND CAREER SUPPORT

- Access to the **Pathfinder™** programme
- Tutoring during group work
- Access to e-learning in support of courses
- Remedial courses if needed
- Support from our staff throughout your studies
- Access to our alumni network of 19,000 graduates

LANGUAGE SUPPORT

- A four-week intensive English course in one of our 14 destinations (excluding transport and accommodation)
- Language tests and preparation for IELTS, TOEIC, or CECRL
- French language courses for non-native speakers.

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 complementary 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.

ADMISSIONS

Our Bachelor programme has one intake each year in September. All applications are made online.

As part of your application you will be required to provide the following:

1ST YEAR ENTRY / DIJON OR LYON CAMPUSES

- A non-French high secondary school diploma
- **Language requirements:**
 - English track : IELTS 5.5 / Duolingo 85 / TOEIC 700 / TOEFL IBT 65
 - French track : TCF/TEF B2

2ND YEAR ENTRY / DIJON OR LYON CAMPUSES

- A non-French high secondary school diploma + 60 ECTS
- **Language requirements:**
 - English track: IELTS 6.0 / Duolingo 115 / TOEIC 785 / TOEFL IBT 80
 - French track: TCF/TEF B2

3RD YEAR ENTRY / DIJON OR LYON CAMPUS

- A 2 or 3 year non-French higher education degree or 120 ECTS in a business and/or management programme in the same university
- **Language requirements:**
 - English track: IELTS 6.0 / Duolingo 115 / TOEIC 785 / TOEFL IBT 80
 - French track : TCF/TEF B2

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.



*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

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

- ▮ Bachelor Media, Culture & Communication (in French)
- ▮ MSc Arts & Cultural Management
- ▮ Mastère Spécialisé MECIC - Paris (Management des Entreprises Culturelles et Industries Créatives)
- ▮ MSc Media, Culture & Communication (in French)

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

CONTACT US



DIJON CAMPUS



29 rue Sambin
21000 Dijon

LYON CAMPUS



99 rue du Professeur Beauvisage
69008 Lyon

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