

### We believe in you¶

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









## **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 YEAR 3 INTERNATIONAL TRACK TRACK IMMERSION TRACK INITIAL FUNDAMENTALS **FUNDAMENTALS FUNDAMENTALS** OF MANAGEMENT OF MANAGEMENT **OF MANAGEMENT** Marketing / Communication / Marketing / Marketing / Communication / **Business Development Business Development** Communication / Communication Policy **Business Development** Market Research and Consumer Behavior Product and Service Policy International Marketing B2C Commercial Negotiation Distribution Policy Case studies Commercial Policy and Dashboards B2B Commercial Negotiation Management / Strategy / Management / Strategy / Digital Communication Entrepreneurship Entrepreneurship **Economics / Social Sciences** Management of IT Tools for Managers Sustainable Development International Affairs and Issue Entrepreneurship: Value Proposition Strategy, SMEs and & Business Model Management / Strategy / Entrepreneurship Introduction to Organizational Entrepreneurship Leadership and Project 1 SEMESTER Entrepreneurship: Theoretical Issues Management Management OF STUDY ABROAD and Practical Implications **Economics / Social Sciences Economics / Social Sciences IN A PARTNER** Human Resources Practices Microeconomics-Macroeconomics Management Challenge Organizational Behavior UNIVERSITY Professional communication tools Ecological Transition Finance / Accounting / Law Quantitative techniques Artificial Intelligence in Business International Economic Spelling and expression project LYON CAMPUS Finance / Accounting / Law and Financial News Finance / Accounting / Law Introduction to Corporate Finance Languages General accounting Management Control Business English LV2\* or Business English **ONE YEAR** General culture Languages Boost IMMEDSED Business English Leaderskills Pathfinder™ Seminar 2nd Language\* or Business English Boost **IN A PARTNER** 08 **Learning Bootcamp** UNIVERSITY Innovation Sprint Personalized Reinforcement Modules **TO OBTAIN** Languages Introduction to Research English Tutoring A DOUBLE DEGREE Business English Public Speaking and Eloquence Methodology 2<sup>nd</sup> foreign language\* or Business Thesis **Optional Modules Enalish Boost** IMPACT (Teaching through Civic Action) Art and Culture **SPECIALISATIONS** Web Module International Business Wine Industry Management Digital Management Wine Tourism Business Development (in French) LANGUAGE IMMERSION SEMESTER ABROAD Marketing du Luxe SUMMER SCHOOL 4 WEEKS OPTIONAL: (in French) INTERNATIONAL STUDY SEMESTER 13 PARTNER DESTINATIONS **IN A PARTNER** Data and Web (OR IN A REMOTE SEMINAR) UNIVERSITY OR SUMMER SCHOOL International Sustainable (OPTIONAL) Management **INTERNSHIP 2 TO 4 MONTHS INTERNSHIP 2 TO 4 MONTHS INTERNSHIP 3 TO 5 MONTHS** 

\*English, German, Chinese, Spanish, French, Italian



WHEN TO APPLY

Rolling admissions

Apply anytime from November for the following year!

#### **FINAL DEADLINE TO APPLY**

Mid-July

**DECISION TURNAROUND TIME** 

2<sup>nd</sup> week of September

**WELCOME DAYS** 

September

**CLASSES START** 

Mid-Septembe

# AT A GLANCE

- Tuition fee for Bachelor 1<sup>st</sup> year entry: €9,500 (then €9,800 for Bachelor 2 and €10,100 for Bachelor 3)
- Tuition fee for Bachelor 2<sup>nd</sup> year entry: €9,800 (then €10,100 for Bachelor 3)
- Tuition fee for Bachelor 3<sup>rd</sup> year entry: €11,500

#### 1<sup>ST</sup> YEAR ENTRY • DIJON OR LYON CAMPUS

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

#### 2<sup>ND</sup> YEAR ENTRY • DIJON OR LYON CAMPUS

A non-French high/secondary school diploma + 60 ECTS

Language requirements:

**■ English track:** IELTS 5.5 / Duolingo 85 / TOEIC 700 / TOEFL IBT 65

**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**

#### SIMPLE STEPS:

- 1 Fill out our online application form
- 2 Pass the online interview
- 3 Receive the offer letter!

#### **REQUIRED DOCUMENTS:**

- Copy of passport or ID card
- Resumé / CV
- Personal statement
- 2 years of academic transcripts
- Language test scores or proof of fluency
- Any other diplomas, certificates or documents relevant to the programme







#### **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
- MBA Wine & Spirits Business

#### **School of Media, Culture & Communication**

- MSc Arts & Cultural Management
- Mastère Spécialisé MECIC Paris (Management

#### **Tech & Data**

- MSc Artificial Intelligence & Digital Strategy
- MSc Sustainable Strategic Management &
- 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 21000 Dijon

#### LYON CAMPUS



99 rue du Professeur Beauvisage 69008 Lyon

#### **FOLLOW BSB**











BSB.BUSINESS\_SCHOOL BSB-EDUCATION.COM

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

























