

# STUDY IN ENGLISH AT A TOP BUSINESS SCHOOL IN FRANCE



Less than 1% of business schools in the world are triple accredited

BSB RANKED IN  
THE GLOBAL TOP

# 50

**BUSINESS  
SCHOOL IN  
THE WORLD\***



\* FT 2025 Master in Management ranking



**N°1  
IN STUDENT  
SATISFACTION**  
HappyIndex@AtSchool  
2022 & 2023  
Speak & Act 2025



**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 after  
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

\*\*Source: CGE professional integration study 2024

## CONTACT US

In need of advice for  
your career path?  
Book a free call with our team and  
discuss your needs and plans.



# MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

The Master of Science Data Science & Organisational Behaviour has a unique structure: the professional component is sponsored by our partner PWC Luxembourg and the academic portion is related to our world-famous research lab LESSAC.

This high-level programme trains you to understand, handle and make use of data to influence behaviour and make decisions. It prepares you for a wide range of data-driven careers across all business functions, but also for roles such as data analyst or data scientist.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### BUSINESS FOUNDATIONS (March- June 2026) For Regular Track

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### SEMESTER 1 (September - December 2026) For Regular Track and Short track

- **Data Skills:** Programming Language for Data Science, SQL and Data Bases, Business-Oriented Data Governance, Data General Knowledge  
*Seminars Series & Partner Class 1*
- **Behavioural Sciences:** Applied Information Analysis (intermediate), Behavioural Tools and Decision Making

### SEMESTER 2 (January - June 2027) For Regular Track and Short track

- **Data Skills:** Machine Learning, Interactive Dashboards and Data Visualization, Cloud Computing Fundamentals (certification AZ-900), Introduction to Text Mining and Web Scrapping  
*Seminars Series & Partner Class 2*
- **Behavioural Sciences:** Experimental tools, Applied Information Analysis (advanced)
- **Professional supervised thesis:** Research Methodology (project lead in the Lab)



## AT A GLANCE

- **Start Date:**
  - Regular Track: March 2026
  - Short Track: September 2026
- **Duration/Mode:**
  - Regular Track: 18 months, full-time
  - Short Track: 12 months, full-time
- **Credits:**
  - Credits for the Regular Track: 120 ECTS
  - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**  
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**  
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**  
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
  - 27,600€ for the Regular Track
  - 16,500€ for the Short Track
- **Campus:**  
Dijon

## DISTINCTIVE FEATURES



- One field trip to PWC Luxembourg.
- Strong Partnership with Pwc Luxembourg: the programme was specifically designed to blend theoretical and practical knowledge based on their expertise and analysis of market patterns.
- The programme is based on one of Europe's largest experimental economics platforms, and a leading player in the field of research, created in 2008.
- Students participate in scientific seminars and experimental economics conferences (ESA 2019, ASFE 2021 and RSMS 2025 for instance).
- 25% of courses are taught by experts throughout the year.
- This programme combines IT tools and behavioural strategy, enabling you to work in many areas of a business organisation, such as marketing, finance, human resources or management.



# MSc ARTS & CULTURAL MANAGEMENT

The Master of Science Arts & Cultural Management trains future managers who have a passion and interest for the arts by providing them with the knowledge, experience and skills required to work in cultural and creative industries, both at a national and international level.

This programme will fully prepare you to work in middle and management positions at every stage of the creation of cultural goods. For instance, print and digital publishing, medias, audiovisual and phonographic film production, crafts, design, but also video games and tourism. Shall you have a passion for arts and creation, your playground will be broad and exciting!

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### BUSINESS FOUNDATIONS (March- June 2026) For Regular Track

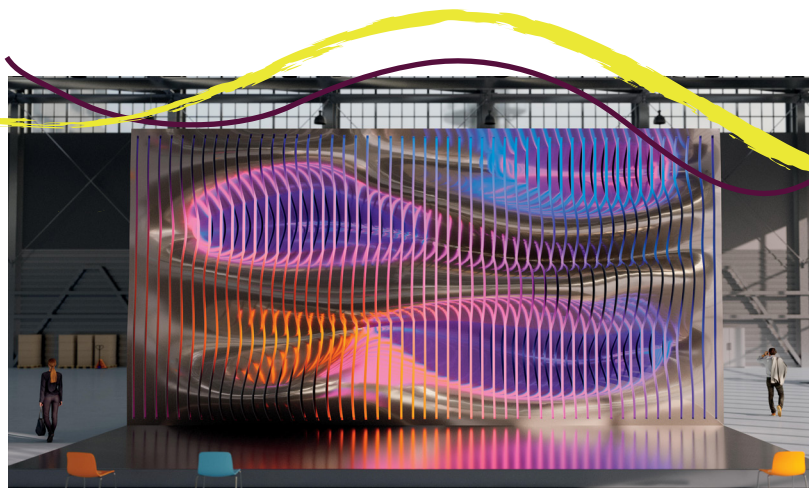
Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### SEMESTER 1 (September - December 2026) For Regular Track and Short track

- **Arts in context:**  
History of the Art and Cultural Policy, Socio-economic context of Arts & Culture
- **Arts and Cultural Management & Entrepreneurship:**  
Marketing for the arts and cultural sector, Cultural Entrepreneurship, Intellectual Property and Copyright, etc.

### SEMESTER 2 (January - June 2027) For Regular Track and Short track

- **Arts and Cultural Management & Entrepreneurship / Advanced:**  
Cultural Entrepreneurship, Fundraising for Arts and Cultural Organizations, Innovation in Creative Industries, Cultural Project Management, etc.
- **Cultural Entrepreneurship and Territorial Development:**  
Destination Governance and Cultural Tourism. Strategies for increasing the attractiveness of cultural heritage, etc.



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IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
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Dijon

## DISTINCTIVE FEATURES

- One-week field trip to a European capital with specific study visits, conferences, events, meetings with professionals and local authorities (2021-2022: Barcelona; 2022-2023: Athens)
- Learning by doing approach implemented in several course modules including visits to local artistic and cultural organisations (museums, galleries, cinema, music venues, music studios, street art venues, etc.).
- A partnerships with regional cultural organisations to create content for the general public - projects include museum mediation, festivals, exhibitions and digital marketing.
- Discussions of latest thinking and professional challenges in the creative industries led by experts from across the world - such as inclusion and diversity and the ecological transformation.

# MSc ARTIFICIAL INTELLIGENCE & DIGITAL STRATEGY MANAGEMENT

Artificial intelligence is no longer optional—it is transforming and rewriting the rules of every industry. But to truly lead in the era of AI, technical skills alone are not enough. You need the ability to code, design, and build intelligent systems while at the same time anticipating the future with a strategic mindset to shape their impact.

This is what BSB delivers: a program that blends cutting-edge technical skills with the strategic vision to anticipate change, shape markets and lead with confidence. It blends deep technical training with leadership capabilities and introduces a powerful skill that sets our graduates apart.

Graduates will find positions as AI Consultants, Digital Product Managers, Innovation Strategists, Digital Transformation Leaders, Data Strategy & Foresight Specialists.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### **BUSINESS FOUNDATIONS (March- June 2026) For Regular Track**

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### **AI SPECIALISATION COURSES (September 2026- June 2027) For Regular Track and Short track**

#### **MANAGERIAL MODULES**

Fundamentals of tech management, Technology Foresight & Innovation management, Data Science for Decision-Making, Generative AI in Business, Anticipatory Governance & AI Ethics

#### **TECHNICAL MODULES**

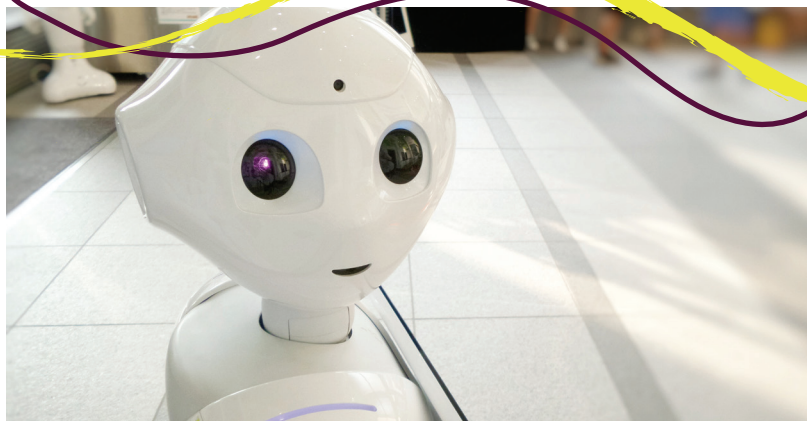
Python for Applied AI, Big Data & Customer Insights, Cloud Platforms for AI, Robotics & Autonomous Systems, Data Visualization and Storytelling (Optional)

#### **PROFESSIONAL MODULES**

Growth Marketing, AI Automation & Low-Code Tools, AI in Business, Advanced Prompting

#### **EXPERIENTIAL MODULES**

Digital Project Management, Capstone Project, Field Trip, Optional Internship



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- **Credits:**
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  - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**

An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**

An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**

IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
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  - 16,500€ for the Short Track
- **Campus:**

Lyon

## DISTINCTIVE FEATURES

- The program is ideal for students who aspire to hybrid careers, combining technical AI know-how with strategic leadership.
- The teaching includes applied Python, data science, cloud tools, AI automation, low-code platforms, and generative AI, as well as strategic foresight, growth marketing, and robotic applications.
- Students will benefit from a 6 month-subscription to Datacamp, enabling them to build hands-on coding skills.
- The programme includes field trips, simulations, and real-world projects with companies.
- Studio-style workshops are organised in collaboration with industry professionals.
- Lyon is the second biggest digital ecosystem in France with 50,000+ jobs in the digital sector.



# MSc LUXURY MANAGEMENT & INNOVATION

This unique postgraduate program enables students to become confident managers in the global luxury industry. The holistic approach is undertaken in order to apply best practices of luxury management and innovation underpinned by an active learning pedagogy.

Students are empowered to develop skills with the objective to design and implement effective competitive strategies in the luxury marketplace. They gain real-world experience and knowledge from academic professors and industry experts through group projects, case studies, consultancy missions, and business competitions.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### **BUSINESS FOUNDATIONS (March- June 2026)** **For Regular Track**

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### **SEMESTER 1 (September - December 2026)** **For Regular Track and Short track**

- Disruptive strategic management
- Consumer behavior and psychology of luxury
- Digital project consulting
- Global marketing strategy
- Luxury brand management
- International luxury marketing
- Research methods

### **SEMESTER 2 (January - June 2027)** **For Regular Track and Short track**

- **Advanced luxury track:** Fashion forecasting, Sustainable development
- Detecting and implementing business opportunities
- Reinventing luxury
- Luxury entrepreneurship
- International business project
- Business cases
- Luxury in Switzerland
- Research methods



## AT A GLANCE

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  - Short Track: 12 months, full-time
- **Credits:**
  - Credits for the Regular Track: 120 ECTS
  - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**  
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**  
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**  
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
  - 27,600€ for the Regular Track
  - 16,500€ for the Short Track
- **Campus:**  
Dijon

## DISTINCTIVE FEATURES

- **World-Class Guest Speakers:** The MSc in Luxury Management & Innovation benefits from outstanding connections with luxury industry experts and leading academics who share their unique insights with students.
- **Real-Life Brand Experience:** Students participate and gain practical experience by working on real-life consultancy projects, which they present to senior executives.
- **Global Best Practices:** The program emphasizes the development and implementation of luxury marketing strategies with a global perspective, including high-growth markets such as India and the Middle East.
- **BSB students compete in The Mark Challenge,** a prestigious international business plan competition in which MSc LMI students have been winners of the Special Prize in Fashion & Accessories.

# MSc SUSTAINABLE STRATEGIC MANAGEMENT AND ENVIRONMENTAL CHANGE

The program prepares for responsible jobs and strategy-oriented careers in tomorrow's world. The curriculum covers three main areas: sustainability & strategic analysis; business skills; change & transition management, giving students a comprehensive understanding of environmental, social, and economic forces that constrain organizations, but also training them to think out of the box, invent innovative business models, and bring sustainable solutions to markets and communities.

The program is open to diverse profiles, from business students willing to specialize in CSR or strategy to engineers and other professionals willing to acquire a better understanding of business and management. Cutting-edge teaching methods of our best faculty equip students with the operational skills needed by organizations today, but also with the breadth and depth of knowledge necessary to innovate, plan for the long term, and lead for change.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### BUSINESS FOUNDATIONS (March- June 2026) For Regular Track

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### Core and Specialisation courses (September 2026 - June 2027)

#### For Regular Track and Short track

- Environmental Science
- Sustainable Strategies and Performance Measures
- Creativity and Innovation Management
- New Technologies & Future of Energy
- Corporate Social & Environmental Sustainability Management
- Responsible Leadership & Organizational Change
- Sustainable Business Models
- Regenerative
- Entrepreneurship
- Sustainable Project
- Experience
- Etc.



## AT A GLANCE

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- **Credits:**
  - Credits for the Regular Track: 120 ECTS
  - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**  
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**  
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**  
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
  - 27,600€ for the Regular Track
  - 16,500€ for the Short Track
- **Campus:**  
Lyon

## DISTINCTIVE FEATURES

- Learn to critically assess projects, products, technologies, or organizations, considering economic, environmental, political issues.
- Work through a project-based curriculum designed around a learning-by-doing approach, mixing deep theory and hands-on practice.
- Study at a school that meets the highest standards in sustainability and social responsibility (French DD&RS-label).
- Join a field trip to discover sustainable initiatives in various lines of business across the dynamic Rhône-Alpes-Auvergne region.
- Study at a DD&RS-labeled school that meets high standards in sustainability and social responsibility. You'll be part of a community that prioritizes environmental ethics and social responsibility, fostering a more impactful and purpose-driven educational experience.

\* Global Destination Sustainability index 2024



# MSc CORPORATE FINANCE & INVESTMENT BANKING



The MSc in Corporate Finance & Investment Banking combines academic excellence with real-world application. As part of the CFA University Affiliation Program, it aligns closely with the CFA® Program curriculum, strengthening preparation for this leading global credential.

The program is taught by experienced professionals from top banks, investment firms, and portfolio managers, and follows a case-study approach using the Bloomberg trading room to give students direct exposure to industry practices and applied finance.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### **BUSINESS FOUNDATIONS (March- June 2026)** **For Regular Track**

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### **SEMESTER 1 (September - December 2026)** **For Regular Track and Short track**

- Green chrono diagnosis
- Treasury and Cash Management
- Applied quantitative methods
- Financial reporting
- Green equity and green bonds
- Merger and acquisitions
- Research methods

### **SEMESTER 2 (January - June 2027)** **For Regular Track and Short track**

- Economics for investment decision makers
- LBO, private equity & valuation
- Treasury and Cash Management
- Enterprise risk management
- Tax aspects of transactions and restructuring
- Green investment strategy & portfolio management
- Socially responsible investment and financial analysis
- CFA Program Training
- Research methods



## AT A GLANCE

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- **Credits:**
  - Credits for the Regular Track: 120 ECTS
  - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**  
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**  
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline. Solid foundations in mathematics, statistics and economics are required to succeed in the programme.
- **Language requirements:**  
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
  - 27,600€ for the Regular Track
  - 16,500€ for the Short Track
- **Campus:**  
Dijon

## DISTINCTIVE FEATURES

- Learn techniques to assess company valuations, manage cash flow, engage in market risk analysis and raise capital in financial markets.
- The program blends academic rigor with industry focus, taught by professionals from top banks, investment firms, Big 4 auditors, and portfolio managers.
- Teaching follows a case-study approach and leverages the Bloomberg trading room, giving students direct exposure to real-world practices and applied finance.
- At least three CFA scholarships awarded each year, giving students a competitive edge in earning a leading global credential in investment management.

# MSc INTERNATIONAL BUSINESS DEVELOPMENT

The MSc International Business Development is designed for all students wishing to develop their ability to evolve and do business internationally. It enables them to evolve in a predominantly international class, rubbing shoulders with a diversity of profiles and cultures.

The aim of this programme is to train future international managers and provide them with the high-level skills they need to face the challenges and risks of succeeding in the dynamic and complex world of international business.

They will be able to measure international stakes and implement high-impact strategies.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

## WHAT YOU WILL LEARN

### **BUSINESS FOUNDATIONS (March- June 2026)**

#### **For Regular Track**

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

### **SEMESTER 1 (September 2026 - June 2027)**

#### **For Regular Track and Short track**

Business Game, Strategy, Law, Supply Chain and Risk Management, Project Management, Marketing and Sales

### **SEMESTER 2 (January - June 2027)**

#### **For Regular Track and Short track**

Business Game, Sustainability, Leadership, Country Studies, Consulting Project



## AT A GLANCE

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- **Credits:**
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- **Eligibility for the Regular Track:**  
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**  
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**  
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
  - 27,600€ for the Regular Track
  - 16,500€ for the Short Track
- **Campus:**  
Dijon

## DISTINCTIVE FEATURES

- Broad programme content, facilitating access to several professions in an international context.
- International classes with students from diverse backgrounds, promoting intercultural communication.
- Teaching provided by a panel of academics and professionals who are up to date with recent developments in international business.
- Professional introductory seminars (International Business Seminar Series).
- International Consulting Project based on real-life cases, working in teams.