



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



**POSTGRADUATE  
PROGRAMMES**





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You may not know this, 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's a will, there's a way.  
That 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  
**FRENCH**  
**ART DE VIVRE**

France is a multicultural and open society, is 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. 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**



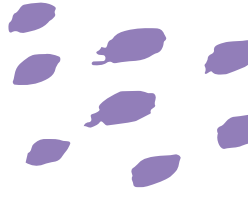
# DIJON AND LYON AT THE CROSSROADS OF 2 MAJOR REGIONS IN FRANCE



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
- 1<sup>st</sup> gastronomic region in France
- 1<sup>st</sup> 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



Capital of one of France's 13 regions, 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*

## THE 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 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, BSB' 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 8<sup>th</sup> arrondissement, our new Lyon campus had opened its doors in September 2025. This campus is designed as an experiential space focused on comfort, modularity, and innovation. It aims to provide an optimal learning environment with flexible and adaptable spaces:

- ▮ Digital Learning Center
- ▮ Design Lab
- ▮ Coworking spaces
- ▮ Dedicated space for associations
- ▮ Lounge & Kitchen
- ▮ Outdoor terrace
- ▮ One Health Center
- ▮ School of Media, Culture & Communication

**One  
Health  
Center**

We take  
care of you<sup>TH</sup>


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 take care of yourself.

# 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, BSB 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

BSB offers 11 English-taught programmes, and 43% of our professors are international.

BSB 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 1<sup>st</sup> 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
- **2025** - Opening of the new BSB Lyon campus

## INTERNATIONAL RECOGNITION



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.



FINANCIAL TIMES

BSB is ranked **49<sup>th</sup> in the world\*** (up 3 places).

*\*2025 FT MIM ranking.*



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.

## 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 1<sup>ST</sup> 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

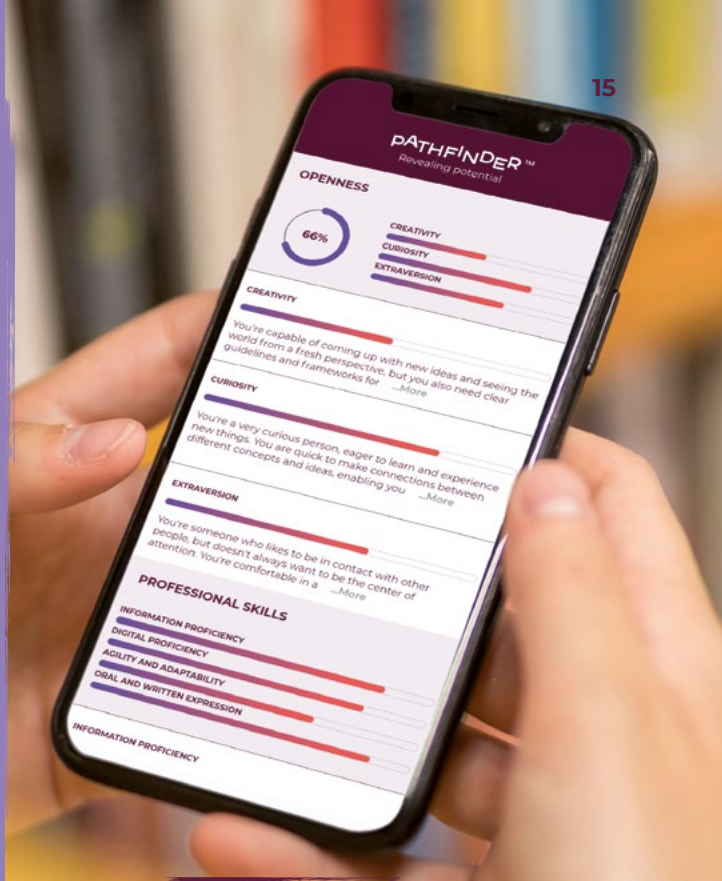
## A PERSONALITY TEST TO GET TO KNOW YOU BETTER

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.**

# MORE THAN 200 PARTNER UNIVERSITIES IN 56 COUNTRIES

BSB's global network enables you to explore the world and further enhance your international experience. Depending on your degree programme, you can choose to study abroad for a one-semester exchange or do a one-year dual degree.

- Dual degree programme
- One-semester exchange

## AFRICA

### Morocco

- ESCA/ Casablanca ●
- Groupe ISCAE Casablanca ●
- Université Internationale de Rabat ●

### Senegal

- Groupe ISM Dakar ●

### South Africa

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

## NORTH AMERICA

### Canada

- Brock University, St Catharines - Ontario ●●
- Carleton University - Ottawa, Ontario ●
- École des Sciences de la Gestion de l'Université du Québec à Montréal (ESG UQÀM) ●
- Laurentian University/Université Laurentienne - Sudbury, Ontario ●
- Université de Moncton - New Brunswick ●
- Université du Québec à Chicoutimi (UQAC) ●
- University of New Brunswick, Saint-John ●●
- University of the Fraser Valley - Abbotsford, British Columbia ●
- Wilfrid Laurier University - Waterloo, Ontario ●
- Memorial University of Newfoundland- St John's ●

### Mexico

- CETYS Universidad ●
- EGADE Business School - Tecnológico de Monterrey ●
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) ●
- ITAM - Ciudad de México ●
- Universidad Autónoma de Yucatán - Mérida ●
- Universidad Jesuita de Guadalajara (ITESO) ●
- Universidad Panamericana - Guadalajara ●
- Universidad de Monterrey ●
- Universidad Marista de Mérida ●

### United States of America

- California State University - Fresno ●
- George Mason University - Fairfax ●
- Montana State University - Bozeman ●
- Ohio University - Athens ●
- Oklahoma State University - Stillwater ●●

- Sonoma State University ●
- Stetson University - DeLand, Florida ●
- The University of North Carolina at Greensboro ●
- University of Hartford ●
- University of Kentucky - Lexington ●●

- University of Nebraska at Omaha ●
- University of North Texas - Denton ●
- University of the Pacific - Stockton, California ●
- University of Wisconsin Whitewater ●
- Virginia Polytechnic Institute and State University (Virginia Tech) - Blacksburg ●

## LATIN AMERICA

### Argentina

- Universidad Argentina de la Empresa (UADE) - Buenos Aires ●
- Universidad Austral - Buenos Aires ●
- Universidad del CEMA - Buenos Aires ●
- Universidad de San Andrés - Buenos Aires ●
- Universidad Nacional de Cuyo - Mendoza ●

### Brazil

- Escola Superior de Propaganda e Marketing (ESPM) - São Paulo, FDC - Fundação Dom Cabral - Belo Horizonte ●
- FGV - EBAPE - Rio de Janeiro ●
- Porto Alegre - Rio de Janeiro ●
- IBMEC Rio de Janeiro ●
- INSPER, São Paulo ●
- Pontificia Universidade Católica do Paraná (PUCPR) - Curitiba ●

### Chile

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

### Colombia

- Pontificia Universidad Javeriana - Cali ●
- Universidad del Norte - Barranquilla ●
- Universidad EAFIT - Medellín ●
- Universidad ICESI - Cali ●

### Peru

- CENTRUM PUCP Business School - Lima ●
- Pontificia Universidad - Lima Católica del Perú ●
- Universidad de Piura (UDEP) - Lima ●
- Universidad del Pacífico - Lima ●

### Uruguay

- Universidad de Montevideo ●

## ASIA

### Cambodia

- Royal University of Law and Economics - Phnom Penh ●

### China

- Beijing Jiaotong University ●
- Hong Kong Baptist University (HKBU) ●●
- Lingnan University - Hong Kong ●
- Shanghai University, MBA Center ●
- Southwestern University of Finance & Economics - Chengdu ●
- Sun Yat-Sen University - Guangzhou ●
- University of International Business & Economics (UIBE) - Beijing ●
- Zhejiang University - Hangzhou ●

### Chinese Taipei, Taiwan

- Feng Chia University - Taichung ●
- Fu Jen Catholic University - Taipei ●
- National Chengchi University - Taipei ●
- National Taiwan University of Science and Technology - Taipei ●
- National Yang Ming Chiao Tung University - Hsinchu ●
- National Sun Yat-Sen University - Kaohsiung ●●
- Soochow University - Taipei ●

### India

- IMT Ghaziabad - Institute of Management Technology ●
- International Management Institute - New Delhi ●
- Management Development Institute Gurgaon ●

### Indonesia

- Binus University - Jakarta ●
  - Universitas Gajah Mada - Jakarta & Yogyakarta ●
- ### Japan
- AKita International University ●
  - Chuo University - Tokyo ●
  - Kwansei Gakuin University - Nishinomiya ●
  - Nagoya University of Commerce & Business (NUCB) ●
  - Ritsumeikan Asia Pacific University - Beppu ●
  - Sophia University - Tokyo ●

### Malaysia

- Sunway University - Kuala Lumpur ●
- Taylor's University - Kuala Lumpur ●
- Universiti Utara Malaysia, Sintok ●

### Philippines (The)

- Ateneo de Manila University ●

### Singapore

- Nanyang Technological University, Singapore ●

## South Korea

- Ajou University - Suwon ●
- EWHA Womans University - Séoul ●
- Hankuk University of Foreign Studies - Seoul ●
- Hanyang University - Séoul ●
- INHA University - Séoul ●
- Kyungpook National University - Daegu ●
- Sogang University - Séoul ●
- SolBridge International School of Business - Daejeon ●●

## Thailand

- Mahidol University, International College - Bangkok ●
- Sasin School of Management - Bangkok ●
- Thammasat Business School - Bangkok ●

## Vietnam

- National Economics University - Hanoi ●

## CENTRAL ASIA

### Kazakhstan

- Almaty Management University ●

## EUROPE

### (EU / OUTSIDE EU)

### Austria

- Fachhochschule bfi Wien ●
- University of Klagenfurt - Klagenfurt ●

### Belgium

- Ghent University ●
- HEC - École de Gestion de l'Université de Liège ●
- ICHEC - Brussels Management School ●
- KU Leuven ●
- Solvay Brussels School of Economics & Management, ULB ●
- UCL - Louvain School of Management ●

### Croatia

- ZSEM - Zagreb School of Economics & Management ●

### Czech Republic

- Prague University of Economics and Business ●

### Denmark

- University of Southern Denmark - Odense ●

### Estonia

- Estonian Business School - Tallinn ●



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



↑ SolBridge International School of Business, Daejeon - South Korea - MS Marketing Analytics



↑ Northumbria University - Newcastle-upon-Tyne - UK MSc International Finance & Investment



↑ EGADE Business School, Santa Fe - Mexico Maestría en Finanzas

### Finland

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

### Germany

Friedrich-Alexander Universität Erlangen Nürnberg ●  
Hamburg University - Hamburg ●  
HHL - Leipzig Graduate School of Management ●  
Hochschule Geisenheim University ●  
Hochschule Pforzheim ●  
Hochschule für Technik und Wirtschaft - HTW Berlin ●●  
Katholische Universität Eichstätt-Ingolstadt ●  
Ludwig-Maximilians-Universität München (LMU) ●  
Universität Bayreuth ●  
WWU Münster - University of Münster ●

### Greece

ALBA Graduate Business School at the American College of Greece - Athens ●  
Athens University of Economics & Business ●

### Ireland

Dublin City University Business School ●  
Kemmy Business School, University of Limerick ●  
J.E. Cairnes School of Business & Economics, University of Galway ●  
Trinity Business School, Trinity College Dublin ●  
University College Cork ●

### Iceland

Reykjavik University - Reykjavik ●

### Italy

LUISS Business School - Rome ●●  
UniFI - Università degli Studi di Firenze ●  
Università Carlo Cattaneo - LIUC - Castellanza ●●  
Università Cattolica del Sacro Cuore, Milan ●  
Università di Pisa ●

### Latvia

RISEBA University of Applied Sciences, Riga ●

### Lithuania

ISM Uuniversity of Management & Economics - Vilnius ●

### Netherlands (The)

University of Groningen ●  
University of Maastricht - Maastricht ●

### Norway

BI Norwegian Business School - Oslo ●  
NHH- Norwegian School of Economics- Bergen ●  
Norwegian University of Life Sciences (NMBU) - Ås ●

### Poland

Cracow University of Economics ●  
Kozminski University - Warsaw ●  
University of Warsaw - Warsaw ●

### Portugal

ISEG - Lisbon ●  
Universidade Católica Portuguesa Porto,  
Católica Porto Business School ●

### United Kingdom

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

### Slovenia

University of Ljubljana - School of Economics and Business ●

### Spain

Colegio Universitario de Estudios Financieros (CUNEF) - Madrid ●  
ESIC Business & Management School, Campus Madrid ●  
Universidad Autónoma de Madrid ●  
Universidad Complutense de Madrid ●  
Universidad de Cantabria - Santander ●  
Universidad de Granada ●●  
Universidad de Salamanca ●  
Universitat Autònoma de Barcelona ●  
Universitat de València ●

### Sweden

Jönköping International Business School ●  
Karlstad Business School, Karlstad University ●  
Mälardalen University - Västerås ●  
Umeå School of Business & Economics, Umeå University ●●

### Switzerland

University of Applied Sciences & Arts Northwestern Switzerland - FHNW - Basel ●  
ZHAW - Zürich University of Applied Sciences - Winterthur ●

### Turkey

Bilkent University - Ankara ●  
Sabanci University - Tuzla/Istanbul ●  
Universitè Galatasaray - Istanbul ●

### MOYEN-ORIENT

#### United Arab Emirates

Abu Dhabi University - The College of Business Administration ●  
United Arab Emirates University ●  
University of Dubai ●

#### Lebanon

ESA Business School - Beyrouth ●

### OCEANIA

#### Australia

Curtin University - Perth ●  
Macquarie University - Sydney ●  
The University of Newcastle ●  
University of Western Australia - Perth ●

EXPLORE  
ALL YOUR OPTIONS  
HERE





**+19,000**

GRADUATES

**85%**

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

**UP TO  
€54,000**

AVERAGE GROSS ANNUAL SALARY  
3 YEARS AFTER GRADUATION\*

\*2024 Insertion CGE survey.  
French wages.

# 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 Hopper**  
BSB class of 2021

ASSOCIATE MANAGER, CPD  
COMMERCE DISPLAY  
(New-York)



**Alexandre Naess**  
BSB class of 2019

PARTNER ACCOUNT  
EXECUTIVE  
(Barcelona)



**Quentin Touillon-Renaud**  
BSB class of 2017

TRANSACTION  
MANAGER  
(Geneva)



**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)



**Séphora Sbai**  
BSB class of 2016

FINANCIAL CONTROLLER -  
LEATHER GOODS AND SADDLERY  
(Paris)



## 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 Vivatech or Vinexpo), and graduation anniversaries.



# OUR DIFFERENT POSTGRADUATE PROGRAMMES

BSB welcomes international students with a bachelor degree in any field of study. All programmes deliver ECTS credits and are fully AACSB, EQUIS and AMBA accredited.

## 24 MONTHS PROGRAMME

### MASTER IN MANAGEMENT

SEPTEMBER INTAKE

**120 ECTS**

#### THIS PROGRAMME:

- Requires a minimum 3-year bachelor's degree.
- Provides you with a solid academic background in business and management.
- Is fully recognised by the French Ministry of Education.
- Offers you up to 14 months of work experience.
- Is fully recognised by employers offering internships and job opportunities.
- No background in business or management is necessary to apply.
- First year: business foundations, second year: specialization (possibility to choose a double degree at BSB or internationally).

## 1-YEAR PROGRAMMES

### MASTER OF SCIENCE PROGRAMMES (MSc)

PROFESSIONALISING DIPLOMAS

**60 ECTS**

#### THESE PROGRAMMES:

- Require a minimum 3-year bachelor's degree. Students with a 4-year Business & Management Bachelor's degree are eligible for our internal dual degree.
- Provide you with strong practical knowledge and a high level of expertise enabling you to enter the job market right away.
- Give you hands-on learning experiences thanks to numerous field trips in France and abroad.
- No background in business or management is necessary to apply for the majority of our Master of Science programmes.

## 18 MONTHS PROGRAMME

### DOUBLE DEGREE MASTER IN MANAGEMENT + MSc

MARCH INTAKE

**120 ECTS**

#### THIS PROGRAMME:

- Give students a French Master Degree recognised by the French Ministry of Education + MSc degree.
- Requires a minimum 3-year bachelor's degree or 180 ECTS in any subject.
- Students can follow either a traditional curriculum or a double degree programme by joining one of BSB's MSc programmes in the 2<sup>nd</sup> year.
- Provides you with strong practical knowledge and a high level of expertise enabling you to enter the job market right away.
- Gives you hands-on learning experiences and practical, job-ready skills through Bootcamps.

### SPECIALISED MASTER DEGREES

PROFESSIONALISING DIPLOMAS

**75 ECTS each**

#### THESE PROGRAMMES:

- Require a Master's degree or a non-French Bachelor's degree + 3 years of work experience + proven passion for Arts and Wine.
- Are numbers 1 in the rankings of the best masters in Wine and Gastronomy Management and Cultural Enterprise Management\*.
- Are designed for students and young professionals wishing to specialise in the Wine and Spirits business or in the Creative Industries.
- Enables you to acquire key knowledge in these demanding fields.

### MASTER OF BUSINESS ADMINISTRATION (MBA)

WINE & SPIRITS BUSINESS

**90 ECTS**

#### THIS PROGRAMME:

- Requires a Bachelor's degree in any subject and more than 3 years of work experience
- Is an intensive programme, designed to train high potential students looking to reach middle to upper managerial positions in the industry or create their own business
- Gives students a sound grasp of the requirements of the global market by offering them a diversity of cultural experiences and developing their understanding of the intricacies of the global business of wine and spirits.

\*2024 EDUNIVERSAL ranking



# MASTER IN MANAGEMENT GRANDE ECOLE PROGRAMME

## THE "CRÈME DE LA CRÈME" OF POSTGRADUATE QUALIFICATIONS

As the most prestigious degree of its kind in France, this programme is renowned for its high standards and intense academic rigour.



*BSB's Master in Management – Grande Ecole programme is accredited by the French Ministry of Higher Education, Research and Innovation.*

## WORLDWIDE RECOGNITION



FINANCIAL  
TIMES

BSB is ranked **49<sup>th</sup> in the world\***  
(up 3 places).

*\*2025 FT MIM ranking.*



CFA Institute  
University Affiliation  
Program

*Our MSc Corporate Finance and Investment Banking is now part of the CFA Institute University Affiliation Program. It is a strong signal to our students and to employers that our curriculum is closely tied to the practice of investment management and helpful to prepare for the CFA® Program exams.*

## THE 3 PILLARS

### ADDRESSING 3 KEY ISSUES FOR THE FUTURE

Throughout your curriculum, you will be trained in 4 societal challenges. Understanding these issues will enable you to carry out your projects effectively and evolve throughout your professional life with agility.

Bootcamps, innovation challenges, modules, conferences, and more. BSB offers you many opportunities to develop your skills, critical mind, taste for challenge, and ability to analyse and take a step back.

#### DIGITALISATION

Big data, Blockchain, Artificial Intelligence, etc. Using these new technologies and questioning their ethical and deontological implications.



#### SUSTAINABLE DEVELOPMENT

Raising awareness of climate, natural resources, energy, health, social justice, helping you to become a responsible manager and to contribute to a more sustainable world.



#### GLOBALISATION

Understanding globalisation through its challenges: economic activity in emerging markets, financialisation of the economy, economic nationalism, increase in international regulations, etc.





# MASTER IN MANAGEMENT 18 MONTHS

Master in Management - 18 months 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.

This 18-month programme has two levels: core courses for foundational knowledge, then specialisation in one of BSB's 8 MSc programmes, with the added benefit of earning a double degree.

## WHAT YOU WILL LEARN

### BUSINESS FOUNDATIONS (March to July 2026)

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

### SPECIALISATIONS (2026 - 2027 Academic Year)

Choose from one of the 8 MSc programmes:

- MSc International Business Development
- MSc Sustainable Strategy Management & Environmental Change\*
- MSc Wine Management
- MSc Arts & Cultural Management
- MSc Artificial Intelligence & Digital Strategy Management\*
- MSc Data Science & Organisational Behaviour
- MSc Luxury Management & Innovation
- MSc Corporate Finance & Investment Banking

\*If you choose this MSc, you will need to relocate to the Lyon campus.



FIND OUT MORE



## AT A GLANCE

- **Start Date:**  
March 2026 or March 2027
- **Duration/Mode:**  
18 months, full-time
- **Credits:**  
120 ECTS
- **Eligibility:**  
3 years Bachelor's degree or 180 ECTS
- **Language requirements:**  
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- **2026 Fees:**  
€27,500 (unless you choose the MSc Wine Management: €29,100)
- **Campus:**  
Dijon

## PROGRAMME HIGHLIGHTS

- This degree is certified by the French Ministry of Education offering international value and recognition from employers and institutions worldwide.
- It provides access to candidates without a background in management, enabling them to pursue a specialised MSc.
- Gain hands-on experience in Team Management and Leadership as well as in Design Thinking through intensive bootcamps equipping you with practical, job-ready skills for your career.
- 100% English-taught courses.
- Evolve in a predominantly international class and meet a diversity of profiles and cultures.
- Seize the opportunity to get a double skills set and boost your employability by choosing one of our 8 one-year Master of Science programmes.

# MASTER IN MANAGEMENT 24 MONTHS

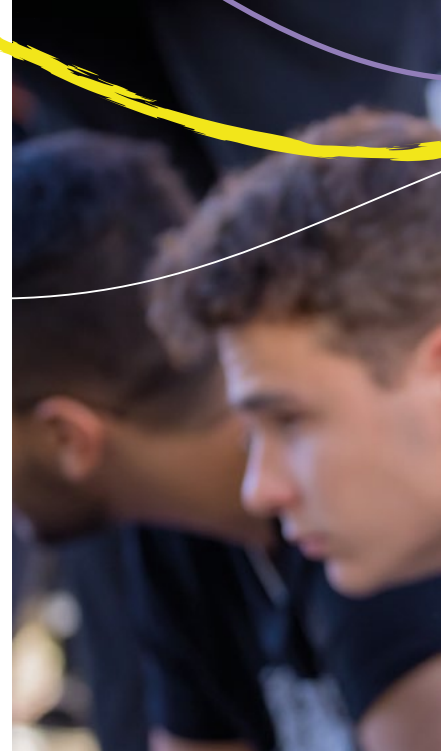
At BSB, there is no such thing as a standard curriculum!  
As soon as you enter the school, you are involved in the definition of your academic path.  
Backed up by your Pathfinder™ coach, you can choose from numerous modules and specialisations in order to build a programme tailored to your professional project.

## Tuition fees for the 2026-2027 academic year are:

- Enrollment in Master 1: €14,600
- Enrollment in Master 2: €13,800

Technical skills / Fundamentals  
 Experiential learning  
 Interpersonal skills and leadership skills

★ Leaderskills Institute: developing your leadership skills  
● Dijon Campus  
○ Lyon Campus  
● Paris Campus



## MASTER 1 - IN-DEPTH STUDY

SEMESTER 1

### FUNDAMENTALS

- Data analysis
- Digital Consumer Behavior
- Corporate Finance Level 2
- Project management
- Management control Level 2
- Corporate social responsibility

### EXPERTISE MODULES (EXTRACT)

#### 1 course to be chosen from:

- Corporate Financial Policy
- E-commerce & Retail Management
- Communication strategy
- Introduction to Wine, Spirits and Beer Management
- Psychology of Fashion
- Creative Economy
- Introduction to Luxury Marketing

### BOOTCAMPS

- Entrepreneurship
- Become a Conscious Leader ★

### LANGUAGES

- Business English
- GMAT preparation (optional)

### PATHFINDER DAYS

Career/academic guidance and personal development

### LEADERSKILLS INSTITUTE

Leadership skills development

SEMESTER ABROAD

## MASTER 2\* - SPECIALISATION AND EXPERTISE

SEMESTERS 3 & 4

### FUNDAMENTALS

- Responsible Strategic Management
- Steering Digitalization and Information Systems
- Leadership and Managerial Posture ★
- Business Game
- Professional Thesis Methodology

### SPECIALISATIONS TO CHOOSE FROM IN INITIAL OR WORK-STUDY PROGRAMS (TAUGHT IN FRENCH, APPRENTICESHIP ONLY)

- Banque et Ingénierie Financière ● ○
- Finance d'Entreprise et Contrôle ● ○
- Marketing et Communication ● ○
- Communication et Evenementiel ● ○
- Stratégie Commerciale & Retail ● ○
- Entrepreneuriat & Management des PME ○
- Management des ressources Humaines ●
- Strategy consulting & Business Transformation ○
- Management des Vins et Spiritueux ○
- Management de la RSE & Développement durable ○
- Data Management & Business Analytics ○

### BOOTCAMPS

Leadership & Well-being at Work ★

### LANGUAGES

- Business English
- Advanced English

### PATHFINDER DAYS

Career/academic guidance and personal development

### LEADERSKILLS INSTITUTE

Leadership skills development





## SEMESTER 2

**FUNDAMENTALS**

- Corporate law
- Advanced Statistics & Data skills for business
- Corporate social responsibility (CSR)

**EXPERTISE MODULES**

**Choose 2 from (All courses are in English):**

- Financial Market
- Presentation skills for business
- Communication strategy
- Introduction to Python for Data and AI
- Global marketing
- Inclusive Leadership
- Living with AI: Learn Smarter, Work Better, Grow Faster
- Supply chain and quality management

**MODULES OF EXCELLENCE from among 40 modules (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

**LANGUAGES**

- Business English

**PATHFINDER DAYS**

Project support professional/academic and personal development

**LEADERSKILLS INSTITUTE**

Leadership skills development

**INTERNSHIP FUNCTION**

Minimum 4 months

**SEMESTER ABROAD****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)* ●

**MANAGEMENT INTERNSHIP (OPTIONAL)**

4 to 6 months

**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 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

**INTERNSHIP ABROAD (OPTIONAL)**

4 to 6 months

**SPECIALISATION INTERNATIONAL BUSINESS MANAGEMENT ● (APPRENTICESHIP)****INTERNATIONAL SEMESTER**



# OUR MODULES OF INTERNATIONAL EXCELLENCE

BSB's Master in Management Grande Ecole programme offers about 24 modules for you to choose from throughout your course.

In each of them, you will:

Be taught by BSB professors who are recognised internationally for their expertise,  
Benefit from visiting prestigious international professors,  
Gain professional insight in various fields.



## SELECTION OF THE OFFERED MODULES

- **MARKETING AND BUSINESS STRATEGY OF LUXURY COMPANIES**  
 Curtin University, Curtin Business School, Australia
- **INVESTING IN STOCK MARKETS**  
 University of Stellenbosch Business School, South Africa
- **ENTREPRENEURSHIP FOR SMALL BUSINESS OPERATORS**  
 Sonoma State University, USA
- **PORTFOLIO ANALYSIS**  
 University College Cork, Ireland

- **CONFLICT MANAGEMENT SKILLS**  
 Leiden University, Faculty of Social and Behavioural Sciences, The Netherlands
- **NETWORKS AND INTERNATIONAL STRATEGIC ALLIANCES**  
 Nottingham Trent University, Nottingham Business School, United Kingdom
- **AGILE PRODUCT DEVELOPMENT**  
 Ritsumeikan Asia Pacific University, Japan
- **ETC.**



# MASTER OF SCIENCE THE KEY TO YOUR EMPLOYABILITY

Built upon strong business fundamentals and real-world situations, BSB's 1-year specialised graduate programmes will provide you with the skills you need to succeed in today's complex and changing world.

BSB STUDENTS  
HAVE RECEIVED  
JOB OFFERS  
**FROM TOP  
GLOBAL COMPANIES**

altran



AIRBUS



Deloitte.



**HAYS** Recruiting experts worldwide



**HARIBO**

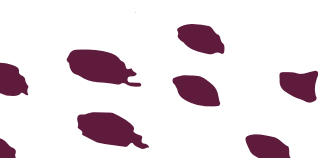


IBM



KPMG

LVMH  
MAISON MARTIN MARGIELA  
HERMÈS  
LOUIS VUITTON



# 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.

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

### SEMESTER 1

(September 2026 - June 2027)

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

### SEMESTER 2

(January - June 2027)

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

## AT A GLANCE

- ▀ **Start Date:**  
September 2026
- ▀ **Duration/Mode:**  
12 months, full-time
- ▀ **Credits:**  
60 ECTS
- ▀ **Eligibility:**  
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:**  
€16,500
- ▀ **Campus:**  
Dijon

## DISTINCTIVE FEATURES

- ▀ A programme with varied content, facilitating access to a broad range of positions 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.

# 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.

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

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

- 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

- **Start Date:**  
September 2026
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
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:**  
16,500€
- **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 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!

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

### SEMESTER 1

(September - December 2026)

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

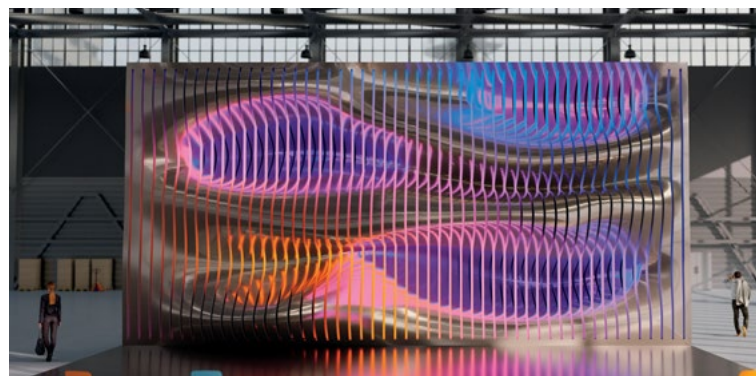
### SEMESTER 2

(January - June 2027)

- **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.



FIND OUT MORE



## AT A GLANCE

- **Start Date:** September 2026
- **Duration/Mode:** 12 months, full-time
- **Credits:** 60 ECTS
- **Eligibility:** 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:** 16,500€
- **Campus:** 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 partnership 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.

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

### AI SPECIALISATION COURSES (September 2026-June 2027)

#### 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



FIND OUT MORE



## AT A GLANCE

- ▮ **Start Date:**  
September 2026
- ▮ **Duration/Mode:**  
12 months, full-time
- ▮ **Credits:**  
60 ECTS
- ▮ **Eligibility:**  
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:**  
16,500€
- ▮ **Campus:**  
Lyon

## DISTINCTIVE FEATURES

- ▮ The program is ideal for students who aspire to hybrid careers, combining technical AI knowhow with strategic leadership.
- ▮ The teaching includes applied Python, data science, cloud tools, AI automation, lowcode 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 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.

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

### SEMESTER 1

(September - December 2026)

- **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)

- **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:**  
September 2026
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
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:**  
16,500€
- **Campus:**  
Dijon

## DISTINCTIVE FEATURES

SPONSORED BY  pwc  
Luxembourg

- 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.



FIND OUT MORE

# 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.

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

### SEMESTER 1

(September - December 2026)

- 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)

- **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



FIND OUT MORE



## AT A GLANCE

- **Start Date:**  
September 2026
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
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:**  
16,500€
- **Campus:**  
Djon

## 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 CORPORATE FINANCE & INVESTMENT BANKING



CFA Institute  
University Affiliation  
Program



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.

12-month programme (2 semesters).

## WHAT YOU WILL LEARN

### SEMESTER 1

(September - December 2026)

- 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)

- 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



FIND OUT MORE

## AT A GLANCE

- **Start Date:**  
September 2026
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
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:**  
16,500€
- **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.

# THE SCHOOL OF **WINE AND SPIRITS BUSINESS**

**THE GLOBAL PIONEER AND LEADER**  
IN EDUCATION AND RESEARCH IN WINE  
AND SPIRITS MANAGEMENT



## **TOP 6 REASONS TO CHOOSE** THE SCHOOL OF WINE & SPIRITS BUSINESS

- ▮ Exclusive location in the heart of Burgundy, France
- ▮ Cutting-edge education
- ▮ Outstanding faculty
- ▮ International perspectives
- ▮ Career empowerment
- ▮ Unique study environment and support network

# MBA WINE & SPIRITS BUSINESS

An intense executive programme to master the strategic aspects of the global wine and spirits market.

- High level knowledge and networking.
- 5 weeks of field trips included (France, New York, London, Greece, Germany).
- WSET training wine and spirits with a Master of Wine.
- Free intensive French classes for 45 hours.
- Outstanding learning environment in the School of Wine & Spirits Business, a world pioneer and industry leader.



FIND OUT MORE

# MSc WINE MANAGEMENT

This holistic programme allows students to obtain a global understanding of the wine and spirits industry, plus gain management and financial skills.

- In-depth theoretical and practical knowledge of the International business environment.
- Produce corporate specialists.



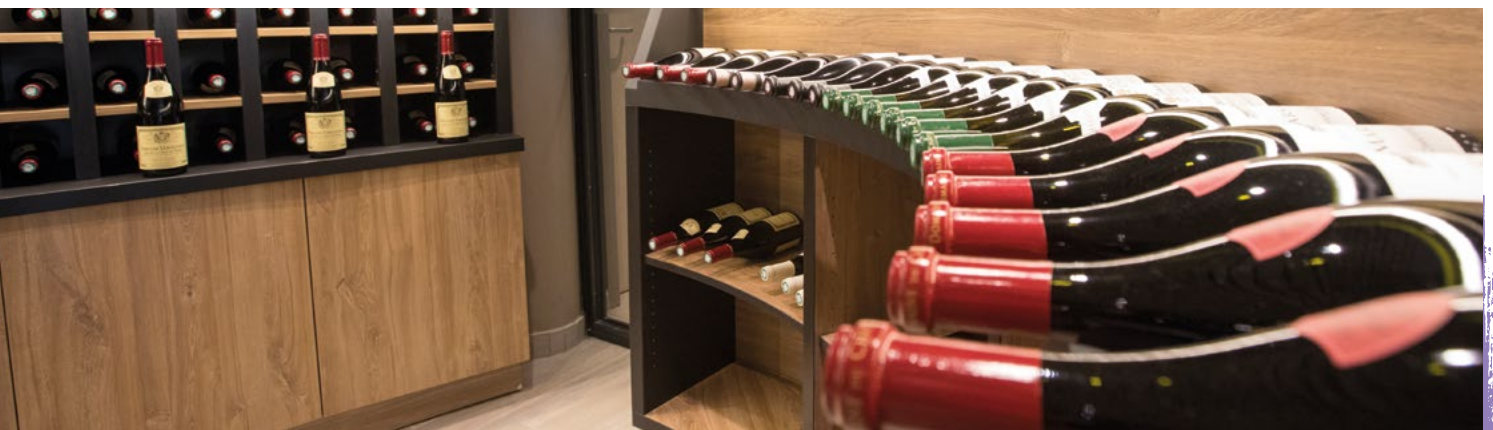
FIND OUT MORE

## AT A GLANCE

- **Start Date:**  
September 2026
- **Duration/Mode:**  
3 academic semesters (including 2 full time semesters)
- **Credits:**  
90 ECTS
- **Eligibility:**  
a Bachelor's degree in any subject and more than 3 years of work experience
- **Language requirements:**  
IELTS 5.5-6.5, TOEIC 700-785, TOEFL IBT 72-94 or Duolingo 115
- **2026 Fees:**  
€34,000
- **Campus:**  
Dijon

## AT A GLANCE

- **Start Date:**  
September 2026
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
Validated Master's degree in French or validated 4-year International Bachelor's degree or 240 ECTS in business, management, or equivalent discipline
- **Language requirements:**  
IELTS 6.0 or TOEIC 785 or TOEFL IBT 80 or Duolingo 115
- **2026 Fees:**  
€18,000
- **Campus:**  
Dijon





FRENCH  
ART DE VIVRE  
**AT YOUR  
FINGERTIPS**

# FRENCH-TAUGHT SPECIALISED MASTER DEGREES

With over 30 years of experience, our specialised master's programmes draw on France's deep-rooted expertise in two dynamic fields. Whether you're passionate about the global trade of wines and spirits or focused on leadership in the cultural and creative industries, our programmes provide the knowledge, skills, and industry connections you need to succeed. With campuses in Dijon and Lyon, we offer the perfect environment to deepen your understanding and advance your career in these thriving sectors.





# MASTÈRE SPÉCIALISÉ CIVS



## COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

Launched in 1988, the "Mastère Spécialisé" CIVS is taught in French and provides a comprehensive understanding of the industry. It's primarily aimed at people with previous professional experience who wish to move into sales and marketing positions in France and abroad. It's also suitable for people with no professional experience who wish to acquire skills in the wine and spirits sector.

The program enables you to develop a triple skill set: technical expertise, sector expertise and managerial expertise.



*FIND OUT MORE*

### AT A GLANCE

- ▀ **Start Date:**  
September 2026
- ▀ **Duration/Mode:**  
12 months, full-time or part-time
- ▀ **Credits:**  
75 ECTS
- ▀ **Eligibility:**  
French Master's or international Bachelor's degree + 3 years of work experience + proven passion for wine and spirits
- ▀ **Language requirements:**  
French level: TCF / TEF C1 + good level of English tested during the interview
- ▀ **2026 Fees:**  
€16,000 (full-time)  
€13,000 (part-time)
- ▀ **Campus:**  
Dijon (full-time) or Paris/Dijon (part-time)



# MASTÈRE SPÉCIALISÉ MECIC - PARIS

## MANAGEMENT DES ENTREPRISES CULTURELLES ET INDUSTRIES CRÉATIVES



Taught from our Paris campus, the MS Management des Entreprises Culturelles et Industries Créatives (MS MECIC Paris) is designed for students and young professionals wishing to specialise in the creative industries, as well as people with artistic backgrounds who want to acquire skills in marketing and communications.



*FIND OUT MORE*

### AT A GLANCE

- ▮ **Start Date:**  
September 2026
- ▮ **Duration/Mode:**  
12 months, full-time
- ▮ **Credits:**  
75 ECTS
- ▮ **Eligibility:**  
A Master's degree or a non-French Bachelor's degree + 3 years of work experience + proven passion for arts
- ▮ **Language requirements:**  
French level: TCF / TEF C1 + good level of English tested during the interview
- ▮ **2026 Fees:**  
€16,000
- ▮ **Campus:**  
Paris

\*2024 EDUNIVERSAL ranking



# SETTLING INTO YOUR NEW HOME IN FRANCE



This label is awarded by Campus France to institutions of higher education that bring the best support to their international students.

It rewards our quality of service and facilities when it comes to welcoming you.



WATCH OUR VIDEO  
TO SEE WHAT HAPPENS  
DURING WELCOME WEEK

## ACCOMMODATION

You will be able to find a place to live before you arrive via our accommodation platform **Studapart**. There are numerous options to choose from such as flats, 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.



FIND OUT MORE  
ABOUT HOUSING AT BSB

## TUITION FEES

They cover:

- **Access to Pathfinder™**
- All coursework, books, and elearning access.
- Field-trips costs (when applicable).
- Academic, language and career support.
- Access to our campus and facilities.

We offer **merit-based scholarships** each year to high-performing international students. These scholarships recognize academic excellence and provide financial support, helping talented students pursue their studies while fostering a diverse academic community..

## 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 supplementary 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.



FIND OUT MORE  
ABOUT HEALTHCARE

## MISSION HANDICAP

Our school is accessible to people with disabilities. We offer a personalized support to each profile: adapted courses and exams, help in finding internships or work-study programmes, preparation for the semester abroad, ...

Our goal is to help you make the most of every moment of your studies!

# 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

Attach all documents, then review and submit your application with the €100 non-refundable fee, payable online by credit card. Your application is only complete once the fee is received..

## STEP 3: GET READY FOR YOUR VIDEO INTERVIEW

Once you receive the link, you'll have limited time to complete a 30-minute one-way video interview on ICIMS platform.

## STEP 4: CONFIRM YOUR ACCEPTANCE

If admitted, you'll receive a pre-acceptance letter and must pay the deposit within 20 days (via Flywire) mandatory 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.

### *STAY IN TOUCH*

FOR ASSISTANCE, INFORMATION, OR ACCESSIBILITY  
SUPPORT 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

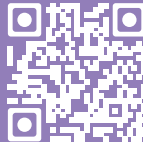
### Business Development & Strategy

- MSc International Business Development

## GETTING IN TOUCH

info-international@bsb-education.com

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

EDITION December 2025

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