



DIVE IN

M S c
WINE MANAGEMENT

BURGUNDY
SCHOOL
OF WINE & SPIRITS
BUSINESS

YOU HAVE ARRIVED AT THE BEST PLACE TO EXERCISE YOUR PASSION: BURGUNDY, THE HEART OF THE GLOBAL WINE AND SPIRITS ECONOMY. SURROUNDED WITH POWERFUL SECRETS OF WINE AND SPIRITS PRODUCTION, COMMERCE & INNOVATION, TAKE FULL ADVANTAGE: BE ENGAGED, COMMITTED, CURIOUS, ADVENTUROUS.

SAY YES TO ALL AROUND YOU. TASTE EVERYTHING, ALONE AND IN COMBINATION. TALK TO EVERYONE, FOR WHAT YOU MIGHT LEARN. CHALLENGE YOURSELF. LET YOUR LOVE OF THE WINE AND SPIRITS BUSINESS SHINE THROUGH.

BLOOM WHERE YOU ARE PLANTED! THIS IS YOUR TIME TO BECOME THE BEST POSSIBLE VERSION OF YOU. EMBRACE TRADITION WHILE YOU CULTIVATE AND LEAD CHANGE.

DIVE IN
IN BURGUNDY
INSIDE WINE AND SPIRITS



DIDIER JACQUET
Director
MSc Wine Management



EDITO

“

Regardless of the nature of your experience and education, if you have a passion for the wine, beer and spirits world, you can have a place amongst us.

You feel the magic linked to the production process and you want to learn how to do business in the wine, beers and spirits industry. Even if you don't have a specific proficiency or if you have already shown interest with only a small professional experience, then the MSc in Wine Management is suited for you.

Learning the key points of all the main operational functions, all doors will stay open for your future profession. Should you want to work in sales, communication, marketing, management, finance, logistics, even running a wine shop or creating your own business. We are able to provide you with the knowledge you need to achieve your goal.

The MSc Wine Management is a great opportunity for you to acquire and develop an expertise in the wine, beer and spirits world.”

Didier Jacquet

DIVE IN

IMMERSE YOURSELF
IN OVER 2,000 YEARS
OF WINE CULTURE

FRANCE, THE **ULTIMATE BENCHMARK** FOR WINE PROFESSIONALS

France is one of the most exciting wine-producing countries in the world. Thanks to the uniqueness and diversity of its “terroirs”, France is both the cradle of the world’s greatest wines and spirits and home to many treasures for modern wine lovers. The names of all our wine regions strike a chord with connoisseurs, from Bordeaux to Alsace and Languedoc to the Loire Valley, with Burgundy at the heart of it all. Steeped in tradition and grounded by time-honoured techniques, France remains the reference point for quality and a driving force behind many modern international wine trends.

BURGUNDY, THE **HUB** OF THE GLOBAL WINE AND SPIRITS ECONOMY

Burgundy is a region that enjoys worldwide renown, especially for the land on which its vineyards are established. Drawing all the benefits of the geological conditions and unique climate on offer, the area has joined the list of sites protected by UNESCO with World Heritage status for their exceptional characteristics. The wine produced on these centuries-old strips of land are the stuff of dreams for wine lovers the world over: Romanée-Conti, Clos de Vougeot, Meursault, Pommard, Nuits-Saint-Georges, to name just a few, from within la Côte de Nuits, and la Côte de Beaune. These wines offer the perfect illustration of the variety to be found within Burgundy and the long-running expertise of local wine producers. Studying in these surroundings is an unrivalled opportunity for any student of wine and spirits management.



BURGUNDY BY NUMBERS

- 29,000 Hectares of vineyards
- 1,247 "Climats" with UNESCO-listed world heritage status
- 33 Grand Cru vineyards
- 84 World-renowned Appellations d'Origine Contrôlée
- 4,200 Wine producers, merchants and cooperative wineries
- 1 Bottle out of every 2 produced in Burgundy exported
- 44 Burgundy wines in the TOP 50 most expensive wines in the world
- #1: the closest still wine producer to Paris



DIJON, A TOWN WITH IRRESISTIBLE CHARM

BSB is located in the heart of Dijon, a town offering a perfect blend of outstanding heritage, contemporary art, the latest music trends and gourmet food. In addition to being ideally situated close to the world-renowned **Route des Grands Crus**, Dijon also figures high on the list of **most desirable French towns in which to live**, offering a relaxing, environmentally-friendly setting thanks to the surrounding green belt area.

Dijon is home to one of the French International **Cities of Gastronomy**, a cultural project based upon the French gourmet food tradition registered on UNESCO's Intangible Cultural Heritage list. The city also hosts the headquarters of **The OIV (The International Organisation of Vine and Wine)**, the scientific and technical reference of the vine and wine world.

Dijon and its surroundings offer a full calendar of cultural opportunities and a wide variety of wine and cocktail bars. It also offers easy access to many sporting activities for amateurs and high-performance athletes alike (mountain biking, road cycling, running, hiking, rowing), and cross-country and downhill skiing is just 1 hour 30 minutes away in the Jura ski resorts. This city is listed as one of the «greenest» towns in France.

DIJON METROPOLE BY NUMBERS

- 260,000 INHABITANTS
- 1 HOUR 30 MINUTES FROM PARIS
(17 HIGH SPEED TRAINS PER DAY)
- 33,000 STUDENTS
- IN THE TOP 50 OF THE "WORLD'S
GREATEST PLACES OF 2023"
(TIMES 2023)

THE SCHOOL OF WINE & SPIRITS BUSINESS

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

1st  INTERNATIONAL INSTITUTE DEDICATED TO THE TRAINING AND RESEARCH IN THE MANAGEMENT OF WINE & SPIRITS

37 YEARS OF EXPERT KNOWLEDGE

170 STUDENTS A YEAR


30 NATIONALITIES FROM 5 CONTINENTS 

#1 BEST INTERNATIONAL FULL-TIME MBA IN FRANCE
(*LE MOCI 2021*)

#1 BEST SPECIALISED MASTER'S IN INTERNATIONAL WINE & SPIRITS BUSINESS IN FRANCE
(*EDUNIVERSAL 2025*)

#1 MSc WINE MANAGEMENT, BEST SPECIALISED TRAINING FOR THE INTERNATIONAL MARKET
(*LA REVUE DU VIN DE FRANCE 2019*)

5 PROGRAMMES
- MBA WINE & SPIRITS BUSINESS
- MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX
- MSc WINE MANAGEMENT
- BACHELOR LEVEL: WINE TOURISM SPECIALISATION
- MASTER LEVEL*: WINE & SPIRITS BUSINESS SPECIALISATION

18 DEDICATED RESEARCH PROFESSORS
1 MASTER OF WINE

70 EXPERTS IN THE WINE AND SPIRITS INDUSTRY

*Apprenticeship

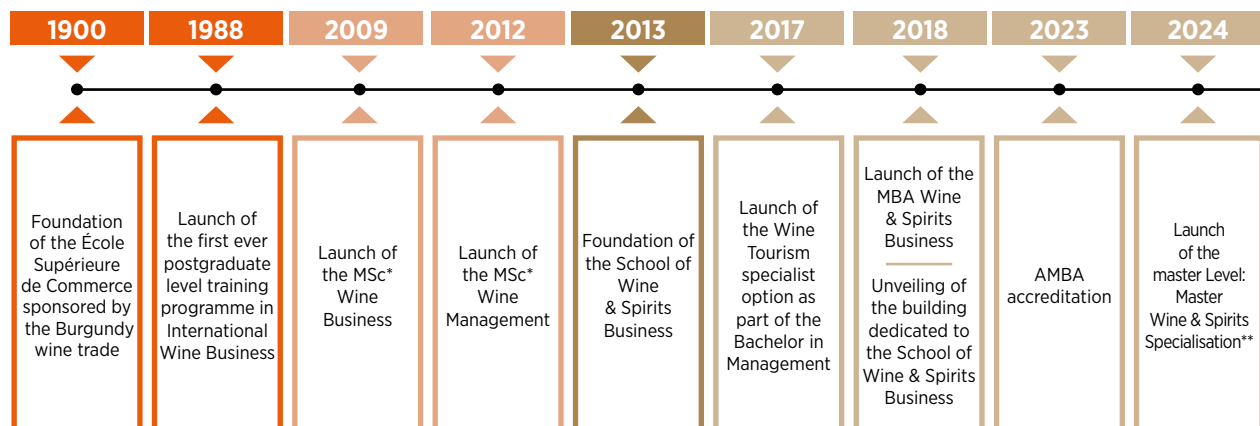
UNRIVALLED FACILITIES

Burgundy School of Business is home to the first institution of its kind in the world entirely dedicated to the teaching of and research into wine and spirits management:

- **The Wine & Spirits Business Lab:**
A behavioural research laboratory designed specifically for the alcoholic beverage industry.
- **The Tasting Room:**
A state-of-the-art room comprised of 32 fully equipped places for tasting classes and research activities.
- **The Cellar:**
A 12°C storage cellar situated at the building's entrance and housing the institution's collection of bottles.
- **The Spirits World:**
An area specially dedicated to spirits.
- **The Business Lounge:**
A sophisticated and elegant reception area for meetings and networking.



WINE AND SPIRITS MANAGEMENT AT BSB OVER THE YEARS



* Master of Science

** In apprenticeship

A FACULTY

THAT COMBINES ACADEMIC EXPERTISE
AND INDUSTRY KNOW-HOW



PROF. STEVE CHARTERS
Master of Wine
Phd, Professor of Marketing

“

I have the dual role of teacher and researcher, my studies focusing on consumer behaviour and the links that exist between wine and the places from which it comes. I am also a member of the Institute of Masters of Wine, a global network of over 400 Masters of Wine spread over thirty countries worldwide. One of my aims is to help students in the School of Wine & Spirits Business gain full benefit from the network and expertise I have to offer.”

Prof. Steve CHARTER

THE FACULTY

- **Dr. Lara Agnoli**, PhD, Professor of Economics and Marketing, Head of Department
- **Claude Chapuis**, Professor of viticulture and Culture
- **Prof. Steve Charters**, PhD, Master of Wine, Professor of Marketing
- **Dr. Magalie Dubois**, PhD, Professor of Wine Marketing, Head of Wine Tourism Bachelor Specialisation
- **Dr. Alicia Gallais**, Professor of Wine Marketing and Winemaking
- **Prof. Nikos Georgantzis**, PhD, Director of the Wine & Spirits Business Lab, Professor of Experimental Economics
- **Prof. Théodoros Georgopoulos**, PhD, Professor of International Law, lawyer specialising in wine and spirits, expert advisor to the European Commission, Director of the Institut Georges Chappaz (Wine and Champagne Institute), Chairman of the Greek Wine Producers Association
- **Didier Jacquet**, Director of the MSc Wine Management, Professor of Finance
- **Chris McIndoe**, Professor International Business & Owner Vinspiration Wines
- **Dr. David Ménival**, PhD, Adjunct Professor and Director of the Champagne branch of Crédit Agricole Grand-Est
- **Frédéric Mercier**, Director of the Specialised Master's Commerce International des Vins et Spiritueux, Professor of Marketing and Entrepreneurship
- **Prof. Jean-François Outreville**, PhD, Adjunct Professor expert in wine economics and finance
- **Hugo Seilly**, Professor WSET Wine and Spirits
- **Laurent Tepelos**, Professor WSET Wine and Spirits
- **Jacques Thébault**, Director of the MBA Wine & Spirits Business, Professor of Marketing, International Business & Leadership
- **Dr. Jean-Christian Tisserand**, PhD, Professor of Economics



PROF. NIKOS GEORGANTZIS
Phd, Director of Wine & Spirits
Business Lab

“

The Wine & Spirits Business Lab is the only research laboratory dedicated to behavioural studies into the wines and spirits sector. The set-up employs experimental economics techniques in order to explore the emotions, cognitive processes and decision-making factors that influence consumers, producers and experts in their actions and opinions. The Lab team works in close collaboration with partners from the wine-production industry, students and universities from all over the world, an open set-up that enables them to produce academic research that is both intellectually stimulating and of genuine use to society.”

Prof. Nikos GEORGANTZIS

GUEST SPEAKERS

More than 150 academic and professional guest speakers from the French and international worlds of wines and spirits, including recent appearances from:

- **Julio Alonso**, Executive Director Wines of Chile USA (New York)
- **Wesley Boas**, Marketing Director / Still Wines, Pernod Ricard, USA
- **Garvin Brown**, Former Chairman of the Board, Brown-Forman, United Kingdom
- **Laurent Cutier**, VP Sales and Marketing, The Gardener-French Riviere Gin, USA
- **Emma Dawson**, MW Head of Buying Berkmann Wine Cellars, United Kingdom
- **Michel Drappier**, Owner of Champagne Drappier, France
- **David Drucker**, Executive Vice President of Sales, Empire Merchants, USA
- **Manuel Reman**, President Champagne Krug, France
- **Pascaline Lepeltier**, Best French Sommelier 2018, Meilleur Ouvrier de France 2018, Beverage Director, Chambers, USA (New York)
- **Hadrien Mouflard**, Director General, Champagne Ayala & Co, France
- **Jolana Novotna**, Europe Export Director, Maison Joseph Drouhin, France
- **Jiajia Pan**, Munchen Education Founder & CEO, China (Guangzhou)
- **Liz Thach**, Master of Wine, Professor of Marketing, Wine Business Institute Sonoma State University, USA
- **Tim Triptree**, Master of Wine, International Director, Wine at Christie's, United Kingdom
- **Neil Tully**, Master of Wine, Founder Creative Director Amphora Design, United Kingdom

KEY SPONSORS

School of Wine & Spirits Business ecosystem stakeholders

The School of Wine & Spirits Business benefits from partnerships with key representatives of the Burgundy wine and spirits industry. These leading figures in the local wine-growing scene demonstrate a strong commitment to the School's various activities and ethos.

Students who come from all over the world to study at the School of Wine & Spirits Business therefore have the chance to immerse themselves completely in the world of wine as soon as they arrive.

- **Albéric Bichot**, CEO, Maison Albert Bichot
- **Thierry Brouin**, formerly Director of Winemaking, Clos des Lambrays, LVMH
- **Judith Cartron**, CEO, Joseph Cartron
- **Jean-François Curie**, CEO, Maison Boisset - La Famille des Grands Vins
- **Frédéric & Véronique Drouhin**, CEO and Oenologist, Maison Joseph Drouhin
- **Erwan Faiveley**, CEO, Maison Faiveley
- **Nathalie Fèvre**, President of the Association for the Women and Wines of Burgundy
- **Pierre-Henry Gagey**, ex. former Chairman, Maison Louis Jadot
- **Ludvine Griveau**, Manager, Domaine des Hospices de Beaune
- **Rose-Marie Ponsot**, President, Domaine Ponsot
- **Cécile Tremblay**, CEO, Domaine Tremblay

As well as **Guillaume Deglise**, **Nadine Gublin & Sylvain Pitiot** among other key figures.



THE MSc WINE MANAGEMENT

A TRANSVERSAL PROGRAMME OFFERING HIGH LEVEL KNOWLEDGE IN ALL OPERATIONAL FUNCTIONS



DIDIER JACQUET
Director
MSc Wine Management

Didier Jacquet has been an associate professor of finance in the MSc Wine Management programme for 10 years. A former deputy Finance of Maison Louis Latour and CFO of Groupe Badet Clément, he has a cross-disciplinary knowledge of the wine industry.

He joined the School of Wine & Spirits Business in September 2022 to continue the development of the MSc Wine Management programme to ensure it complies with market requirements.

A 12-month programme to produce corporate specialists who will be able to apply in-depth theoretical and practical knowledge of the international business environment to international management in the wine, beer and spirits industry.

THEORETICAL & PRACTICAL APPROACHES

- Practical knowledge of the international business environment
- Advanced international management practice in the wine, beer and spirits industry
- Fundamentals of management, law, finance and marketing applied to the sector

SECTORIAL APPROACH: REALITIES OF THE WINE & SPIRITS INDUSTRY

- Field trips in Burgundy, Languedoc, Loire Valley, etc.
- Professional Fairs (ProWein, Wine Paris)
- Business game

INSIGHTS INTO THE CORPORATE WORLD

- Specialist lectures and meetings with industry representatives ("Marketing & Distribution issues", «Burgundy Producers», "Sake tastings and market", Champagne...)
- Visits to wineries

Ranked Best specialised programme for the international market by "La Revue du Vin de France" (2019)

ALL MODULES ARE LINKED TO THE WINE, BEER AND SPIRITS INDUSTRY

*MORE THAN 400 HOURS
OF FACE TO FACE CLASSES*

SEMESTER 1

Wine & Spirits fundamentals and management modules

- Wines of the World
- Viticulture & Oenology
- Wine and Spirits Tastings & Field trips

Wine & Spirits Management Modules

- Economic Environment of the Wine Industry
- Finance in the Wine & Spirits Industry
- Sales & Distribution in the Wine & Spirits Industry
- Marketing in the Wine, Beer & Spirits Industry
- Wine Tourism
- Legal rules & introduction to the law of contracts in the W&S

Practical Approach Modules

- Specialist lectures and meetings with industry representatives
- Field trip in Burgundy

SEMESTER 2

Business Development Modules

- Business Ethics
- Innovation Management
- Research Methodology

Wine Management Modules

- Legal Protection: Brand, Model, Design
- Logistics
- Spirits of the World

Practical Approach Modules

- Wine Business Game
- Institutional Tastings
- Tastings, Field Trips in Loire Valley & Languedoc
- History & Culture of fermented drinks
- Conferences: Distribution, wine and culture, Negotiation

Wine Exhibitions

- Participation in the ProWein fair (Düsseldorf, Germany)
- Participation in Wine Paris (France)

Professional Thesis

(with optional internship)

MSc WINE MANAGEMENT'S EXPEDITIONS

Gain first-hand understanding of the wine and spirits market thanks to 6 weeks of field trips during your MSc programme: visits to wineries, trade organizations, professional wine fairs...

WINE PARIS



Bourgogne



Languedoc



Loire



INTERNATIONAL DIMENSION

- International faculty and experts from all around the world
- Diversity in the classroom and in experience

CLOSE FOLLOW-UP

- Face to face classes
- Small teaching groups (20-30 students)

CAREER OPPORTUNITIES

MSc WINE MANAGEMENT

Graduates can hold various positions such as:

- Brand manager
- Import-export manager
- Commercial agent
- Communication manager
- Public relation manager
- Wine & Spirits shop Manager
- Wine & Spirits education
- Administration and finance manager

ELODIE GOFFINET

SALES MANAGER (FRANCE & EXPORT)

Cave Vinicole «Les Fatières» d'Orschwiller-Kintzheim - Alsace, France
BSB'17

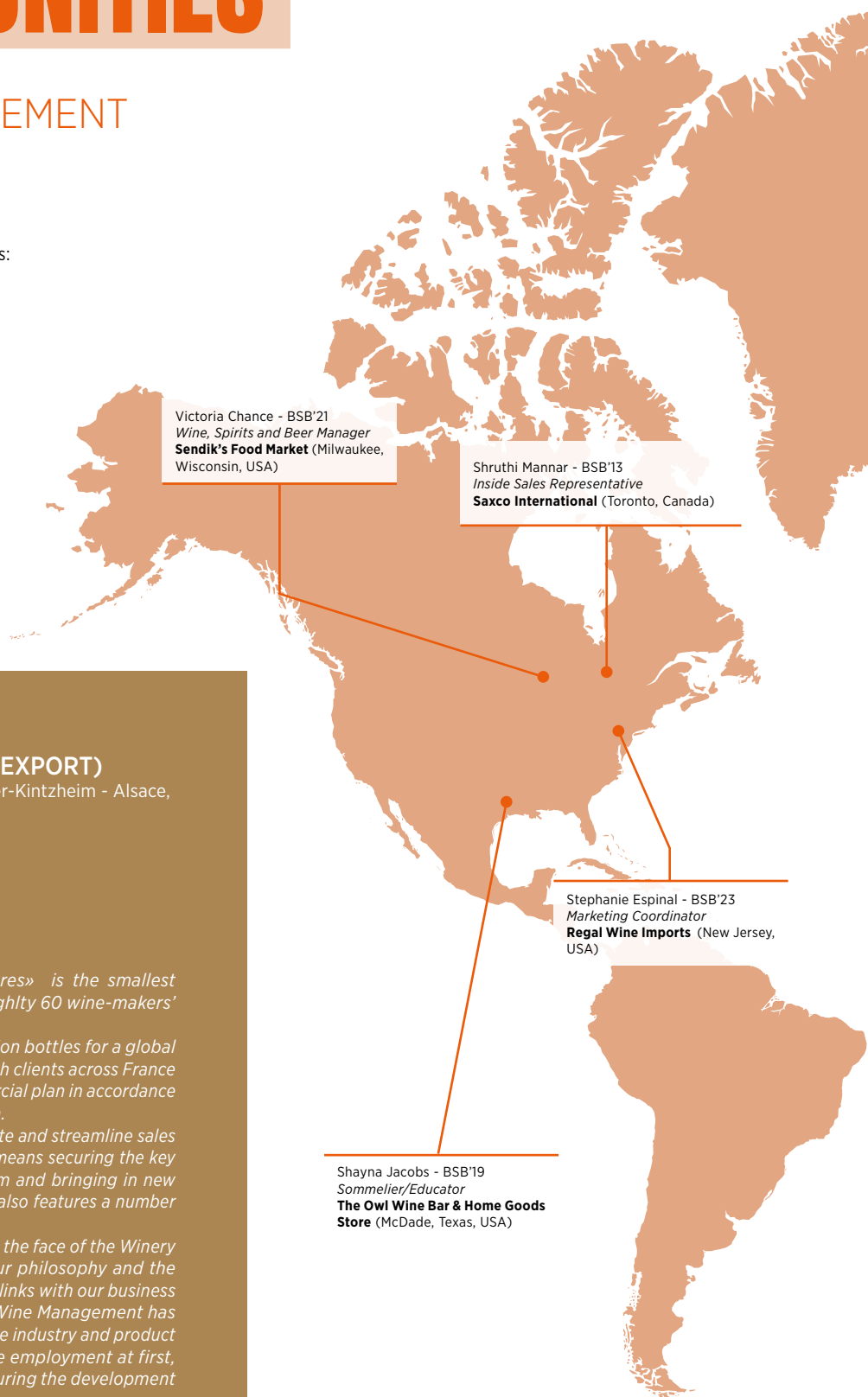


With 140 hectares of vines, «Les Fatières» is the smallest cooperative in Alsace and represents roughly 60 wine-makers' families since 1957.

As of today I manage sales around 1.6 million bottles for a global turnover of more than 5 million € a year with clients across France and the world. Globally I define the commercial plan in accordance with the general strategy of our direction.

From a pure business perspective I negotiate and streamline sales over the year according to priorities. That means securing the key accounts, finding ways of developing them and bringing in new leads with the support of a team. My work also features a number of key headline events through the year.

My role is thus to be an ambassador as I am the face of the Winery on a daily basis. I promote our values, our philosophy and the wines. I work towards maintaining smooth links with our business partners in France and abroad. The MSc Wine Management has provided me with a strategic overview of the industry and product knowledge, all of which helped me secure employment at first, and will continue to prove an asset for ensuring the development of my career."



Shivani Tomar - BSB'16
Awards Executive
Decanter (London, UK)

Victoria Journal - BSB'22
Area Manager
Champagne Lanson (Reims, France)

Guillaume Paxion - BSB'15
North America Export Manager
Veuve Ambal (Beaune, France)

Grégoire Beaudot - BSB'17
Regional Sales Manager
Anheuser-Bush InBev (Dijon, France)

Ziqian Tang - BSB'14
Brand Manager
Beam Suntory (Shanghai, China)

Chen Pu - BSB'14
Export Manager - 2017-2021
CGM Vins (Bordeaux, France)

Antoine Goubert - BSB'16
Associate French and overseas markets
Corlianges (Blaye-Bordeaux, France)

Erwann Boivin - BSB'17
Business development manager
Excellence Vin (Bordeaux, France)

Mihir Kulkarni - BSB'15
Head Sommelier
Saltt Oleander Farms karjat
(Maharashtra, India)

Jiazheng Wu - BSB'16
Sales Manager
L'imperatrice (Hong-Kong, China)

Arthur Morbois - BSB'13
Managing Director
La Maison du Whisky (Asia-Pacific)

TOP 6 REASONS

FOR STUDYING AT THE SCHOOL OF WINE & SPIRITS BUSINESS

#1 EXCLUSIVE LOCATION

- **France** is the point of reference for all wine and spirits experts, combining a strong sense of tradition with the dynamism of a new generation of professionals.
- Famous around the globe for our wines of exceptional character and quality originating from 29,000 hectares of vineyards which are over 2,000 years old, **Burgundy** is the premier place to study wine and spirits management
- Very close to **Champagne, Jura, the Rhône Valley, Switzerland** and **Germany**, Burgundy and Dijon are perfectly situated to explore the wine and spirits markets.
- The **School of Wine & Spirits Business** is a one-of-a-kind institution, entirely dedicated to the world of wines and spirits, and equipped with unrivalled facilities designed to familiarise our students with the industry's highest standards and requirements.

#2 CUTTING-EDGE EDUCATION

- All programmes are regularly adapted to provide **cross-sector skills** to expose you to all aspects of the industry, from production to business management or entrepreneurship.
- You'll be able to network and gain insights into the global wine and spirits industry via professional extracurricular events led by market leaders and co-designed with partner companies such as **Maison Albert Bichot, Maison Joseph Drouhin, Maison Latour, Wines of Chile, La Compagnie des Indes** and **Kronenbourg**.
- **Field trips are included** in France and abroad: iconic French vineyards, emblematic wine and spirits markets in France or abroad, and key trade fairs for each programme.
- **WSET wine and WSET spirits** professional certificates are incorporated into all programmes, providing a significant career boost for our graduates.



BSB is ranked among **the top 1% of business schools in the world** with triple accreditation by AACSB, EQUIS and AMBA.



Worldwide recognition:
BSB RANKED IN THE GLOBAL **TOP 50 BUSINESS SCHOOL IN THE WORLD** (2025 FT MIM ranking).

#3 OUTSTANDING FACULTY

Get inspired by our highly selected pool of professors and expert speakers with in-depth knowledge of the specific business skills of the global wine and spirits market.

- **Outstanding profiles:** A Master of Wine, 70 professional lecturers working in leading companies such as Brown-Forman, Christie's or Maison Drouhin, and 15 specialised teachers-researchers with in-depth experience in the wine & spirits industry.
- Teachers and lecturers with a breadth of expertise covering **all facets of the industry:** business, finance, law, entrepreneurship, marketing, consumer behaviour, tourism, etc.
- **Top researchers** whose work is used to enrich the content of the programmes, including contributions to the professional community through features in The World Financial Review, Wine and Viticulture Journal or Winebusiness.com.

#4 INTERNATIONAL PERSPECTIVES

BSB offers the best training ground to launch an international career in the wine and spirits business.

- Discover the distinctions between **various wines and spirits from around the world** and build knowledge in associated markets through expert speakers, in-depth courses and tastings.
- Receive an overview of the **global business environment**, with a focus on the major wine and spirits markets around the world.
- Learn from **the most international faculty** among wine and spirits management schools, with teachers and experts from 12 different countries.
- Engage with a **multicultural student body**, with an average of 50% international students of more than 30 different nationalities over the past 5 years.

#5 CAREER EMPOWERMENT

Boost your employability with BSB's resources, tools, and connections.

- Take advantage of our **2,000-strong global School of Wine Alumni network** plus the support of the 19,000-strong global BSB alumni community.
- Benefit from opportunities to be introduced to the elite network of the greatest Burgundian domains such as **Domaine des Hospices de Beaune, Domaine Ponsot** or **Clos des Lambrays**.
- Connect with powerful executives from leading companies in the sector such as **Bouchard Père & Fils, Badet Clement** or **Berry Bros. & Rudd**.
- A wide range of companies regularly recruit our students, including **Pernod Ricard, Moët Hennessy, Baron Philippe de Rothschild, ASC Fine Wine, Omniaz** or **Backsberg Vineyards & Cellars**.
- Our **career and coaching centre** is designed to support you in shaping your career path and in looking for internships and jobs.

#6 UNIQUE STUDY ENVIRONMENT AND SUPPORT NETWORK



We provide an ideal framework for you to get the most out of your school experience.

- Courses are delivered in face-to-face, small group set-ups (15 to 30 students on average), facilitating the learning process and dialogue between students.
- Classmates come from a great diversity of profiles, with or without a background in the wine and spirits industry, to ensure the richest possible insight for students. Our recent graduating class included the captain of an international rugby team, an international lawyer, and a marketing director of a leading global IT company.
- As part of BSB which holds the **Bienvenue en France** label, you'll receive personalised guidance, including assistance with the admissions procedure, visa applications, and finding accommodation in France as well as an in-depth welcome programme with free language classes and team building activities all year round.

HOW TO APPLY

5 STEPS TO JOIN THE SCHOOL OF WINE & SPIRITS BUSINESS

#1 FILL IN YOUR ONLINE APPLICATION

Go to our website or scan the QR Code.
Select the programme you're interested in and
click on **Apply Now**



#2 PAY THE APPLICATION FEE

After attaching all the documents, you will be asked to
review and validate your application and pay the €100
non-refundable application fee. This fee must be paid
online by credit card when you submit your application.
Please note that your application will not be complete
until we receive payment of the application fee.

#3 GET READY FOR YOUR INTERVIEW

The next step in the application process is to meet with the
programme director for an oral motivation interview. This
interview can take place at the School of Wine & Spirits
Business or online. You will be given the opportunity to
present yourself, your background and your motivation
during approximately 1 hour.

#4 CONFIRM YOUR ACCEPTANCE

If your application is successful, you will receive the
notification of acceptance and the pre-acceptance
letter. At this stage, you need to pay the deposit within
20 days. This is necessary to secure your place.

#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



INFORMATION

ADMISSION

100% English track
Dijon Campus
12 months duration

Admissions deadline:
July 10, 2026

Requirements:

- French Master 1 or International Bachelor or 240 ECTS
- IELTS 6.0, TOEIC 785, TOEFL IBT 80 or Duolingo 115

Admission process:

- On-line application form
- Oral motivation interview in English with the Head of the programme (face-to-face or Online)

Tuition fees 2026-2027*
€18,000

*Field trip travel and lodging costs included

BSB FOUNDATION SCHOLARSHIP



BSB and its Foundation offer a scholarship programme to support students at the School of Wine and Spirits Business, thanks to its dedicated Patrons' Club. The Patrons' Club brings together key players in the world of wines and spirits (major French and international donors with a passion for wines and spirits, commercial companies, prestigious French estates, etc.). They support the School of Wine and Spirits Business and contribute to the development of the sector.


DOMAINE DUJAC

HAUTES CÔTES



Fondation des
Négociants en
Vins et Spiritueux
d'Île de France



Dr. Wine
SELECTION



DOMAINE PONSOT





22

GAR 12

612"

27

1/8 D

BURGUNDY SCHOOL OF WINE & SPIRITS BUSINESS

GETTING IN TOUCH

FRENCH STUDENTS

swsb@bsb-education.com

INTERNATIONAL STUDENTS

info-international@bsb-education.com

Book a call



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BSB
BURGUNDY SCHOOL OF BUSINESS



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@Winebusinessedu

BSB-EDUCATION.COM

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Please, drink responsibly.

