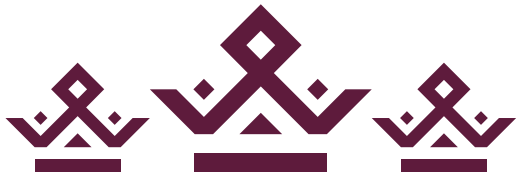


STUDY IN ENGLISH AT A TOP BUSINESS SCHOOL IN FRANCE



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

BSB RANKED IN THE GLOBAL

TOP 100
BUSINESS SCHOOL
IN THE WORLD*



* FT 2026 Master in Management ranking



**N°1
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PATHFINDER™
A unique
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**EMPLOYABILITY
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85% of our students
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FACULTY**
11 programmes fully
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**2 CAMPUSES
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Stimulating environments
to study with top-notch
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**AT BSB,
YOU ARE NOT A NUMBER**
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small classes of 40 students
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coaching sessions

**Source: CGE professional integration study 2024

CONTACT US

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



MSc GLOBAL MARKETING & BRAND STRATEGY

The MSc in Global Marketing & Brand Strategy prepares future marketing professionals to build strong brands and develop impactful marketing strategies in an increasingly digital, data-driven and international environment. Combining strategic thinking, creativity and analytical skills, the programme equips students with the expertise to manage integrated campaigns across multiple channels and adapt to the latest marketing trends.

Through hands-on projects, real business challenges and close collaboration with industry experts, students gain practical experience using the tools and methodologies employed by today's leading marketing teams. Graduates leave the programme ready to pursue careers in brand management, digital marketing, growth marketing, consulting and international marketing across a wide range of industries.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

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

SEMESTER 1 (September 2027 - June 2028)

For 18-month programme and 12-month programme

Brand Strategy & Positioning, Consumer Psychology, Content/Copywriting/SEO /GEO/LLM, Paid Media & Performance

SEMESTER 2 (January - June 2028)

For 18-month programme and 12-month programme

Growth Hacking & CRO (Conversion Rate Optimization), Automation/CRM/Email, Data Analytics & AI in Marketing, Live Client Project + Dissertation



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

Start Date:

- 18-month programme: March 2027
- 12-month programme: September 2027

Credits:

- Credits for the 18-month programme: 120 ECTS
- Credits for the 12-month programme: 60 ECTS

Eligibility for the 18-month programme:

An international bachelor's degree or 180 ECTS validated in any discipline

Eligibility for the 12-month programme:

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

2027 Fees:

- 28,100€ for the 18-month programme
- 17,000€ for the 12-month programme

Campus:

Lyon

DISTINCTIVE FEATURES

- Full-stack marketing approach**, combining brand strategy, digital marketing, content creation, performance marketing, CRM, analytics and AI to develop versatile marketing professionals.
- Industry-led learning** delivered by experienced marketing leaders, agency experts and digital practitioners, ensuring strong connections with current business practices.
- Hands-on learning through real business projects**, including live client briefs, campaign development and presentations to industry professionals.
- AI and data-driven marketing** embedded throughout the programme, enabling students to master today's marketing technologies, automation tools and performance measurement.

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.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

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

SEMESTER 1 (September - December 2027)

For 18-month programme and 12-month programme

- 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 2028)

For 18-month programme and 12-month programme

- **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



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

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 - 12-month programme: September 2027
- **Credits:**
 - Credits for the 18-month programme: 120 ECTS
 - Credits for the 12-month programme: 60 ECTS
- **Eligibility for the 18-month programme:**
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the 12-month programme:**
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
- **2027 Fees:**
 - 28,100€ for the 18-month programme
 - 17,000€ for the 12-month programme
- **Campus:**
Dijon

DISTINCTIVE FEATURES

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

MSc IN INTERNATIONAL BUSINESS MANAGEMENT

The MSc in International Business Management 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.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

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

SEMESTER 1 (September 2027 - June 2028)

For 18-month programme and 12-month programme

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

SEMESTER 2 (January - June 2028)

For 18-month programme and 12-month programme

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



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

Start Date:

- 18-month programme: March 2027
- 12-month programme: September 2027

Credits:

- Credits for the 18-month programme: 120 ECTS
- Credits for the 12-month programme: 60 ECTS

Eligibility for the 18-month programme:

An international bachelor's degree or 180 ECTS validated in any discipline

Eligibility for the 12-month programme:

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

2027 Fees:

- 28,100€ for the 18-month programme
- 17,000€ for the 12-month programme

Campus:

Dijon

DISTINCTIVE FEATURES

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

MSc DATA SCIENCE

The Master of Science Data Science 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.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027) **For 18-month programme**

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

SEMESTER 1 (September - December 2027) **For 18-month programme and 12-month programme**

- **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 2028) **For 18-month programme and 12-month programme**

- **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)



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

- **Start Date:**
 - 18-month programme: March 2027
 - 12-month programme: September 2027
- **Credits:**
 - Credits for the 18-month programme: 120 ECTS
 - Credits for the 12-month programme: 60 ECTS
- **Eligibility for the 18-month programme:**
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the 12-month programme:**
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
- **2027 Fees:**
 - 28,100€ for the 18-month programme
 - 17,000€ for the 12-month programme
- **Campus:**
Dijon

DISTINCTIVE FEATURES



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

MSc IN CORPORATE FINANCE & INVESTMENT BANKING



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

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

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

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

SEMESTER 1 (September - December 2027)

For 18-month programme and 12-month programme

- 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 2028)

For 18-month programme and 12-month programme

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



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

• **Start Date:**

- 18-month programme: March 2027
- 12-month programme: September 2027

• **Credits:**

- Credits for the 18-month programme: 120 ECTS
- Credits for the 12-month programme: 60 ECTS

• **Eligibility for the 18-month programme:**

An international bachelor's degree or 180 ECTS validated in any discipline

• **Eligibility for the 12-month programme:**

An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline. Solid foundations in mathematics, statistics and economics are required to succeed in the programme.

• **Language requirements:**

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

• **2027 Fees:**

- 28,100€ for the 18-month programme
- 17,000€ for the 12-month programme

• **Campus:**

Dijon

DISTINCTIVE FEATURES

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

MSc 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.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027) **For 18-month programme**

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

AI SPECIALISATION COURSES (September 2027-June 2028) For 18-month programme and 12-month programme

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



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

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- 📌 **Eligibility for the 18-month programme:**
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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
- 📌 **2027 Fees:**
 - 28,100€ for the 18-month programme
 - 17,000€ for the 12-month programme
- 📌 **Campus:**
Lyon

DISTINCTIVE FEATURES

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

MSc IN ARTS & CULTURAL MANAGEMENT

The Master of Science in 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!

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

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

SEMESTER 1 (September - December 2027)

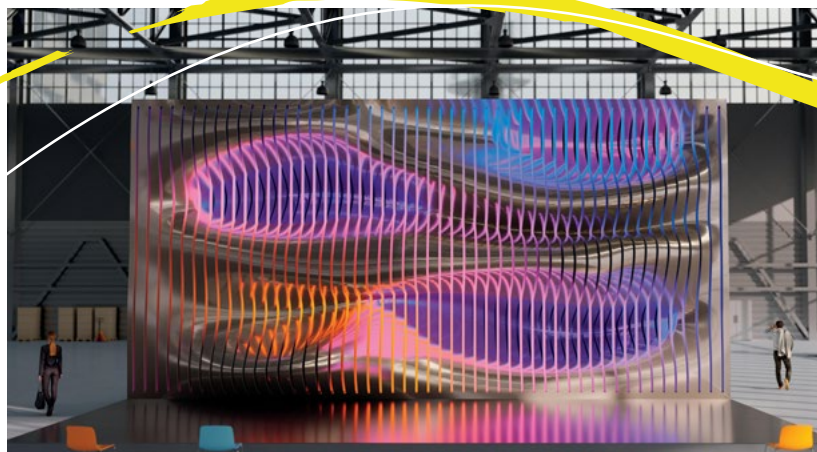
For 18-month programme and 12-month programme

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

SEMESTER 2 (January - June 2028)

For 18-month programme and 12-month programme

- **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.



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

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 - 12-month programme: September 2027
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 - Credits for the 12-month programme: 60 ECTS
- **Eligibility for the 18-month programme:**
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the 12-month programme:**
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
- **2027 Fees:**
 - 28,100€ for the 18-month programme
 - 17,000€ for the 12-month programme
- **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 partnerships with regional cultural organisations to create content for the general public - projects include museum mediation, festivals, exhibitions and digital marketing.
- Discussions of latest thinking and professional challenges in the creative industries led by experts from across the world - such as inclusion and diversity and the ecological transformation.

MSc WINE MANAGEMENT

The Master of Science in Wine Management is a postgraduate programme fully taught in English that provides an excellent and unique opportunity to recent Bachelor programme graduates with an interest in a wine management career but with no specific prior experience.

This programme allows students to obtain a global vision in the wine industry, but also gain management and financial skills in spirits and beer industries, having an in-depth theoretical and practical knowledge of the international business environment, as well as advanced international management practice. The degree aims to produce corporate specialists, allowing graduates to apply with confidence for all managerial positions in wine, spirits and beer industries.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS

MARCH - JUNE 2027

For 18-month programme

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

SEMESTER 1

SEPTEMBER - DECEMBER 2027

- **Wine & Spirits fundamentals:** Wines of the world: WSET2 & WSET3 (Optional), Viticulture and oenology, tastings and field trips
- **Wine & Spirits management modules:** Finance, Marketing, Sales and distribution in the Wine & Spirits Industry, Wine tourism, Legal rules & introduction to the law of contracts, etc.
- **Practical approach:** Specialist lectures and meetings with industry representatives, project, field trips in Burgundy

SEMESTER 2

JANUARY - JUNE 2028

- **Business Development module:** Business Ethics, Innovation Management, Research Methodology
- **Wine management modules:** Legal Protection (Brand, Model, Design), Logistics & Spirits of the world.
- **Practical approach:** Wine Business Game, Institutional tastings, conferences, wine Exhibition, field trips
- **Professional thesis**
- **Internship** (optional)

PROGRAMME HIGHLIGHTS

- A programme located in Dijon, the capital of the world renowned wine growing region of Burgundy, which Climats are registered on the Unesco Heritage list since 2015
- 3 Field trips included in Burgundy, Chablis-Loire Valley, Champagne and Languedoc to discover the vineyards*
- Exposure to a diversity of experiences through 2 trade fair visits : Wine Paris (France)
- WSET 2 wine or spirits (included in the programme) and 3 (optional) training

Programme subject to change
Edition September 2026 - Non-binding document - photo credits: Shutterstock - Please, drink responsibly



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

Start Date

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- 12-month programme: September 2027

Credits

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2027 Fees

- 29,100€ for the 18-month programme
- 18,000€ for the 12-month programme

Eligibility for the 18-month programme

An international bachelor's degree or 180 ECTS validated in any discipline

Eligibility for the 12-month programme

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

Campus

Dijon

CONTACT US

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



BSB
BURGUNDY SCHOOL OF BUSINESS

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

- MSc Arts & Cultural Management
- Mastère Spécialisé MECIC - Paris (Management des Entreprises Culturelles et Industries Créatives)

Tech & Data

- MSc Artificial Intelligence & Digital Strategy Management
- MSc Data Science

Luxury

- MSc Luxury Management & Innovation

Finance

- MSc Corporate Finance & Investment Banking

Business Development & Strategy

- MSc International Business Management

Marketing

- MSc Global Marketing & Brand Strategy

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

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BSB-EDUCATION.COM

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