

BSB PROGRAMMES OPEN TO EXCHANGE STUDENTS 2025 2026





ONE programme
ONE language
ONE campus

3 STEPS BEFORE APPLYING



BSB accepts exchange students with no business background

Students in language, psychology etc are welcome to enjoy the French experience, French language and Culture, try out new subjects.

Latest catalogues : [here](#)



1. Identify the right programme

After that step, there is not much flexibility in terms of course offer, that's why it's even more important for the student to be informed early.

Make sure to start from the student background. Refer to page 3 and 4 to match the student background with the right programme and her/ his course interest.

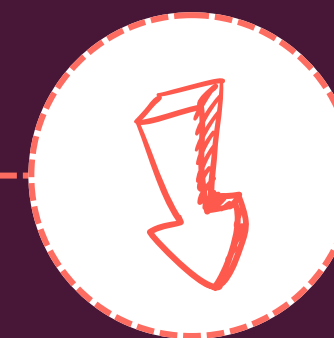


2. Select the right courses

Depending on the semester, there are lists of 24 to 46 ECTS credits available. It is not possible to mix courses from different programmes, different specialisations within one program, different years of even languages.

***MSc programmes specificities:**

If students choose an MSc programme they will have to take all courses for that semester (they can not select only a few).



3. Nominate student via the dedicated link

Note that for Excellence in Pedagogy Modules seats are limited, course registrations are on a first arrived first served basis



OPEN PROGRAMMES PER CAMPUS



DIJON CAMPUS

PROGRAMME	SEMESTER	LANGUAGE TRACK
Undergraduate programmes		
<u>Pre Master</u>	Fall / Spring / Full Year	ENG / FR
<u>Bachelor in Management Year 2</u>	Fall / Spring / Full Year	ENG / FR
<u>Bachelor in Management Year 3</u>	Fall (core courses) Spring (specializations) Full Year	ENG / FR* *According to the selected specialization
Postgraduate programmes		
<u>Master in Management Year 1</u>	Fall (core courses) Spring (electives) Full Year	ENG / FR
<u>Master of Science (MSc)</u>	Fall / Spring / Full Year *According to the selected specialization	ENG

LYON CAMPUS

PROGRAMME	SEMESTER	LANGUAGE TRACK
Undergraduate programmes		
<u>Pre Master</u>	Fall / Spring / Full Year	FR
<u>Bachelor in Management Year 2</u>	Fall / Spring / Full Year	ENG / FR
<u>Bachelor in Management Year 3</u>	Fall (core courses) Spring (specializations) Full Year	ENG / FR* *According to the selected specialization
Postgraduate programmes		
<u>Master in Management Year 1</u>	Fall (core courses) Spring (electives) Full Year	ENG / FR
<u>Master of Science (MSc)</u>	Fall / Spring / Full Year *According to the selected specialization	ENG



Open programmes based on your student's academic background



YOUR STUDENT'S ACADEMIC BACKGROUND

Students with 1 year of HE studies in Business (equivalent to 2 semesters - 60 ECTS)

Students with 2 years of HE studies in Business (equivalent to 4 semesters - 120 ECTS)



Students with an Undergraduate Degree in Business

Students with 2 years of HE studies without any knowledge in Business (equivalent to 4 semesters - 120 ECTS)

HE = Higher Education



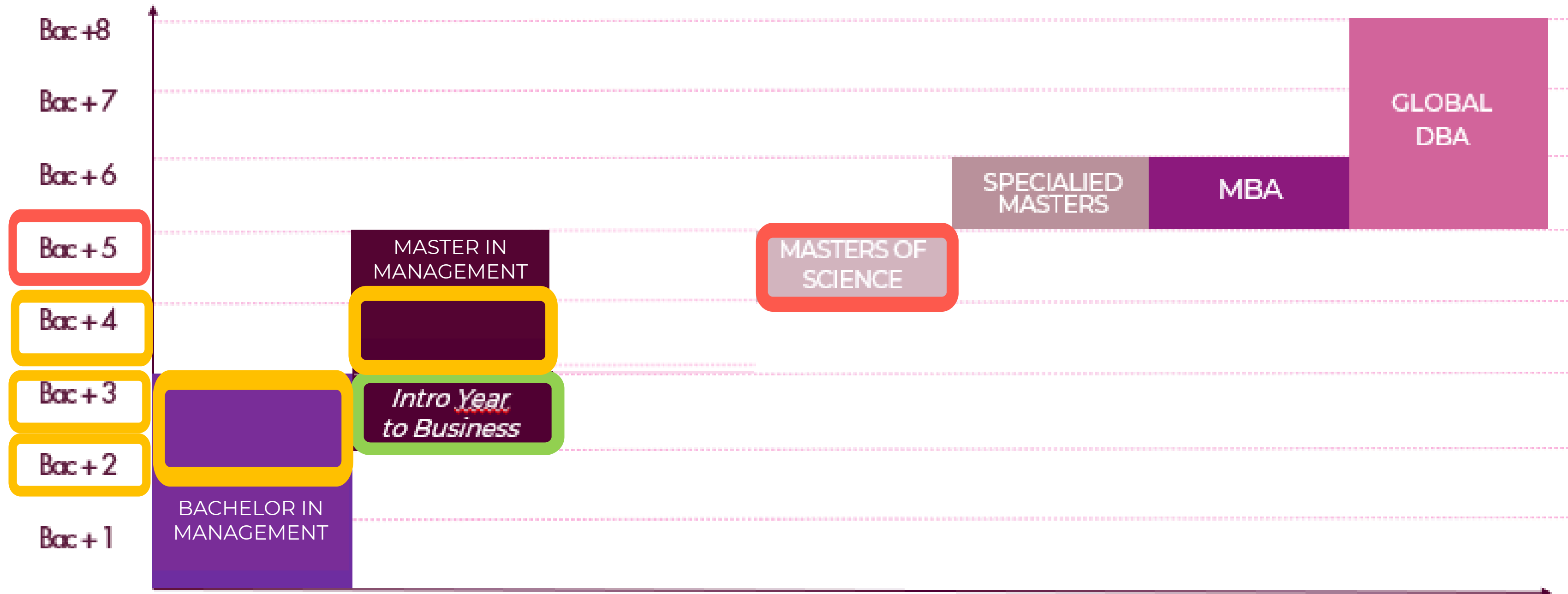
Open programmes per campus

BSB'S DEGREE PROGRAMMES

Business UG students

Business PG students (with interview)

Non-Business UG students



Baccalauréat (equivalent to A level)



Open programmes based on your student's academic background

Students with 1 year of HE studies in Business (equivalent to 2 semesters – 60 ECTS)

BACHELOR IN MANAGEMENT YEAR 2

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Bachelor in Management Year 2

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Bachelor in Management Year 2

Fall semester

TRACK	CAMPUS	LANGUAGE TRACK	
Core courses**	Dijon	ENG or FR	✓
Core courses**	Lyon	ENG or FR	✓

** Limited number of slots allocated

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Bachelor in Management Year 2

Spring semester

TRACK	CAMPUS	LANGUAGE TRACK	
Core courses**	Dijon	ENG or FR	✓
Core courses**	Lyon	ENG or FR	✓

** Limited number of slots allocated

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Bachelor in Management Year 2

Full year exchange

TRACK	CAMPUS	LANGUAGE TRACK	
Core courses**	Dijon	ENG or FR	✓
Core courses**	Lyon	ENG or FR	✓

** Limited number of slots allocated

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Students with 2 years of HE studies in Business (equivalent to 4 semesters – 120 ECTS)

BACHELOR IN MANAGEMENT YEAR 3

- Fall semester
- Spring semester
- Full year exchange



MASTER IN MANAGEMENT YEAR 1

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Bachelor in Management Year 3

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Bachelor in Management Year 3

Fall semester

SPECIALIZATION	CAMPUS	LANGUAGE	
Core Courses	Dijon	ENG or FR	✓
Core Courses	Lyon	ENG or FR	✓

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Bachelor in Management Year 3

Spring semester

TRACK	CAMPUS	LANGUAGE	
International Business Management	Dijon	ENG	✓
Wine Tourism	Dijon	ENG	✓
Data and Web	Dijon	ENG	✓
Marketing du Luxe et Premiumisation	Dijon	FR	✓
Business Développement	Dijon	FR	✓
International Sustainable Management*	Lyon	ENG	✓
Digital Management*	Lyon	ENG or FR	✓

*Limited number of slots allocated

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Bachelor in Management Year 3

Full year exchange

TRACK	CAMPUS	LANGUAGE	
Core Courses	Dijon	ENG or FR	✓
Core Courses	Lyon	ENG or FR	✓
International Business Management	Dijon	ENG	✓
Wine Tourism	Dijon	ENG	✓
Data and Web	Dijon	ENG	✓
Marketing du Luxe et Premiumisation	Dijon	FR	✓
Business Développement	Dijon	FR	✓
Digital Management*	Lyon	ENG or FR	✓
International Sustainable Management*	Lyon	ENG	✓

* Limited number of slots allocated

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Master in Management Year 1

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Master in Management Year 1

Fall semester

SPECIALIZATION	CAMPUS	LANGUAGE	
Core Courses	Dijon	ENG or FR	✓
Core Courses	Lyon	ENG or FR	✓

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Master in Management Year 1

Spring semester

SPECIALIZATION	CAMPUS	LANGUAGE	
Core Courses	Dijon	ENG or FR*	✓
Core Courses	Lyon	ENG or FR*	✓

*Programme mainly taught in English in the Spring semester

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Master in Management Year 1

Full year exchange

SPECIALIZATION	CAMPUS	LANGUAGE	
Core Courses	Dijon	ENG or FR*	✓
Core Courses	Lyon	ENG or FR*	✓

*Programme mainly taught in English in the Spring semester

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Students with an Undergraduate Degree in Business

MASTER OF SCIENCE (MSC)

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Master of Science (MSc)

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Master of Science (MSc)

Fall semester

TRACK	CAMPUS	LANGUAGE	
Luxury Management and Innovation	Dijon	ENG	✓
Wine Management	Dijon	ENG	✓
Art and Cultural Management	Dijon	ENG	✓
Corporate Finance and Investment Banking*	Dijon	ENG	✓
Data Science and Organisational Behaviour	Dijon	ENG	✓
International Business Development	Dijon	ENG	✓
Artificial Intelligence and Digital Strategy Management	Lyon	ENG	✓
Sustainable Strategic Management & Environmental Change**	Lyon	ENG	TBC

* Bachelor or Specialization in Finance required

** Former GTSS, disclaimer: this new program will open depending on the number of applicants)



Open programmes based on your student's academic background

Latest catalogues : [here](#)

Master of Science (MSc)

Spring semester

TRACK	CAMPUS	LANGUAGE	
Luxury Management and Innovation	Dijon	ENG	✓
Corporate Finance and Investment Banking*	Dijon	ENG	✓
International Business Development	Dijon	ENG	TBC
Artificial Intelligence and Digital Strategy Management	Lyon	ENG	✓
Sustainable Strategic Management & Environmental Change**	Lyon	ENG	TBC

* Bachelor or Specialization in Finance required

** Former GTSS, disclaimer: this new program will open depending on the number of students)

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Master of Science (MSc)

Full year exchange

TRACK	CAMPUS	LANGUAGE	
Luxury Management and Innovation	Dijon	ENG	✓
Art and Cultural Management	Dijon	ENG	✓
Corporate Finance and Investment Banking*	Dijon	ENG	✓
Data Science and Organisational Behaviour	Dijon	ENG	✓
International Business Development	Dijon	ENG	TBC
Artificial Intelligence and Digital Strategy Management	Lyon	ENG	✓
Sustainable Strategic Management & Environmental Change**	Lyon	ENG	✓

* Bachelor or Specialization in Finance required

** Former GTSS, disclaimer: this new program will open depending on the number of students)

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Students with 2 years of HE studies without any knowledge in Business (equivalent to 4 semesters – 120 ECTS)

PRE MASTER (INTRODUCTION TO BUSINESS YEAR)

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Pre Master - Introduction Year to Business

- Fall semester
- Spring semester
- Full year exchange



Open programmes based on your student's academic background

Pre Master (Introduction Year to Business)

Fall semester

TRACK	CAMPUS	LANGUAGE TRACK	
Core courses*	Dijon	ENG or FR	✓
Core courses*	Lyon	FR	✓

* Limited number of ECTS credits

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Pre Master (Introduction to Business Year)

Spring semester

TRACK	CAMPUS	LANGUAGE TRACK	
Core courses*	Dijon	ENG or FR	✓
Core courses*	Lyon	FR	✓

* Limited number of ECTS credits

Latest catalogues : [here](#)



Open programmes based on your student's academic background

Pre Master (Introduction to Business Year)

Full year exchange

TRACK	CAMPUS	LANGUAGE TRACK	
Core courses*	Dijon	ENG or FR	✓
Core courses*	Lyon	FR	✓

* Limited number of ECTS credits

Latest catalogues : [here](#)



Open programmes based on your student's academic background

OVERVIEW

ACADEMIC BACKGROUND	PROGRAMMES AT BSB		LANGUAGE (English/French)	CAMPUS	DURATION (ACCORDING TO AGREEMENT)			
					FALL	SPRING	FULL YEAR EXCHANGE	FULL YEAR DUAL DEGREES
Students with 2 years of studies and without any knowledge in Business	Pre Master (Introduction to Business Year)	Core courses <i>(Limited number of ECTS credits)</i>	EN or FR	Dijon	X	X	X	
			FR	Lyon				
Students with 2 semesters of studies in Business	Bachelor in Management Year 2	Core Courses**	EN or FR	Dijon or Lyon	X	X	X	
Students with 2 years of studies in Business	Bachelor in Management Year 3	Core Courses	EN or FR	Dijon or Lyon	X		X	Please refer to Agreement
		Business Développement	FR	Dijon		X	X	
		Marketing du Luxe et Premiumisation				X	X	
		International Business Management	EN			X	X	
		Wine Tourism				X	X	
		Data and Web				X	X	
		Digital Management <i>(Limited number of slots allocated)</i>	EN or FR	Lyon		X	X	
		International Sustainable Management <i>(Limited number of slots allocated)</i>	EN			X	X	
Students with 2 years of studies in Business <i>(Bachelor in business related studies students with in their 3rd year of study are also eligible)</i>	Master in Management Year 1	Core courses / Electives / Specialised tracks	EN or FR (mainly taught in English in the Spring)	Dijon	X	X	X	
				Lyon	X	X	X	
Students with an Undergraduate Degree in Business <i>Subject to approval: Application including cover letter & CV + interview Students must follow all courses of the MSc programme chosen</i>	Master of Science (MSc)	Luxury Management and Innovation	EN	Dijon	X	X	X	Please refer to Agreement
		Wine Management			X			
		Arts and Cultural Management			X		X	
		Corporate Finance & Investment Banking <i>(Bachelor or Specialisation in Finance required)</i>			X	X	X	
		Data Science and Organisational Behaviour			X		X	
		International Business Development <i>(New program)</i>			X	X (TBC)	X (TBC)	
		Sustainable Strategic Management & Environmental Change <i>(Disclaimer: this program will open depending on the number of applicants - formerly "Green Tech and Sustainable Societies")</i>		Lyon	X (TBC)	X (TBC)	X	
		Artificial Intelligence and Digital Strategy Management			X	X	X	