

## Indicators 2025-26

Following the publication of decree no. 2023-1400 of 29 December 2023 concerning the publication of indicators relating to equal opportunities between women and men and the actions implemented to reduce inequalities in higher education establishments, BSB produces the indicators mentioned in the decree for the programmes recognised by the State: Master *Grande Ecole*, Bachelor in Management, Bachelor in Media, Culture & Communication, Msc in Media, Culture & Communication, Specialised Master in Management of Cultural Enterprises and Creative Industries and Specialised Masters in Specialised Master in International Wine & Trade Spirits.

These indicators are presented each year to the BSB Supervisory Board.

### I - Indicators relating to equal opportunities for women and men

#### 1. Percentage of female applicants for state-recognised higher education qualifications, by stream and speciality

Programme	% of female applicants
Bachelor in Management (Bac+3)	43%
Bachelor in Media, Culture & Communication (Bac+3)	72%
Master <i>Grande Ecole</i> (Bac+5)	49%
Msc in Media, Culture & Communication (Bac+5)	78%
Specialised Master in Management of Cultural Enterprises and Creative Industries (Bac+6)	85%
Specialised Masters in Specialised Master in International Wine & Trade Spirits (Bac+6)	50%

#### 2. Percentage of women enrolled on courses leading to a state-recognised higher education qualification, by stream and specialism

Programme	% of female enrolled
Bachelor in Management (Bac+3)	47%
Bachelor in Media, Culture & Communication (Bac+3)	100%
Master <i>Grande Ecole</i> (Bac+5)	53%
Msc in Media, Culture & Communication (Bac+5)	89%
Specialised Master in Management of Cultural Enterprises and Creative Industries (Bac+6)	88%
Specialised Masters in Specialised Master in International Wine & Trade Spirits (Bac+6)	50%

**3. Percentage of women and men among students receiving a grant on social criteria, by course of study and specialism**

Programme	% of female receiving a grant	% of male receiving a grant
Bachelor in Management (Bac+3)	54%	46%
Bachelor in Media, Culture & Communication (Bac+3)	No recipient (first year of the programme)	
Master <i>Grande Ecole</i> (Bac+5)	51%	49%
Msc in Media, Culture & Communication (Bac+5)	No recipient (first year of the programme)	
Specialised Master in Management of Cultural Enterprises and Creative Industries (Bac+6)	Programme not eligible to accept state scholarship recipients	
Specialised Masters in Specialised Master in International Wine & Trade Spirits (Bac+6)	Programme not eligible to accept state scholarship recipients	

**4. Percentage of women among graduates of state-recognised courses at BAC+2, BAC+3, BAC+5 and BAC+8 levels, by specialisation**

Programme	% of female graduated
Bachelor in Management (Bac+3)	53%
Bachelor in Media, Culture & Communication (Bac+3)	No graduates (first year of the programme)
Master <i>Grande Ecole</i> (Bac+5)	55%
Msc in Media, Culture & Communication (Bac+5)	No graduates (first year of the programme)
Specialised Master in Management of Cultural Enterprises and Creative Industries (Bac+6)	73%
Specialised Masters in Specialised Master in International Wine & Trade Spirits (Bac+6)	50%

**5. Percentage of female doctoral students enrolled for the first time, by discipline: exact sciences and applications, life sciences, humanities and social sciences**

**6. Percentage of women and men among doctoral students enrolled in the first year of their doctorate and having obtained funding for their thesis**

**7. Percentage of female doctoral students who defend their thesis, by discipline: exact sciences and applications, life sciences, humanities and social sciences**

BSB does not have a doctoral program. Therefore, questions 5 through 7 do not apply to the school.

BSB joined the “Law, Management, Economics, and Political Science” doctoral school at the University of Burgundy Europe in September 2025 as a host laboratory. In this capacity, BSB hosts doctoral students within its Faculty, although they are not enrolled in a BSB programme.

**8. Percentage of women in charge of sports and student associations, particularly in the executive committee and the presidency**

Indicators calculated at the school level:

75% of association board members are women

67% of association presidents are women

## 9. higher education qualification

Programme	% of female in employment
Bachelor in Management (Bac+3)	100%
Bachelor in Media, Culture & Communication (Bac+3)	No graduates (first year of the programme)
Master <i>Grande Ecole</i> (Bac+5)	86%
Msc in Media, Culture & Communication (Bac+5)	No graduates (first year of the programme)
Specialised Master in Management of Cultural Enterprises and Creative Industries (Bac+6)	100%
Specialised Masters in Specialised Master in International Wine & Trade Spirits (Bac+6)	82%

## 10. Average salary for women and men twenty-four months after obtaining a state-recognised higher education qualification, at "BAC+2", "BAC+3", "BAC+5" and "BAC+8" levels.

Programme	% of female receiving a grant	% of male receiving a grant
Bachelor in Management (Bac+3)	€30,000–€35,000 (The difference is not significant; note that 81% of students who earn this degree continue their studies)	
Bachelor in Media, Culture & Communication (Bac+3)	No graduates (first year of the programme)	
Master <i>Grande Ecole</i> (Bac+5)	38k€	48k€
Msc in Media, Culture & Communication (Bac+5)	No graduates (first year of the programme)	
Specialised Master in Management of Cultural Enterprises and Creative Industries (Bac+6)	€32,000 (Insignificant difference)	
Specialised Masters in Specialised Master in International Wine & Trade Spirits (Bac+6)	€42,000 to €45,000 (Insignificant difference)	

\* Salaries 6 months after graduation; 24-month data is not available for all programmes

## II - Indicators relating to actions taken to reduce inequalities between men and women

### 1. Existence of a guide designed to raise awareness of the risks of discrimination among selection boards for access to higher education courses.

YES - Juries for the various BSB competitive entrance exams are made aware of gender inequalities and the risk of discrimination during briefs.

### 2. Existence of a support system for female students, particularly of the mentoring or tutoring type

YES - The [Pathfinder™ scheme](#) is designed to enable all male and female students to get the most out of their years at BSB. Thanks to unlimited personalised coaching, the use of Artificial Intelligence tools and BSB's resources, students find the path that suits them and allows them to flourish.

### **3. Existence of a parental support programme for students**

YES - BSB is a partner of *Planning Familial* for parenting support for students.

More generally, with the [One Health Center programme](#), all students can find real answers and a sympathetic ear to questions relating to their well-being. Information and prevention workshops will be open to all students on a regular basis to help them deal with stress, sleep and nutrition, as well as more sensitive issues such as addiction, harassment and discrimination.

### **4. Existence of training courses on gender equality, combating stereotypes and discrimination, offered by the institution for students**

YES - All BSB programmes include 4 learning objectives, 1 of which is linked to social responsibility ("To behave as a socially responsible manager open to the world"). Within this framework, all students have had at least one module related to the following themes: gender diversity, diversity and discrimination, stereotypes, inequalities between men and women.

BSB is also a partner of the City of Dijon within the framework of the [Antenne Municipale et Associative de lutte COntre les Discriminations \(AMACOD\)](#). Within the framework of an agreement, anti-discrimination training sessions are organised every year.

### **5. Proportion of women on juries when a jury comprising three or more members is formed for access to higher education courses provided by the establishment**

NOT CONCERNED (BSB examining boards have only two members)

### **6. Number and types of communication actions aimed at encouraging the involvement of all students and the appropriation of gender equality issues.**

BSB is fully aware of the persistence of certain gender stereotypes in academic and professional contexts. To encourage students, future managers and staff to promote gender equality, conferences, round tables and creative projects are organised every year to change attitudes. The annual flagship event is Equality Week around 8 March (International Women's Rights Day).