

BACHELOR'S DEGREE IN MEDIA, CULTURE & COMMUNICATION 1 INTERNATIONAL ADMISSION

RULES 2025-2026

These regulations apply to admissions to the first year of the ESC Dijon-Bourgogne (BSB) Higher Education Diploma in Creative Industries Management (Bachelor Media Culture & Communication).

Upon application, candidates agree to strictly comply with all the instructions set out in these regulations. Any breach of the examination rules set out below will result in exclusion from the application.

Article I – Presentation of the admission

Section I.1 – Definition

The Bachelor's degree in Media, Culture & Communication 1 international admission is a route of admission to the first year of the Bachelor's degree programme in Media, Culture & Communication at ESC Dijon-Bourgogne (BSB).

Candidates are not permitted to apply for the Bachelor Media, Culture & Communication 1 more than twice, nor to apply for the programme via two different admission routes in the same year.

Section I.2 – Eligibility

The following are eligible, i.e. have the right to apply:

- Students in their final year of secondary school who are preparing to take a foreign diploma or certificate equivalent to the French Baccalaureate,
- Students who hold a foreign diploma or certificate equivalent to the French Baccalaureate.

Non-French-speaking students are required to provide proof of their French proficiency (DEL F B2, DAL F B2, TCF B2, minimum) to ensure that they will be able to follow the programme.

The qualification or diploma that enabled the candidate to validate their eligibility for the entrance exam must be presented to BSB by the 30th of November of the year of the entrance exam at the latest. If the candidate does not obtain the qualification or diploma stated at the time of application, they will not be able to enrol at BSB.

Candidates are solely responsible for declaring their diploma before registering for the entrance exam. Consequently, it is their responsibility to verify their eligibility before beginning the application process. If in doubt, candidates are invited to contact the Admissions Department by email (at admissions@bsb-education.com) providing all the information necessary for assessment: Name and Contact details of the higher education institution, Course taken, Field of study, URL of the course description and any other information deemed useful for presenting the course taken and the diploma or qualification it leads to. The Admissions Department aims to respond as soon as possible.

Section I.3 – Application fees

Application fees are paid via secure online payment on the application portal (fees payable by the candidate).

Candidates are considered to be registered for admission once they have paid the application fees.

In accordance with French law, candidates have a period of fourteen days from the date of payment of the application fees to withdraw and obtain a refund of these fees.

To withdraw, candidates must submit a request to the Admissions Department.

Candidates from a partner institution with which this exemption has been agreed are partially or totally exempt from application fees.

Section I.4 – Application schedule and number of places

Application for the ESC Dijon-Bourgogne (BSB) Bachelor's degree programme in Media, Culture & Communication 1 is open according to the dates indicated on BSB's website.

The number of places available for the first-year admissions exam is specified in the notice of admission to the Bachelor's degree programme in Media, Culture & Communication at ESC Dijon-Bourgogne (BSB), published in the Official Bulletin of the Ministry of Higher Education, Research and Innovation.

Section I.5 – Data protection

ESC Dijon-Bourgogne (BSB) undertakes to protect all information provided by candidates. For further information, please refer to Article VI of these regulations.

Article II – Application procedure – General information

Application for the entrance examination and payment of application fees are carried out online via BSB's website www.bsb-education.com. On this website, a link redirects candidates to an online application portal.

On this portal, candidates create a personal account by providing a valid email address and password. It is their responsibility to keep their login details confidential. The password is encrypted and unknown to ESC Dijon-Bourgogne (BSB). On this portal, candidates can complete their application. They will be kept informed of the progress of their application and then of their admission to the programme by the Admissions team.

Applicants are responsible for the information provided in their application during the application process. In particular, personal details such as Last Name, First Name(s), Date and Place of Birth. They must be identical to the information on the identity document attached to the application and presented at the exams. In the event of a false declaration, the candidate is liable to penalties ranging from firm and definitive exclusion from the exam, possible loss of admission to BSB, and non-refund of deposit on tuition fees.

Furthermore, candidates are solely responsible for the information provided during application, in particular their email address and telephone number, which are the only means of communicating

with them during the admissions process. It is their responsibility to inform the Admissions Department of any changes as soon as possible.

It is the candidate's responsibility to check their email regularly, including their spam folder, to ensure that they receive all information sent by the Admissions Department regarding the organisation of the application.

We remind candidates that their qualifications will be verified by BSB between the 1st of September and the 30th of November of the year of the application. Candidates admitted to BSB with a qualification or diploma that is not recognised by the admissions will lose their place at BSB.

Article III – Entrance examination sessions

Section III.1 - Organisation

Sessions are organised continuously throughout the period.

Each application is reviewed by the Director of the Higher Education Diploma in Creative Industries Management (Bachelor's Degree in Media Culture & Communication) at ESC Dijon-Bourgogne (BSB).

Candidates then undergo an oral interview to assess their motivation.

The application juries are sovereign. Consequently, the grades obtained by candidates cannot be disputed. Only complaints relating to possible logistical errors are admissible.

In order to take the entrance exam, candidates must submit a complete application.

Any candidate caught cheating will be given a zero grade for all tests and will be excluded from the application.

Section III.2 – Oral examination

Candidates are invited to attend an oral interview in French, focusing on their motivation and career plans. The test takes place online on a dedicated platform.

The interview will be assessed by a panel of two members of BSB.

Candidates must dress appropriately, ensuring that their entire face is visible. Candidates who appear in clothing that does not allow their identity to be verified will not be assessed and will be considered to have withdrawn.

Candidates will receive the link to the test in an email sent to the address provided in their application file.

If candidates do not take part in the test, they will be considered to have withdrawn.

Article IV – Admissions

Section IV.1 – International admission process for the Bachelor's degree in Media, Culture & Communication 1

All applications will be awarded two grades out of 20:

- The first for the application file, with a weight of 67%;

- The second for the oral examination, with a weight of 33%.

Application file components for candidates:

- Transcript and assessments from higher secondary school years,
- Copy of diploma or current enrolment certificate,
- Cover letter,
- CV,
- French proficiency certificate, if applicable,
- Copy of valid identity document.

The admission threshold is set each year by the programme's admissions panel.

Section IV.2 – Publication of results

Admission results are communicated to candidates by email.

The admissions panel is composed as follows:

- The Chair,
- The Vice-Chair,
- The representative of the Rector of the Academy,
- The Chairman of the Board of ESC Dijon-Bourgogne (BSB) or his representative,
- The Programme Director or his/her representative,
- The Academic and Educational Development Director or his/her representative,
- A representative from the business world.

Section IV.3 – Payment of the deposit

The candidate accepts their admission by paying a deposit as soon as possible and no later than 20 calendar days from the date of the admission email.

The candidate is considered enrolled in the programme once they have paid their deposit.

In accordance with French law, the candidate has a period of fourteen days from the date of payment of the deposit to withdraw and obtain a refund of this deposit.

To withdraw, candidates must submit a request to the Admissions Department.

If the deposit on tuition fees has not been paid within 20 calendar days of the date on which the admission email was sent, the candidate will be considered to have withdrawn.

Section IV.4 – Refund of the deposit

The ESC Dijon-Bourgogne (BSB) Bachelor Media, Culture & Communication 1 programme may refund the full amount of the deposit in the following cases:

- Failure to obtain a student visa, announced no later than the 30th of November of the year of the programme, upon presentation of official proof;
- Failure to obtain the diploma required for application, announced no later than the 30th of November of the year of the programme, upon presentation of official proof.

To be considered, all refund requests must be made by email, accompanied by a letter explaining the reasons for the request addressed to the Programme Director and accompanied by appropriate supporting documentation.

Article V – Deferral of enrolment

It is possible to obtain a one-year deferral of enrolment. The candidate's admission is thus retained and they may enrol in BSB at the start of the following academic year.

The deferral of enrolment granted for a period of one year is non-renewable.

The request for deferral of enrolment must be made by email to the Admissions Officer before the 15th of September of the year of the entrance examination, following the same procedure as for the request for reimbursement. It is up to the Programme Director is responsible for accepting or rejecting the request.

The tuition fees payable by the candidate will be those for the year of enrolment.

A request for deferral does not alter BSB's admission procedure. The candidate is not exempt from presenting their qualification or diploma before the 30th of November of the year of the entrance exam. BSB will retain the deposit, which will therefore not be refunded. If the candidate does not enrol in year N+1, they will lose their admission and deposit.

Article VI – Confidentiality, data protection

As data controller, ESC Dijon-Bourgogne (BSB) undertakes to protect the personal data collected, not to pass it on to third parties without the data subject's knowledge, and to respect the purposes for which it was collected.

In order to be lawful, and in accordance with the requirements of European Regulation 2016/679, the collection and processing of personal data may only take place if it complies with one of the specific and legitimate purposes defined in the said regulation.

Personal data is collected and processed for the purpose of providing information about the services offered by ESC Dijon-Bourgogne (BSB) applications, until the admissions are organised. Identifying data includes Last Name, First Name, Email address, Postcode/ Zipcode, and current or completed qualifications.

This information is collected when the application form is completed, with the candidate's consent as the legal basis. The candidate's contact details (postal address, landline telephone number, mobile telephone number) and information relating to their educational background (in particular the contact details of their original educational establishment) are collected for the purposes of organising the examination.

The data collected is kept for a period of five years.

For accounting, legal, security or management reasons, certain data may be retained in accordance with applicable legal rules.

Certain personal information may be disclosed to the competent judicial authorities in the event of exceptional proceedings.

In accordance with Regulation (EU) 2016/679 on the protection of personal data, candidates have the following rights over their data: access, rectification, erasure (right to be forgotten), objection on legitimate grounds, restriction of processing and portability. Candidates may also set guidelines for the storage, erasure and communication of their data after their death.

To exercise their rights, candidates must send their request to the following address: Secrétariat Général – DPD – 29 rue Sambin BP 50 608 – 21006 Dijon Cedex or by email to alerte.rgpd@bsb-education.com. As part of this investigation, ESC Dijon-Bourgogne (BSB) may ask candidates to provide a photocopy of an identity document as proof. Subject to a breach of the above provisions, the candidate has the right to lodge a complaint with the CNIL (Commission Nationale de l'Informatique et des Libertés, <https://www.cnil.fr>) or any competent judge.

Article VII – Applicable law and competent court

These regulations are governed by French law. In the event of a dispute between the candidate and BSB, the competent court shall be the Dijon Judicial Court.