

# #WE ARE BSB

POSTGRADUATE PROSPECTUS  
2022 INTAKE



BURGUNDY SCHOOL OF BUSINESS



COLLEGE  
CONTACT.COM

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# BURGUNDY SCHOOL OF BUSINESS: INSPIRING CHANGE SINCE 1899

Today's fast-paced world is forcing business professionals to reinvent models, processes and systems at speeds never seen before. As companies respond to pressures to adjust to technological, financial and organisational changes, they're looking to the next wave of graduates to share new ideas and find solutions to make a positive impact.

At BSB, we shape you to become an agile manager and leader, able to create new ways of working and to adapt and evolve in a global environment. Our programmes are built around immersive challenges, pushing you to solve real-world problems and create sustainable business models that put economic, social and environmental values at the heart of innovation.

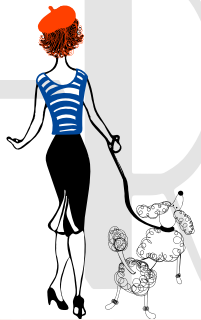
Through it all, we stay by your side at each stage of your development, to encourage, support, and bring out the best in you. Together, we'll do more than just anticipate change; we'll inspire it.

Stéphan Bourcieu  
Burgundy School of Business Dean



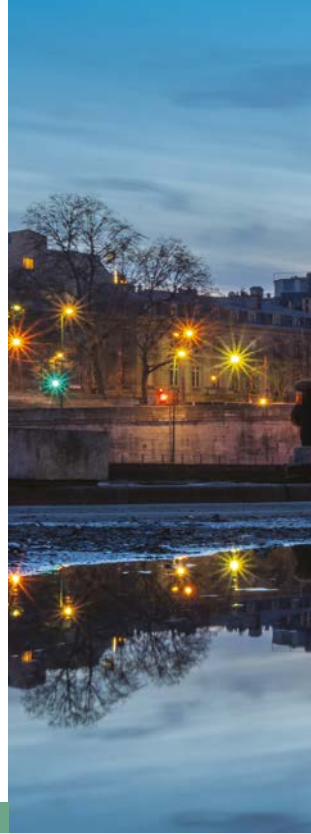
# WELCOME TO YOUR NEW HOME IN FRANCE

France is a multicultural and open society, proud of its history and yet simultaneously looking to the future. By studying at BSB in France, you will experience our famous *art de vivre*, and see for yourself why the French lifestyle is renowned worldwide.



## STEP INTO OUR CULTURE

With one of the most prestigious cultural heritages in the world and a thriving hub of creative activity today, you'll find an endless variety of festivals, concerts, museums, theatres, cinemas, street art, and more.







## FRANCE IS THE WORLD'S SEVENTH LARGEST ECONOMY

Some of the world's largest multinational companies in a variety of industries are based in France, particularly in the Burgundy and Rhône-Alpes regions. Due to a supportive business environment, you'll also find plenty of small and medium-sized enterprises as well as start-ups backed by the French Tech movement, a unique ecosystem that brings together investors, decision-makers and community builders.

## OVER 30 FRENCH COMPANIES ARE IN THE FORTUNE GLOBAL 500 RANKING



ChristianDior



L'ORÉAL  
PARIS

LVMH  
MOÏT HENNESSY • LOUIS VUITTON



Veepee



# DIJON AND LYON: AT THE CROSSROADS OF 2 MAJOR REGIONS IN FRANCE

Two of the most dynamic regions in France, Burgundy and Rhône-Alpes are ideally located with Switzerland, Italy, Germany, Luxembourg, and Belgium right on your doorstep.

Living in either Dijon or Lyon, you will have easy access to major highways, airports, and SNCF railway stations.



## SOME REGIONAL HIGHLIGHTS

- 5 UNESCO world heritage sites
- 1<sup>st</sup> gastronomic region in France
- 1<sup>st</sup> ski area in the world with 172 ski resorts
- 3 Alpine mountain ranges: Alps, Jura, Massif Central







## BURGUNDY

### CAPITAL CITY: DIJON

With nearly 2.9 million inhabitants, the Burgundy region is sought after by those in the hospitality industry for its time-honoured techniques and extensive knowledge of food and wine.

Unique in the world, the “climates” of Burgundy’s vineyards were classified as a UNESCO World Heritage Site in 2015. Extending over 1247 plots of vines, each estate is more prestigious than the other. Imagine spending your weekends discovering vineyards that are over 200 years old through the prestigious “Route des Grands Crus” and walking amongst the grapes that will produce vintages reserved for the wealthiest clientele in the world such as Romanée Conti, Château de Pommard, or Clos de Vougeot.

Recognised today for its strength in the fields of food and nutrition thanks to its agri-food industry and its research and higher education centres, Dijon is also developing numerous clusters of expertise in health, sustainable development and ecological transition.

## AUVERGNE

## RHÔNE-ALPES

### CAPITAL CITY: LYON

With a population of 8 million, the Rhône-Alpes is the third largest region in France. Thanks to its shared borders with Switzerland and Italy, the region has become popular for those in sports, mountaineering and tourism. A prosperous area, it has the second highest GDP in France and eighth highest in Europe.

Known as a major centre for the high tech and engineering industries, it is also home to companies operating in a variety of sectors such as smart energy, industrial manufacturing, construction and public works, transportation and healthcare.

There’s a distinctive entrepreneurial buzz here, with 65,000 new companies created every year. This is also France’s second leading region for patents filed, and it’s home to an impressive €6.5 billion in Research & Development (R&D) investments.





# DIJON: A FOOD & CULTURE HUB

Capital of one of France's 13 regions, Dijon is a dynamic, young metropolis where you can easily walk to the city's many attractions such as concerts, shows, festivals, exhibitions, museums, and nightlife. You'll be thrilled by the amount and diversity of activities you can enjoy in between your classes - there's always something new to discover!



DIJON,  
3<sup>rd</sup> MOST  
POPULAR CITY  
TO STUDY  
IN FRANCE

«L'étudiant» - 2021



True to the French gastronomic tradition, alongside elegant restaurants and wine bars, Dijon also offers laid back places to enjoy coffees, sweet treats, classic burgers, and pizza.



From soccer to roller derby, ice skating, rock climbing, dance or basketball, there are more than 400 sport clubs in Dijon.



Dijon is one of the most environmentally friendly cities in Europe. Our city is committed to becoming a leader in urban sustainability and environmental awareness. Throughout Dijon, you'll find many green places to study, play or relax.





# LYON: A VIBRANT & CONNECTED CITY

Lyon has nearly 51,000 jobs in the digital and creative industries alone, and actively promotes collaboration between its higher education institutions and the many global companies that are based here.



Lyon has reinvented itself from its strong industrial heritage, due to its location, to a modern day metropolis with a dual focus on education and technology.

Home to more than 21,000 international students, the city has a youthful vibe and takes an innovative approach to urban planning.



LYON, #2 BEST BIG CITY IN THE WORLD  
for food, wine, architecture and art

*Condé Nast Traveler, 2020 Readers' Choice Awards*

From ancient Roman remains to the architectural style inherited from the Italian Renaissance, Lyon has a colourful history to explore.

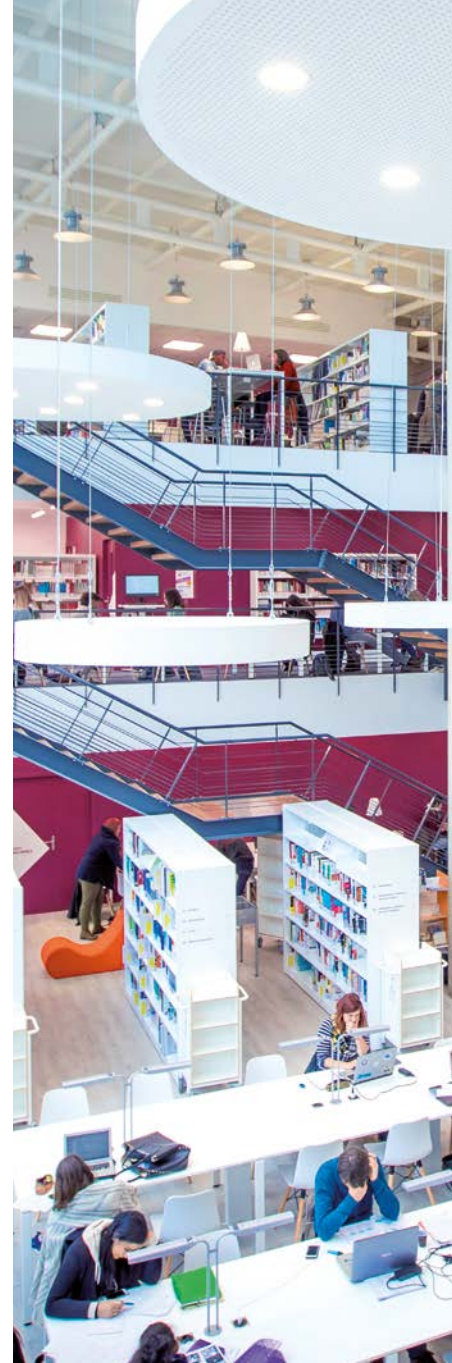


# A VERY UNIQUE STUDY ENVIRONMENT

## BSB'S MAIN CAMPUS IN DIJON

Located in the heart of the city centre of Dijon, Burgundy School of Business' campus is a stimulating place to study, entirely redesigned for the student experience:

- Trading Room
- Arts and culture area
- Student Lounge
- Gym
- Music studio
- Dance studio
- Zen Room
- Lounge area
- Green Park
- The Entrepreneurial Garden



The Dijon campus is located in the city centre, only about 10 minutes from the main railway station.

The campus itself is entirely accessible on foot with everything in easy reach: student housing, classrooms, libraries, shops, cafés, restaurants and more.

Explore our Dijon Campus  
Click to see the video



### THE LEARNING CENTER

BSB's Learning Centre offers an exceptional work environment, facilitating creative interactions and knowledge-sharing.

- Creativity Hub - an ideal space for group work
- Career Centre - get personal support and coaching
- Kaizen Room - brush up on your language skills in our e-learning space

### THE HOUSE OF FINANCE: BLOOMBERG TRADING ROOM

Launched in 2018, the House of Finance gives students an insider's view on a real trade centre with the latest Bloomberg technology.



# BSB'S NEW CAMPUS IN LYON

Five minutes from Central Station, our brand new Lyon campus is located at the heart of the city. With co-working spaces inspired by Google and smaller classrooms for personalised learning, this educational environment is designed to boost your academic and personal development:

- Classrooms adapted to all kind of needs
- Digital Learning Center
- 3D printing room
- Sport hall
- Lounge area
- Kitchen space
- Student Clubs area



**VIRTUAL CAMPUS TOUR:**  
DISCOVER OUR LYON CAMPUS  
AS IF YOU WERE THERE!



# BSB: MORE THAN 120 YEARS OF EXPERTISE

Founded in 1899, BSB is an international Grande Ecole for teaching and research. For more than a century, Burgundy School of Business has been reinventing itself, offering its students a unique way of understanding the world and preparing them for the jobs of tomorrow.

Through an innovative curricula and tailor-made services, you'll join a close-knit community in a business school that offers personal guidance to help you develop your potential and build a career suited to your personality and strengths.

## THE "GRANDE ECOLE" SYSTEM

The French "Grandes Ecoles" are highly selective business and engineering schools accredited by the French Ministry of Education and recognised worldwide. This status confirms our close ties with the corporate world and therefore, studying at BSB offers students the opportunity to benefit from an exceptional network of companies and entrepreneurs.

Due to their exclusive nature, only about 2% of all international students who come to France study at a Grande École.



## INTERNATIONAL FACULTY

Burgundy School of Business has 12 programmes which are fully taught in English and 39% of our professors are international.

Burgundy School of Business has a long tradition of welcoming international students: a pioneer in France, it was the first school in 1926 to offer a business education programme for foreign students.







## OUR RICH HISTORY

- **1899** - Our institution opens its doors for the first time in Dijon.
- **1919** - The first American students arrive at our institution in Dijon.
- **1922** - BSB creates a study abroad grant to help French students see the world.
- **1963** - The first language laboratory is built in Dijon at our institution during the first extension of the campus.
- **1965** - Our students go to China on an exchange trip, the first of its kind for a French school.
- **1968** - BSB signs its first international exchange agreement with the Staatliche Höhere Wirtschaftsschule in Pforzheim, Germany.
- **2000** - We create our first international courses (offered in English, Spanish and German) and we develop management courses in a foreign language in the Grande École programme.
- **2021** - BSB has 215 international academic partners, 62% of which are accredited.

## INTERNATIONAL RECOGNITION



BSB belongs to the Conférence des Grandes Écoles which brings together 41 Grandes Écoles de Management. All of them are recognized by the French government and delivering a Master's degree.



AACSB and EQUIS are international accreditations that recognise management schools for the quality of their training. Accredited by AACSB since 2014 and EQUIS since 2016, BSB is in the top 1% of all business schools worldwide with this impressive dual accreditation.

## INTERNATIONAL COMMUNITY

With 25% of our student body and 39% of our faculty from overseas, you will be exposed to a variety of cultures which will help prepare you for an international career or diverse work environment.

**Watch our video to learn why international students from over 70 countries choose BSB and what they love about studying with us!**



# GO BEYOND THE CLASSROOM

At BSB, we know that international exposure is one of the keys to your success. This is why we offer you several opportunities to develop an international perspective and mindset.

## FIELD TRIPS

Internships in companies, field trips, and meetings with professionals are all integral parts of our postgraduate programmes, which are finely targeted to match employment opportunities. At BSB, we provide you with the soft skills, inspiration and knowledge to make you agile and responsible managers, boosting your employability anywhere in the world.

## MEETING WITH PROFESSIONALS

Over 40% of our academic staff are working professionals (senior business executives, entrepreneurs, etc.) which enables you to benefit from a productive learning experience rooted in the real world and made up of case studies, workshops, and personalised coaching. At BSB we encourage knowledge sharing and open-mindedness, so we regularly organise meetings and conferences with prestigious international speakers such as Nobel Prize winners.



## STUDENT ASSOCIATIONS

Culture, sport, media, business - with over 20 student organisations, you'll find the club that best suits you! By actively taking part in our on-campus associations, you'll make new friends, have fun, and practice your people skills.

Click here to explore  
our student clubs:



### THREE POPULAR CLUBS AT BSB:

#### Melting Potes



Its main mission is to welcome and support international students in order to create a true multicultural community. Every year, Melting Potes students work hard to offer a warm welcome to international students from over 50 countries.

#### Equality



Equality promotes equality and inclusion by fighting against all forms of discrimination. Its main goal is to raise awareness amongst BSB students and think together about solutions for a more inclusive world.

#### Vignobl'ESC



Vignobl'Esc is the association of BSB's wine and gastronomy enthusiasts. It offers tastings, discovery of French and international wines, cooking contests, thematic evenings.



# 215 PARTNER UNIVERSITIES IN 56 COUNTRIES

BSB's global network enables you to explore the world and further enhance your international experience. Depending on your degree programme, you can choose to study abroad for a one-semester exchange or a one-year dual degree programme.

Stand out from the crowd with one of our 40 international dual degrees from our partner institutions all around the world.

See the  
complete  
list here



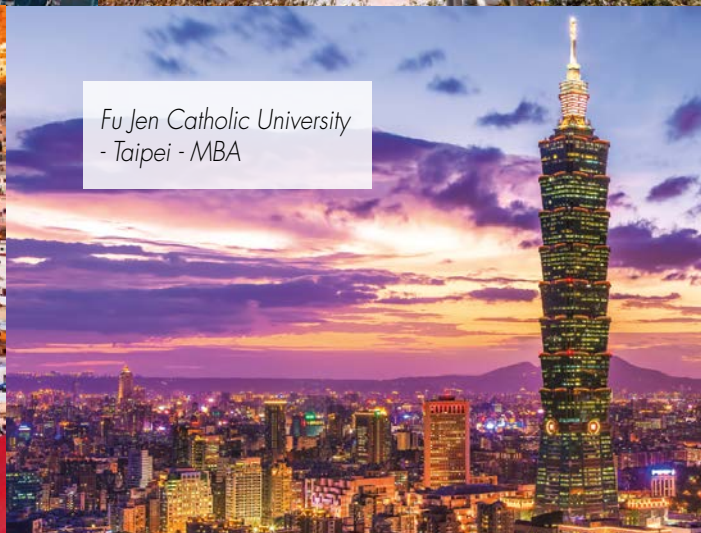
*Northumbria University  
- Newcastle - UK - MSc  
International Finance &  
Investment*



*SolBridge International School of  
Business - Daehon - MBA*



*EGADE Business School - Mexico  
- Tecnologico de Monterrey  
Maestria en Finanzas*



*Fu Jen Catholic University  
- Taipei - MBA*



*UMEA University - Sweden -  
MSc Business Development  
& Internationalisation*



*Luiss Business School -  
Rome - Italy  
Master in Fashion &  
Luxury Management*



*Hochschule Pforzheim  
University - Germany -  
Master of Arts Controlling  
Finance & Accounting*

# ENHANCING YOUR PROFESSIONAL EXPERIENCE

By combining theory with practice, we teach you how to tackle any problem, giving you ample opportunities to do and undo, experiment, make mistakes, and start again. During your education with Burgundy School of Business, you will work in various teams in order to develop project management skills and understand different perspectives. You will also build greater self-confidence as you participate in workshops, group projects and joint presentations.

## BSB

### CAREER BOOSTER

Individual coaches will help you enhance your employability and put you in contact with employers via dedicated company meetings and recruitment forums.

We also run thematic workshops to help you:

- Search for internships and jobs.
- Build an attractive CV.
- Activate your network via LinkedIn.
- Practice for interviews.

## MEET-UP

### INSPIRING LEADERS

Designed to help you broaden your geopolitical and economic knowledge, our Meet-Up Inspiring Leaders conference series allows you to discover other visions of the world. You will meet business leaders, philosophers and experts who, each in their own way, have decided to act to change the world.

Explore all of  
our Career Services



## TALENT

### BOOSTER

Self-development is the key to a fulfilling academic and professional career. BSB brings in experts and professionals from the business world to support you throughout your studies, helping you identify your talents, find a career path that suits your personality, and build upon your unique strengths.

#### BSB STUDENTS HAVE RECEIVED JOB

#### OFFERS FROM TOP GLOBAL COMPANIES

altran

AIRBUS

CHANEL

General Mills

HARIBO

HERMÈS  
PARIS

LVMH  
MOÏSE HENNESSY & LOUIS VUITTON



BANQUE POPULAIRE  
BOURGOGNE FRANCHE-COMTÉ  
ADDITIONNER LES FORCES. MULTIPLIER LES CHANCES

Coca-Cola

Deloitte.

HAYS Recruiting experts  
worldwide

Johnson & Johnson

innocent

IBM

Kellogg's®

KPMG

pwc  
Luxembourg

TESLA





# YOUR VERY OWN BSB ALUMNI NETWORK

You will also build our community of 17,000 graduates worldwide, which gives you support, knowledge-sharing and partnership opportunities throughout your career.

17,000  
GRADUATES 

94% OF OUR GRADUATES  
FOUND A JOB IN LESS  
THAN 6 MONTHS

UP TO €41,000  
AVERAGE GROSS ANNUAL SALARY AFTER GRADUATION

UP TO €48,000  
AVERAGE GROSS ANNUAL SALARY AFTER  
GRADUATION FROM THE MASTER IN MANAGEMENT

# THE DIFFERENCE BETWEEN OUR MASTER PROGRAMMES

Burgundy School of Business welcomes international students with a Bachelor degree in any field of study. All programmes deliver ECTS credits and are fully AACSB and EQUIS recognised.

## 2-YEAR PROGRAMME

MASTER IN  
MANAGEMENT -  
GRANDE ECOLE  
ACADEMIC DEGREE



120 credits

### THIS PROGRAMME:

- Requires a minimum 3-year Bachelor's degree.
- Provides you with a solid academic background.
- Is fully recognised by the French Ministry of Education.
- Offers you up to 14 months of work experience.
- Is fully recognised for internships and job opportunities.
- No background in business or management is necessary to apply.

## 1-YEAR PROGRAMMES

MASTER'S  
OF SCIENCE

PROFESSIONALISING DIPLOMAS

60 ECTS each

### THESE PROGRAMMES:

- Require a minimum 3-year Bachelor's degree. Students with a 4-year Bachelor's degree are eligible for our internal dual degree.
- Provide you with strong practical knowledge and a high level of expertise enabling you to enter the job market right away.
- Give you hands-on learning experiences thanks to numerous field trips in France and abroad.
- No background in business or management is necessary to apply for some of our Master's.

### CHOOSE FROM:

- MSc Artificial Intelligence & Digital Technology Management.
- MSc Arts & Cultural Management.
- MSc Climate Change & Corporate Finance.
- MSc Corporate Finance & Investment Banking.
- MSc Data Science & Organisational Behaviour.
- MSc Green Tech & Sustainable Societies.
- MSc Luxury Management & Innovation.
- MSc Sustainable Wine Tourism & Gastronomy.
- MSc Wine Management.





## DOUBLE THE DEGREE. DOUBLE THE JOB OPPORTUNITIES. CUT THE COST.

If you hold a 4-Year Bachelor degree in business related studies, BSB offers you the exciting opportunity to double the degree while cutting the cost.

### HOW TO QUALIFY

In order to be eligible, you must:

- Enrol in one of BSB's 1-year Master programmes
- Pass the academic evaluation committee

#### • Tuitions fees:

The cost of the Master of Science programme

#### • Time of studies:

12 months starting in September

If you want to study the Master in Management, you can also get a double diploma along with one of our 9 MScs:

- Register for the Master in Management
- During your second year, choose the internal double diploma option to get the Master in Management and a MSc

**Upon completion, you will receive two degrees: the prestigious Master in Management degree and a Master of Science in your chosen speciality.**

# MASTER IN MANAGEMENT – GRANDE ECOLE PROGRAMME



BSB's Master in Management – Grande Ecole programme is accredited by the French Ministry of Higher Education, Research and Innovation.

## THE CRÈME DE LA CRÈME OF POSTGRADUATE QUALIFICATIONS

As the most prestigious degree of its kind in France, this programme is renowned for its high standards and intense academic rigour.



## WORLDWIDE RECOGNITION

Burgundy School of Business is ranked 63<sup>rd</sup> Business School in the world (11 places higher than last year), 53<sup>rd</sup> in Europe, and 13<sup>th</sup> in France for its Master in Management programme.

- Taught in English or French
- 2-year programme
- 120 ECTS
- Intake: September
- €11,500 for one year
- Campus: Dijon and Lyon

## YEAR 1

- Learn the basics of marketing, management, finance, and information systems.
- Choose elective modules to suit your interests.
- Receive group and individual coaching to identify your strengths and career paths.

## YEAR 2

- Strengthen your knowledge via specialised modules.
- Apply your skills in the business world through a practical internship or work-study placement.

## THE GAP YEAR - MASTER'S WITH WORK EXPERIENCE

The Master in Management is usually a two-year degree, however, you have the possibility to take an optional gap year at the end of the first semester. This adds a full year of work experience before you begin your second semester, and once your gap year finishes, you resume your degree programme and begin the second semester.

If you are fluent in French, then this is an excellent opportunity to gain insight into a company's day-to-day operations, build or reinforce your professional experience, and boost your employability.



# CHOOSE YOUR OWN PATH

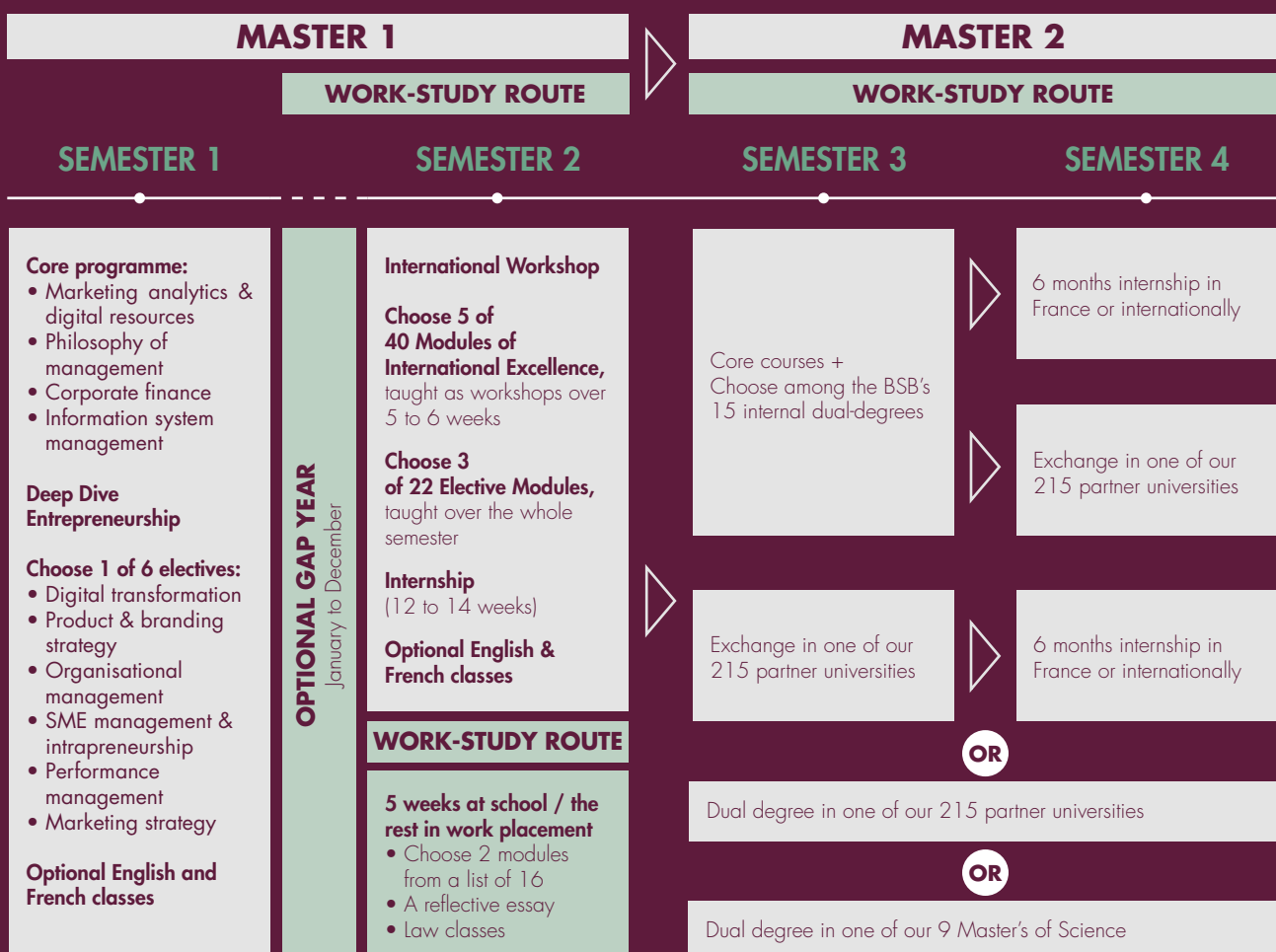
## CLASSIC ROUTE

Master 1 / Semesters 1 & 2  
Master 2 / Semesters 3 & 4

## WORK-STUDY ROUTE

Master 1 / Semester 1  
Gap year with work placement  
Master 1 / Semester 2  
Master 2 / Semesters 3 & 4

See the whole Master in Management programme and the list of modules here



# 6 EXPERTISE AREAS TO THRIVE IN WHAT YOU LOVE

## FINANCE, ACCOUNTING, AUDITING & CONSULTANCY



### Path of Excellence

- AuditExpertise-Conseil
- Finance

### Master's of Science (MSc)

- MSc Corporate Finance & Investment Banking
- MSc Climate Change & Corporate Finance

### Internal dual-degrees

- AuditExpertise-Conseil
- Contrôle financier
- Banque et Gestion du Patrimoine
- Finance d'Entreprise
- Corporate Finance

### International Dual Degrees (examples)

- Master's of Science International Finance & Investment, Northumbria University - Newcastle, United Kingdom
- Master's of Arts Controlling Finance and Accounting, Hochschule Pforzheim - Germany
- Maestría en Finanzas, EGADE Business School - Monterrey, Guadalajara, Santa Fe, Mexico

## ENTREPRENEURSHIP & INNOVATION

### Path of Excellence

- Créativité & Innovation

### Master's of Science (MSc)

- MSc Green Tech & Sustainable Societies - Lyon Campus
- MSc Artificial Intelligence & Digital Technology Management - Lyon Campus

### Internal dual-degrees

- Entrepreneuriat et Management de PME

### International Dual Degrees (example)

- Master's of Arts in Industrial Sales and Innovation Management, HTW - Berlin, Germany

## ORGANISATIONAL MANAGEMENT



### Path of Excellence

- Data Science

### Master's of Science (MSc)

- MSc Data Science & Organisational Behaviour

### Internal dual-degrees

- International Business
- Ressources Humaines
- Data Science & Organisational Behaviour

### International Dual Degrees (examples)

- Master's in International Management, Ranepa IBS - Moscow, Russia
- MBA programme in International Management, Fu Jen Catholic University - Taiwan
- Master's of Business Administration, SolBridge International School of Business - Daejeon, South Korea

## WINE MANAGEMENT



### Master's of Science (MSc)

- MSc Wine Management

### International Dual Degrees (examples)

- Hochschule Geisenheim University, Germany
- Taylor's University (Hospitality Management) - Kuala Lumpur, Malaysia

## ARTS & CULTURAL MANAGEMENT



### Path of Excellence

- Culture

### Master's of Science (MSc), Specialised Master's (MS)

- MSc Arts & Cultural Management
- MS MECIC Paris - Management of Cultural Enterprises & Creative Industries - Paris Campus

### International Dual Degrees (example)

- JAMK University of Applied Sciences - Jyväskylä, Finland

## MARKETING

### Path of Excellence

- Stratégie Commerciale / Marketing

### Master's of Science (MSc)

- MSc Luxury Management & Innovation

### Internal dual-degrees

- Stratégie Commerciale
- Distribution Achats
- Marketing Produit et Communication
- Communication - Événementiel
- Global Marketing
- Digital Leadership - Lyon Campus

### International Dual Degrees (examples)

- Master's in Fashion and Luxury Management, LUISS Business School - Rome, Italy
- Master's of Science Digital Marketing, Northumbria University - Newcastle, United Kingdom

A B2 language level is required for specialisations taught in French.





# OUR MODULES OF INTERNATIONAL EXCELLENCE

Throughout the Master programme, you will have the opportunity to follow up to 3 modules of international excellence per semester: taught by prestigious international professors and by BSB professors recognised internationally for their expertise, these modules will provide you with professional insight in various fields.



## SOME EXAMPLES AMONG THE 45 MODULES:

### LUXURY BRANDING MANAGEMENT

Curtin University, Curtin Business School, Australia

### VIDEO GAMES MARKET AND MARKETING

Burgundy School of Business, France

### SPORTS MARKETING IN THE CONTEXT OF GLOBALIZATION

UQAM, ESG, Canada

### WINE AND FOOD TOURISM MARKETING

Burgundy School of Business, France

### MARKETING FOR ENTREPRENEURS

University of North Texas, College of Business, USA

### INTERNATIONAL FINANCE

Ljubljana University, Faculty of Economics, Slovenia

### LEADERSHIP, STRATEGY AND DECISION MAKING

Harvard Faculty of Arts & Sciences, USA

### BECOMING A CULTURAL LEADER

LUISS University, LUISS Business School, Italy

### CORPORATE STRATEGY AND SUSTAINABILITY

Nottingham Trent University, Nottingham Business School, United Kingdom

### ARE ARTS AND CULTURE ORGANISATIONS DIFFERENT FROM OTHER ORGANISATIONS?

Universidad de Los Andes, Faculty of Law, Colombia

### BUSINESS OPPORTUNITIES IN EMERGING MARKETS

Fu Jen Catholic University, College of Management, Chinese Taipei







# 1-YEAR SPECIALISED GRADUATE PROGRAMMES: THE KEY TO YOUR EMPLOYABILITY

Built upon strong business fundamentals and real-world situations, BSB's postgraduate programmes will provide you with the skills you need to succeed in today's complex and changing world.

## CLOSE TAILOR-MADE GUIDANCE

We strongly believe that students thrive in an academic environment which is focused on personalised learning and customised support. From your very first days in France, we will help you feel comfortable in your new living, learning and working environment.

## DYNAMIC CURRICULUM

Our programmes are reviewed and adapted every year in order to ensure we're providing a highly relevant education that prepares our students for a rapidly changing world. New programmes or specialisations are created annually to correspond to what companies are looking for in terms of skills and knowledge.

## EXCEPTIONAL INDUSTRY CONNECTIONS

As a major player in the education sector, BSB works with a close network of about 1 500 companies in France and worldwide. We provide you with a work-like experience on all our programmes, whether it is field-trips, internships or work placements.

# MSc LUXURY MANAGEMENT & INNOVATION

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Dijon

The Master of Science Luxury Management & Innovation is a unique postgraduate programme that transforms students into confident managers in the global luxury industry.

Utilising a rich variety of modules, you will enhance your knowledge, development and application of critical thinking skills as well as practice negotiation skills, problem-solving techniques, and effective decision making.

## WHAT YOU WILL LEARN

The MSc Luxury Management & Innovation provides more than 450 hours of teaching in:

- Global marketing strategy
- Consumer behaviour and psychology of luxury
- Manufacturing strategies for fashion and luxury brands
- Online and remote negotiation
- Reinventing luxury
- Fashion forecasting



## FEEL THE ULTRA LUXURY EXPERIENCE

- Study in Dijon located between two major luxury hubs: Paris and Switzerland.
- Join one retail safari in France and one field trip in Switzerland to visit top luxury centres in automotive, fashion, jewellery, perfumery, or watchmakers.
- Get a 360° approach of the luxury industry to understand cultural differences, consumer behaviour, and the role of innovation.
- Enhance your in-depth knowledge of the luxury industry through our strong partnership with Curtin University and the University of Monaco's Mark Challenge.
- Solve real case studies from partner companies with academic, pragmatic and disruptive approaches.





# MSc ARTS & CULTURAL MANAGEMENT

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Dijon

The MSc Arts & Cultural Management will provide you with the business knowledge and skills to lead arts and culture organisations effectively and responsibly. Through a very practical approach, you will develop skills across many sectors such as finance and management applied to cultural industries, art history, event management and creative marketing.

Combining core courses with field trips and meetings with professionals from the sector, you will be prepared to meet the demands of the complex art and culture industry.

## WHAT YOU WILL LEARN

- Current trends in arts and culture
- Marketing and public relations
- History of art and cultural policy
- Intellectual property and copyright
- Budgeting and fundraising for arts and cultural organisations
- Sectoral challenges for arts

## PROGRAMME HIGHLIGHTS

- Strong focus on management skills needed to work in the cultural and creative sector.
- An exceptional location in Dijon, France, a huge cultural hub with several international and local organisations.
- Hands-on experience through a field trip in a European capital city with a dedicated annual project.
- Organisation of a contemporary art exhibition or cultural event that teaches you how to work collaboratively with artists at all levels: management, communication, and logistics.
- A unique programme that combines online and offline arts, offering a 360° vision of perspectives and approaches.



# MSc GREEN TECH & SUSTAINABLE SOCIETIES

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Lyon

Joining the MSc Green Tech, you will join an innovative learning ecosystem that will enable you to think critically, using both your hard and soft skills to enact the purpose and the logic of success of sustainable and inclusive enterprises.

## KEY FOCUS AREAS

- Globalisation challenges
- Global sustainable supply chain management
- Business intelligence and strategy
- Sustainable practices in small and mid-sized enterprises
- International human resource management
- Contemporary managerial philosophies
- Corporate governance and managerial ethics

**Find out more about the  
MSc Green Tech &  
Sustainable Societies**



## BECOME A RESPONSIBLE LEADER OF TOMORROW'S WORLD

- Learn how to develop sustainability strategies for an existing company or for your own business.
- Understand how to apply new eco technologies in a historical, political and socioeconomic context.
- Work through a project based curriculum designed around a «learning by doing» approach, mixing theory and practice.
- Benefit from our brand new Lyon campus, linked to international and local organisations.
- Join a field trip in Paris to discover green tech companies and expand your network.





# MSc ARTIFICIAL INTELLIGENCE & DIGITAL TECHNOLOGY MANAGEMENT

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Lyon

Taught from our Lyon campus, the Master of Science in Artificial Intelligence & Digital Technology Management enhances your ability to acquire the critical skills needed today to navigate in our increasingly complex and dynamic digital world. This is among the first global programmes specialising in artificial intelligence and digital technology for business management.

## WHAT YOU WILL LEARN

- Artificial intelligence and machine learning
- Collaborative economies in the digital age
- Using analytical tools to interpret data for business purposes
- Creativity and innovation management
- Digital consumer behaviour
- Writing business plans and pitches
- Business game simulations
- Digital entrepreneurship

**Find out more about the  
MSc Artificial Intelligence  
& Digital Technology Management**



## WHY CHOOSE THIS PROGRAMME?

- Get ahead and master the technologies needed to become a successful AI manager in a rapidly evolving sector.
- Benefit from a unique combination of technical and managerial leadership skills, hard skills and soft skills.
- Sponsored by the French Tech and the Digital League, two major local organisations dedicated to digital innovation.
- Live in Lyon: the second biggest digital ecosystem in France with 50,000+ jobs in the digital field.
- Join a field trip to a major event in Europe (location changes each year) to get a unique immersive experience.



# MSc CORPORATE FINANCE & INVESTMENT BANKING

SPONSORED BY



BANQUE POPULAIRE  
BOURGOGNE FRANCHE-COMTÉ  
ADDITIONNER LES FORCES. MULTIPLIER LES CHANCES



CAISSE  
D'ÉPARGNE  
Bourgogne Franche-Comté  
*Vous être utile.*

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in mathematics, statistics, economics or equivalent subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Dijon

The MSc CF&IB provides more than 400 hours of teaching in:

- Corporate finance and financial planning
- Institutional markets dynamics
- Derivatives, risk and hedging
- Financial strategy
- Merger and acquisition

50 hours of corporate insights:

- Seminars and applied conferences
- Professional meetings with industry specialists



The Master of Science Corporate Finance & Investment Banking aims to cultivate and develop an advanced knowledge of international business management and finance. This programme was built around the CFA requirements, providing you with the necessary skills and expertise to succeed in the challenging careers of investment banking, private equity, corporate banking and the financial advisory sector.

## PROGRAMME HIGHLIGHTS

- CFA certification training is included in the curriculum, level 1 and level 2.
- Learn techniques to assess company valuations, manage cash flow, engage in market risk analysis and raise capital in financial markets.
- Taught in Dijon with exclusive access to our Bloomberg sponsored trading room.
- Get engaged in buy-side or sell-side research roles, acquiring in-depth knowledge of corporate decision-making in an international arena.
- Innovative teaching methods including bootcamps, field trips and participation in the CFA Challenge, one of the most renowned business games in the world with endless networking opportunities.





# MSc CLIMATE CHANGE & CORPORATE FINANCE

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in mathematics, statistics, economics or equivalent subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Dijon

Built upon the same core courses as the MSc Corporate Finance & Investment Banking, the MSc Climate Change & Corporate Finance will provide complementary training with both traditional financial analysis and sustainable finance to meet upcoming future requirements in terms of employability.

In this programme you will utilise your strong mathematical skills and technical appetite to learn how to have a positive impact on society. It will provide you with the knowledge, techniques and skills to guide investments, acquisitions, cash flow management, risk, and capital-raising choices to produce both financially and environmentally attractive outcomes.

## DRIVING CHANGE IN THE WORLD OF FINANCE

This is an innovative, avant-garde programme based on the latest studies and research to introduce you to the latest environmental concerns and needs for societies to transition from a carbon economy to a sustainable economy.

Find out more about the MSc Climate  
Change & Corporate Finance



## DISTINCTIVE FEATURES

- In the Top 3 best European programmes combining Climate Change and Finance.
- Get investment banking expertise and a scientific vision for solving the economic challenges of ecological transition.
- Learn about the strategies and frameworks to understand financial risks posed by social and sustainability issues.
- Participate in an exclusive professional challenge around clean tech.
- Specialise in green investment opportunities in renewable energy and clean technologies.

# MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

SPONSORED BY



## AT A GLANCE

- **Start date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in mathematics, statistics, business or psychology
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Dijon

The Master of Science Data Science & Organisational Behaviour has a unique structure: the academic portion is related to our world-famous research lab LESSAC and the professional component is sponsored by our partner PwC Luxembourg.

This high level programme trains you to be able to manage data in order to influence behaviour, and show how data can be useful at all levels of a company, offering a wide range of career options.

## WHY CHOOSE THIS PROGRAMME?

- Based in LESSAC, the largest experimental economics platform in Europe and one of the main players in the field of research.
- Our partner, PwC Luxembourg, designed the programme to blend theoretical and practical knowledge based on their expertise and analysis of market patterns.
- You'll get the skills to manage and transform data at all levels in order to understand and influence behaviour.
- The programme is an intersection between IT tools and behavioural strategy, allowing you to work in many areas of a business such as marketing, finance, HR, or management.
- You'll take a field trip to the PwC Data Centre in Luxembourg to work on real case studies and learn about varying work ethics, company atmospheres, and industry cultures.

## WHAT YOU WILL LEARN

An exclusive programme in Europe, this MSc enables you to understand and modify decision making, and deal with big data in organisations. It provides you with an outstanding opportunity to advance your coding skills, and will allow you to carry out research projects in a professional environment.

The curriculum includes:

- Data science methods
- Applied information analysis
- Experimental methods and gamification
- Behavioural tools
- Big Data practical applications
- Behaviour in organisations and markets
- ICT Tools
- Programming using specific tools such as R, Python, MatLab, Ztree, Otree







# THE SCHOOL OF WINE AND SPIRITS BUSINESS

IMMERSE YOURSELF IN OVER  
2000 YEARS OF WINE  
CULTURE.

## TOP 6 REASONS TO CHOOSE THE SCHOOL OF WINE & SPIRITS BUSINESS

- Exclusive location in the heart of Burgundy, France
- Cutting-edge education
- Outstanding faculty
- International perspectives
- Career empowerment
- Unique study environment and support network







# MBA WINE & SPIRITS BUSINESS

An intense executive programme to master the strategic aspects of the global wine and spirits market.

- High level knowledge and networking
- 5 weeks of field trips included (France, New York, London, Greece, Germany)
- WSET training wine and spirits with a Master of Wine
- Included intensive French classes for 45 hours
- Outstanding learning environment in the world pioneer and leader School of Wine & Spirits Business

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
120 ECTS
- **Eligibility:**  
a Bachelor's degree in any subject and more than 3 years of work experience
- **Language requirements:**  
IELTS 6.5 or TOEIC 800
- **Fees:**  
€29,000
- **Campus:**  
Dijon

# MSc SUSTAINABLE WINE TOURISM & GASTRONOMY

The first postgraduate level programme of its kind in responsible tourism strategies and international environmental awareness.

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€14,000
- **Campus:**  
Dijon



# MSc WINE MANAGEMENT

A transversal programme offering high level knowledge in all operational functions to launch and international career.

## AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
90 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 750
- **Fees:**  
€17,000
- **Campus:**  
Dijon



FRENCH  
ART DE VIVRE  
AT YOUR  
FINGERTIPS



# TAUGHT IN FRENCH MASTER'S PROGRAMMES

For an in-depth learning of wine & culture.



## MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

Launched in 1988, the School of Wine & Spirits Business' long-running programme is the first ever postgraduate programme in wine and spirits management.



### AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time or part-time
- **Credits:**  
75 ECTS
- **Eligibility:**  
French Master's or international Bachelor's degree + proven passion for wine and spirits
- **Language requirements:**  
French level: TCF / TEF : C1 + good level of English tested during the interview
- **Fees:**  
€14,500
- **Campus:**  
Dijon (full-time) or Paris (part-time)

### AT A GLANCE

- **Start Date:**  
September 2022
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
75 ECTS
- **Eligibility:**  
a Master's degree or a non-French Bachelor's degree + 3 years of work experience + proven passion for arts
- **Language requirements:**  
French level: TCF / TEF : C1 + good level of English tested during the interview
- **Fees:**  
€14,000
- **Campus:**  
Paris



## MS MANAGEMENT DES ENTREPRISES CULTURELLES ET INDUSTRIES CRÉATIVES

Taught from our Paris campus, the MS Management des Entreprises Culturelles et Industries Créatives (MS MECIC Paris) is designed for students and young professionals wishing to specialise in the creative industries, as well as people with artistic backgrounds who want to acquire skills in marketing and communications.





# SETTLING INTO YOUR NEW HOME IN FRANCE

## TUITION FEES

Tuition fees are guaranteed for the entire duration of your graduate programme.

Our all-inclusive fees cover:

- All coursework, books, and elearning access.
- Field-trips costs (when applicable).
- Academic, language and career support.
- Access to our campus and facilities.

We also offer merit-based scholarships every year to high performing international students.

## HEALTH CARE

Foreign students benefit from social security coverage during their studies in France. In order to increase the amount of reimbursement of your health expenses, you can sign up for a complementary health or mutual insurance policy.

France offers financial support to international students for your health care and housing. BSB's staff will be at your side as soon as your registration has been validated and when you arrive on campus to guide you through the administrative steps.

**Find out more about Health Care**



## ACCOMMODATION

You will be able to find a place to live before you arrive via our accommodation platform **Studapart**. There's plenty of options to choose from such as apartments, studios, single rooms, shared flats, or a student residence. In France, you need to have a guarantor residing in France to book your accommodation. If you don't have one, Studapart can act as your guarantor thanks to the BSB Studapart Guarantee.

Many international students also receive financial support to pay their rent. The CAF (Caisse d'Allocations Familiales) can pay you housing assistance in the form of an Aide Personnalisée au Logement (APL) or an Allocation de Logement à caractère Social (ALS). If you came to France on a visa, you must have a VLS-TS to benefit from the CAF housing aid.

**Find out more about housing at BSB**



Watch our video to see what happens during Welcome Week



# HOW TO APPLY

## STEP 1:

### FILL IN YOUR ONLINE APPLICATION

Go to our website and select the programme you're interested in, then click on Apply now.

## STEP 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. The application 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.

## STEP 3:

### GET READY FOR YOUR VIDEO INTERVIEW

From the day you are sent the link for your online video interview, you will have a limited amount of time to record your answers. It's a 30-minute interview that will take place on EasyRecrue platform.

Go on our website  
to see how best to prepare yourself



## STEP 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.

View deposits and payment plans



## STEP 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.

## GETTING IN TOUCH

If you need any further help or information or have any accessibility issues during your application, please **contact us**



## BSB PROGRAMMES

- Bachelor in Management
- Master in Management – Grande Ecole Programme
- MSc Artificial Intelligence & Digital Technology Management
- MSc Arts & Cultural Management
- MSc Climate Change & Corporate Finance
- MSc Corporate Finance & Investment Banking
- MSc Data Science & Organisational Behaviour
- MSc Green Tech & Sustainable Societies
- MSc Luxury Management & Innovation
- MSc Sustainable Wine Tourism & Gastronomy
- MSc Wine Management
- MS Commerce International des Vins et Spiritueux
- MS Management des Entreprises Culturelles et Industries Créatives
- MBA Wine & Spirits Business

## CONTACT

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## CAMPUSES

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LYON CAMPUS  
37 rue Saint Romain - 69008 Lyon  
Tél. +33 (0)428 297 720

## FOLLOW BSB

@bsb.international



## APPLY NOW ON OUR WEBSITE

