



**JOIN A TOP  
BUSINESS  
SCHOOL  
IN FRANCE**

# **BACHELOR IN MANAGEMENT**



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You may not know this, but there's nothing ordinary about you.  
Your potential is just waiting to be revealed.

For that to happen, you need to believe in yourself and create  
your own trajectory with ambition.

You need to be daring and learn to bounce back from  
adversity, to be aware of your abilities, your strengths and your  
power to take action.

However, these things rarely happen by themselves.  
At BSB, you'll find a setting which encourages you to open up  
to others and to the world.

Here you stand out, here you surpass yourself, here you  
transform yourself, here you can perform.

But above all, here your imagination has no limits.

At BSB, you will learn that where there's a will, there's a way.  
That nothing is impossible for you, but nothing's achieved  
without effort.

This awareness is our mission, and this is the guidance we  
want to offer you.

Because we are convinced that youth is innately bold,  
innovative, passionate and creative...

We believe in your ability to make tomorrow's changes.

At BSB, we believe in you  
So, think big!

**We believe  
in you** *TH*







## EXPERIENCE OUR FAMOUS **ART DE VIVRE**

France is a multicultural and open society, is both proud of its history and is 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.



# WELCOME TO YOUR NEW HOME IN FRANCE



## 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. Thanks 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.

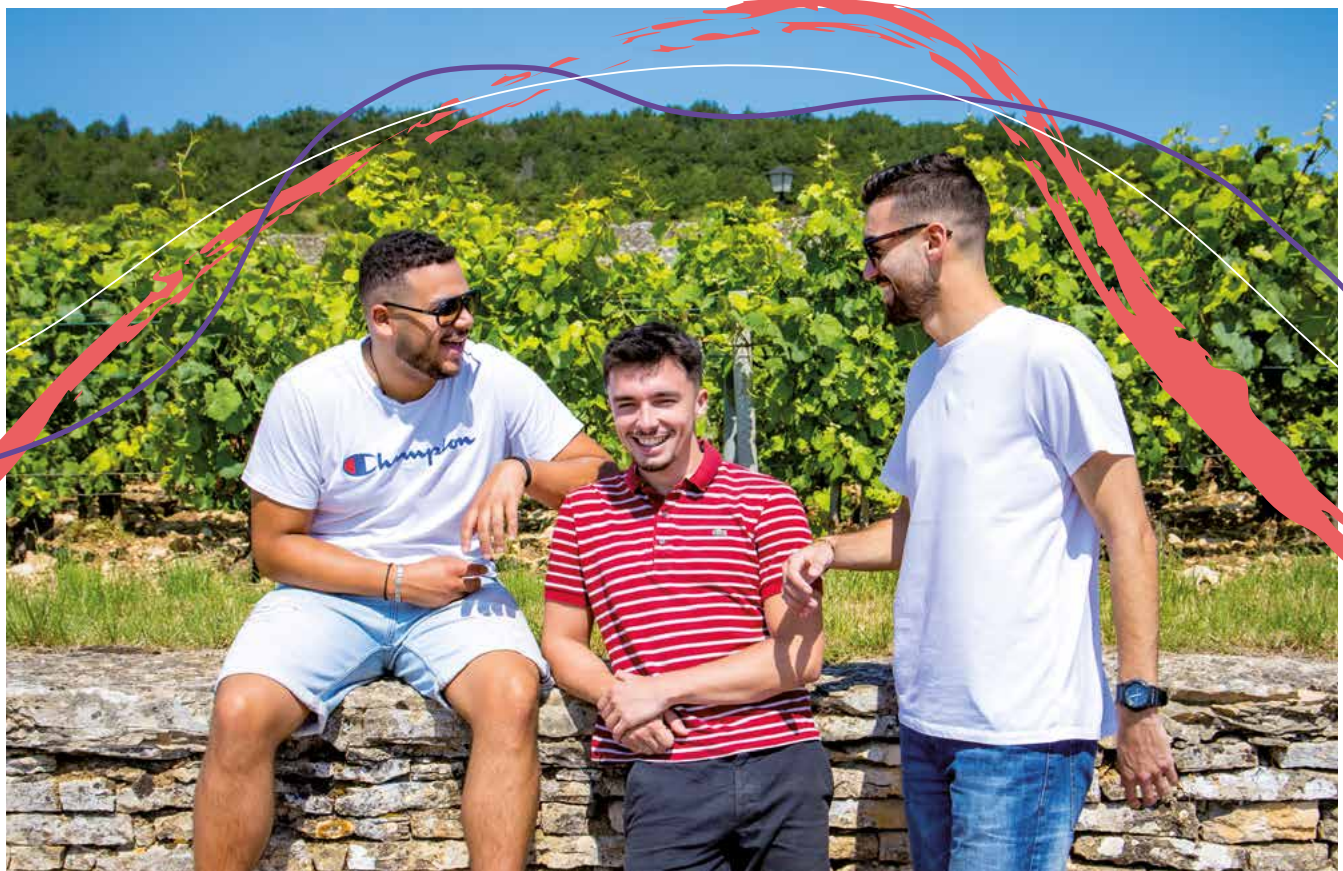
## OVER 30 FRENCH COMPANIES ARE IN THE FORTUNE GLOBAL 500 RANKING



ChristianDior



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

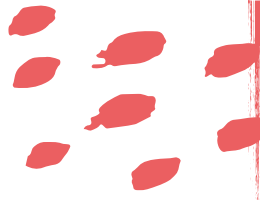


Two of the most dynamic regions in France, Burgundy and Rhône-Alpes are ideally located with Switzerland, Italy, Germany, Luxembourg, and Belgium right on your doorstep.

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 “Climats” of Burgundy’s vineyards were inscribed on UNESCO’s World Heritage List in 2015.

Each estate has its own distinctive and prestigious plots with over 1,247 vineyards in total.

Imagine spending your weekends discovering vineyards that are over 200 years old through the world-famous “Route des Grands Crus” and walking amongst the grapes that will produce vintage wines reserved for the wealthiest clientele in the world such as Romanée-Conti, Corton-Charlemagne or Clos de Vougeot.

Thanks to its agri-food industry, research and higher education centres, Dijon is recognised for its leadership in the fields of food and nutrition. In addition, the city is also developing numerous clusters of expertise in health, sustainable development and ecological transition.

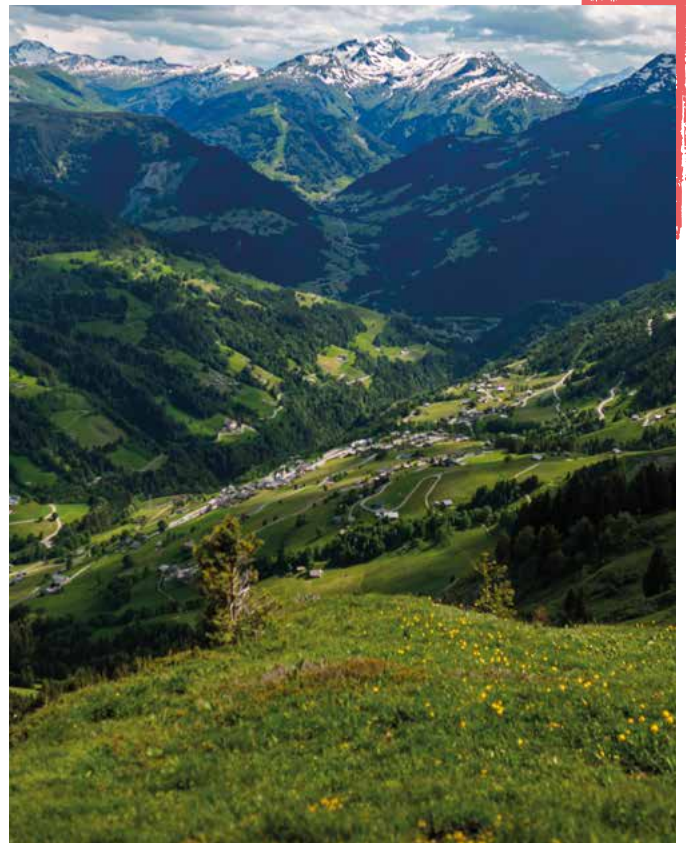
## AUVERGNE RHÔNE-ALPES CAPITAL CITY: LYON

With a population of 8 million, the Rhône-Alpes is the third largest region in France. Thanks to its borders with Switzerland and Italy, the region has become a popular destination for sports, mountaineering and tourism.

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

There’s a distinctive entrepreneurial buzz here, with 65,000 new companies created every year. It 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.

All of these assets make it a prosperous area, with the second highest GDP in France and the eighth highest in Europe.





# DIJON

## A FOOD & CULTURE HUB

**DIJON,**  
**IN THE TOP 50**  
OF THE "WORLD'S  
GREATEST PLACES  
OF 2023"

Time 2023



Capital of one of France's 13 regions, Dijon is a dynamic, young metropolis with the city's many attractions within easy walking distance. These include concert halls, theatres, performance spaces, festivals, exhibitions, museums, nightlife and much more! You'll be thrilled by the amount and diversity of activities you can enjoy in between classes. There's always something new to discover!

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.



WATCH OUR CLIP  
TO DISCOVER DIJON

## THE CITÉ INTERNATIONALE **DE LA GASTRONOMIE ET DU VIN**

The *Cité internationale de la gastronomie et du vin* opened its doors in May 2022 in Dijon.

Learning, discovering and enjoying are the Cité's three main missions. Major exhibitions, the *Ferrandi Paris* culinary school, the *École des Vins de Bourgogne* of the *Bureau Interprofessionnel des Vins de Bourgogne*, a variety of shops, an events kitchen, a wine cellar, and a number of restaurants...

Get ready to utilise all 5 senses at this unique gastronomic and cultural venue.



# 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 there.

Lyon has reinvented itself from its strong industrial heritage 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.

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



**LYON,  
#1 WORLD'S  
LEADING  
EMERGING  
TOURISM  
DESTINATION**

World Travel Awards 2022



# A VERY UNIQUE STUDY ENVIRONMENT



## BSB'S MAIN CAMPUS IN DIJON

Located in the heart of Dijon's city centre, Burgundy School of Business' campus is a stimulating place to study and has been entirely redesigned and purpose-built for the student experience:

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

**NEW**

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

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

### THE LEARNING CENTER

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

- Creativity Hub - an ideal space for group work
- Pathfinder™ Hub - receive 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 offers students an insider's view of a real trade centre using the latest Bloomberg technology.



EXPLORE  
OUR DIJON CAMPUS



# BSB'S CAMPUS IN LYON

Five minutes from Central Station, our brand new Lyon campus is located in 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
- NEW** ▮ One Health Center
- ▮ 3D printing room
- ▮ Lounge area
- ▮ Kitchen space
- ▮ Student Clubs area



EXPLORE  
OUR LYON CAMPUS

## One Health Center

We take  
care of you<sup>TH</sup>


Both in Dijon and Lyon, you'll find real answers and a listening ear to your questions about your well-being and health.

You will also have the opportunity to benefit from free individual appointments on topics such as nutrition, stress, addictions or sleep management, or participate in sophrology and art therapy workshops, fitness, yoga or pilates classes.

BSB encourages you to take time for yourself during your studies and take care of yourself.

# 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 offers 12 English-taught programmes, and 43% 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 join BSB.
- ▀ **1922** - BSB creates a study abroad grant to help French students see the world.
- ▀ **1963** - The first language laboratory is built in Dijon 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.
- ▀ **2013** - BSB creates School of Wine & Spirits Business. The 1st international institute dedicated to the training and research in the management of wine and spirits.
- ▀ **2022** - BSB has more than 200 international academic partners, 62% of which are accredited.
- ▀ **2023** - BSB turns into a triple crown institution (AACSB, EQUIS and AMBA).

## INTERNATIONAL RECOGNITION



AACSB, EQUIS and AMBA are international accreditations that recognise business schools for the quality of their training. Accredited by AACSB since 2014, EQUIS since 2016 and AMBA in 2023, BSB is in **the top 1%** of all business schools worldwide with this impressive triple accreditation.



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

## INTERNATIONAL COMMUNITY

With 25% of our student body and 43% 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 81 COUNTRIES CHOOSE BSB AND WHAT THEY LOVE ABOUT STUDYING WITH US!



# AT BSB, WE SUPPORT YOU RIGHT THROUGH TO YOUR ~~DEGREE~~

1<sup>ST</sup> JOB

## PATHFINDER™ A UNIQUE SUPPORT SYSTEM

At BSB, we believe in the potential of our students. Our multi-dimensional support is designed to encourage each student to reveal their true potential, develop their ambitions, make their plans a reality, and boost their employability. Our mission is to enable you to go beyond what you imagine you can achieve.

- 90% of our students found a job in less than 4 months\*.
- 38K€ - 43K€ is our students' average 1<sup>st</sup> salary\*.
- Chanel, L'Oréal, Amazon, Coca Cola, Moët & Chandon, KPMG and many others have recruited our students.

\* Source:  
CGE professional integration study 2023  
(scope 2022 Master graduates)



## DEFINING YOUR PROJECT WITH A 360° SUPPORT

### SELF-KNOWLEDGE

Understand who I am, what I want to do and give myself the means to define my choices and transform them into professional and personal objectives.

+

### SCHOOL JOURNEY

Create my own career path at the school by choosing the relevant modules, work-study or gap year, double degree or semester abroad.

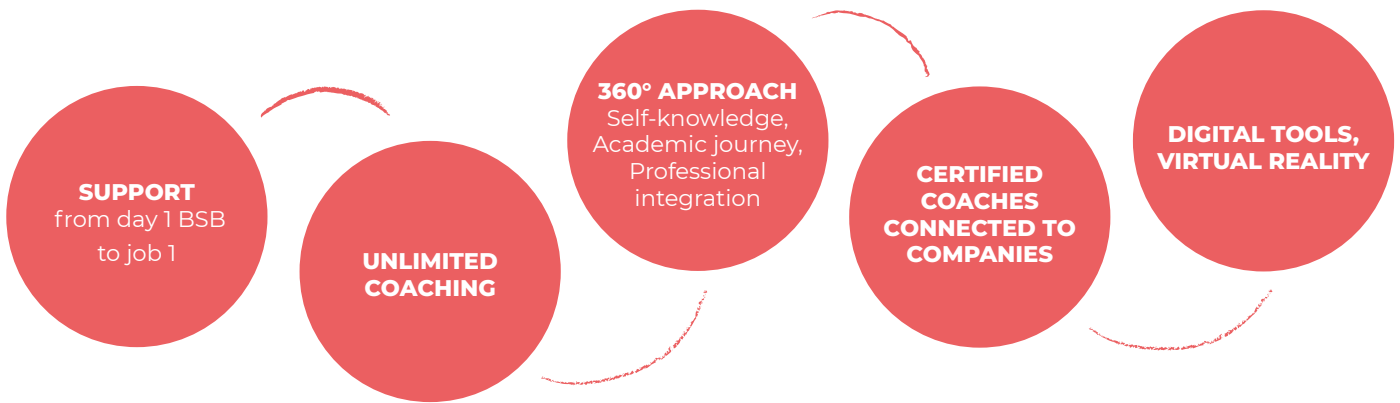
+

### PROFESSIONAL INTEGRATION

Anticipate my entry into the job market, choose my work placements and sandwich courses, know how to showcase my career path and skills to convince employers and offer me choices for my first job.



## WHAT MAKES PATHFINDER™ BSB SUPPORT UNIQUE?



## THE MAIN STEPS OF PATHFINDER™

### SETTING A COURSE



#### Diagnosis with your coach

Identification of needs, short, medium and long-term objectives, introduction to self-discovery

### UNDERSTANDING YOUR PERSONALITY



#### Personality tests

Self-knowledge, Identity, values, personality needs...

### BUILDING THE ACTION PLAN



#### ACADEMIC

##### Academic career

Ways of thinking about your career plan & choosing modules, specialisations and academic pathways



#### PERSONAL

##### Personal development

Asserting yourself and developing your self-confidence  
Make the most of your strengths, talents and skills

##### Workshops

boldness, self-confidence, creativity, critical thinking, etc.



#### PROFESSIONAL

##### Entering the world of work

Define internships (up to 24 months), target companies, activate networks

##### Job dating

##### Pitch training

Meet professionals and find out about their jobs  
Conferences, workshops, company forums

### TRAINING



#### Ready to go

Get ready to unleash your potential, showcase your talents and storytelling, and learn how to present your project.



# BACHELOR IN MANAGEMENT

Three years to discover the corporate world, learn the basics and acquire generalist skills.

	YEAR 1	YEAR 2	
<p><b>2 TRACKS</b></p> <p>100% ENGLISH OR FRENCH WITH PROGRESSIVE ENGLISH</p>	<p><b>CORE COURSES</b> FUNDAMENTALS OF MANAGEMENT</p> <p><b>MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>Market research and consumer behaviour</li> <li>Dashboards and commercial strategy</li> <li>BtoC sales methods</li> </ul> <p><b>MANAGEMENT / STRATEGY / ENTREPRENEURSHIP</b></p> <ul style="list-style-type: none"> <li>Entrepreneurship</li> <li>Introduction to organisational management</li> </ul> <p><b>ECONOMICS / HUMANITIES</b></p> <ul style="list-style-type: none"> <li>Microeconomics - Macroeconomics</li> <li>Quantitative methods</li> <li>Business communication tools</li> <li>Information Technologies for managers</li> <li>Humanities and critical thinking</li> </ul> <p><b>FINANCE / ACCOUNTING / LAW</b></p> <ul style="list-style-type: none"> <li>General accounting</li> <li>Law</li> </ul> <p><b>GENERAL KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>Learning Bootcamp</li> <li>Working methods workshop</li> </ul> <p><b>FOREIGN LANGUAGES*</b></p>	<p><b>CORE COURSES</b> FUNDAMENTALS OF MANAGEMENT</p> <p><b>MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>Communication</li> <li>Distribution</li> <li>Product &amp; services</li> <li>Purchasing</li> <li>Digital communication</li> <li>BtoB sales method</li> </ul> <p><b>MANAGEMENT / STRATEGY / ENTREPRENEURSHIP</b></p> <ul style="list-style-type: none"> <li>Entrepreneurship</li> <li>Human resources</li> <li>Artificial Intelligence in business</li> <li>Management challenge</li> </ul> <p><b>ECONOMICS / HUMANITIES</b></p> <ul style="list-style-type: none"> <li>International issues</li> <li>Public speaking and eloquence</li> </ul> <p><b>FINANCE / ACCOUNTING / LAW</b></p> <ul style="list-style-type: none"> <li>Introduction to Corporate Finance</li> <li>Management control</li> <li>Law</li> </ul> <p><b>FOREIGN LANGUAGES*</b></p> <ul style="list-style-type: none"> <li>English tutoring</li> </ul>	
	<p><b>INTERNATIONAL EXPERIENCE</b></p>	<p>4-week intensive English course in one of our 13 destinations</p>	<p>International seminar</p>
	<p><b>PROFESSIONAL EXPERIENCE</b></p> <p>UP TO 13 MONTHS OF PROFESSIONAL EXPERIENCE</p>	<p>Internship or humanitarian mission 2 to 4 months</p>	<p>Internship 2 to 4 months or humanitarian mission</p>

\* English, German, Chinese, Spanish, French, Italian

\*\* Opening in September 2026





**Delphine BERTIN**  
Director of the Bachelor in Management Programme

By choosing BSB, you join a school in constant progress, where we place great value on the academic, professional and personal support of our students. Our Bachelor in Management programme is generalist, internationally oriented and adapted to the business needs. It will enable you to reveal your potential, build your own career path and acquire professional and people-oriented skills. This is how you will boost your employability.

At BSB, we will give you the necessary keys to shape your project and grow with enthusiasm, passion and commitment.

### YEAR 3

Option : join the programme directly in the 3<sup>rd</sup> year

#### CORE COURSES + SPECIALISATIONS (1 SEMESTER)

##### MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT

- Marketing Case Studies

##### MANAGEMENT / STRATEGY / ENTREPRENEURSHIP

- Strategy, SME and entrepreneurship
- Leadership and project management

##### ECONOMICS / HUMANITIES

- Organisational behaviour
- Ecological transition

##### FINANCE / ACCOUNTING / LAW

- Economic and financial news

##### INTRODUCTION TO RESEARCH

- Academic Research methodology
- Academic Research Paper

##### CAREER DEVELOPMENT

##### FOREIGN LANGUAGES\*

##### SPECIALISATIONS

- International Business Management
- Digital Marketing
- Wine Tourism
- Business Development (in French)
- Marketing du Luxe (in French)

- NEW** Data and Web\*\*
- NEW** Sustainable Finance\*\*

International semester  
or Double Degree

Optional internship  
3 to 5 months

### NEXT STEPS



**MASTER IN MANAGEMENT –  
GRANDE ECOLE PROGRAMME  
BAC +5**



**BACHELOR**



#### CAREER CHOICES AFTER A BACHELOR DEGREE

- Business Developer
- Area Manager
- Communication Executive
- Marketing Assistant
- Assistant Product Manager
- Export Zone Manager
- Purchaser
- Customer Advisor







# PICK THE MINOR THAT SUITS YOU

After two years of self-discovery and growth, it's time to acquire in-depth business knowledge and skills that suit your professional ambition thanks to one of our six minors.

## INTERNATIONAL BUSINESS MANAGEMENT

DIJON OR LYON CAMPUSES

All the assets to understand business and management in an international environment:

- International strategy
- Human resources management
- Operations management
- International finance

## BUSINESS DEVELOPMENT

DIJON CAMPUS

This is an ideal choice if you're keen to learn more about business growth, acquisitions and investments. We'll cover topics such as distribution channels, the secrets of negotiation, and strategic vision within a commercial environment.

## NEW SUSTAINABLE FINANCE\*

LYON CAMPUS

Want to pursue a career in finance while meeting today's ecological and economic challenges? This specialisation trains you to make performing investment decisions while taking into account the environmental, social and governance factors (ESG criteria) of an economic activity or project. Environmental factors include, for example, the mitigation of ongoing climate change or the use of sustainable resources.

## WINE TOURISM

DIJON OR LYON CAMPUSES

We provide training in sales and marketing know-how adapted to the world of wines and spirits:

- Viticulture and oenology, tasting techniques
- Tourism marketing and communication
- Development of wine tourism products
- Business project: creation of a business plan for an innovative wine project
- Study trips to discover different wine regions

## MARKETING DU LUXE

DIJON CAMPUS

Get all the keys to enter the very selective field of Luxury Management. You will learn insider tips and tricks as well as the fundamentals to reach positions in this exclusive sector.

## DIGITAL MARKETING

LYON CAMPUS

This specialisation trains you in digital professions:

- Understanding the impact of digital on society
- Digital transformation in companies
- Digital marketing tools
- Creativity and innovation management
- Digital entrepreneurship
- Business project (creation of a business plan for a digital start-up)
- Digital workshops (coding, blockchain, personal branding).

## NEW DATA & WEB\*

DIJON CAMPUS

Looking to become proficient both in Business and Data? You will learn how to use and interpret data, while mastering new technologies:

- create dashboards to interpret data
- mobilise new technologies from the web, internet, and social networks
- analyse website performance (web analytics)
- use new technologies (interactive tables, augmented reality, artificial intelligence, Internet of Things)

Please note that the minor's availability on campuses might change, if the number of students registering isn't sufficient.

\* Opening in September 2026



# FRANCE: STARTING POINT OF YOUR INTERNATIONAL CAREER

BSB's global network enables you to explore the world and further enhance your international experience. During your third year of our bachelor programme, you'll have the opportunity to study abroad for one semester or to obtain a Double Degree with one of our partner institutions. We will advise you on the best match, guide you throughout the process, and help organise the details such as accommodation or paperwork.

- Double Degree programme
- One-semester exchange

## AFRICA

### South Africa

University of Stellenbosch Business School (USB) - Cape Town Bellville ●

### Marocco

L'ESCA Ecole de Management - Casablanca ●

## NORTH AMERICA

### Canada

Carleton University - Ottawa, Ontario ●  
 Laurentian University - Ontario ●  
 Memorial University of Newfoundland - St John's ●  
 Université du Québec à Chicoutimi (UQAC) ●  
 University of New Brunswick St John ●  
 University of the Fraser Valley - Abbotsford British Columbia ●  
 Vancouver Island University - Nanaimo, British Columbia ●

### Mexico

CETYS Universidad ●  
 Universidad Marista de Mérida ●

### United States of America

Montana State University - Bozeman ●  
 Oklahoma State University - Stillwater ●  
 Stetson University - Deland, Florida ●  
 Texas Christian University - Fort Worth ●  
 Virginia Polytechnic Institute and State University (Virginia Tech) - Blacksburg ●

## SOUTH AMERICA

### Argentina

Universidad Austral - Buenos Aires ●

### Brazil

Pontificia Universidade Católica do Paraná (PUCPR) - Curitiba ●●

### Chile

Universidad Técnica Federico Santa María - Valparaíso ●  
 Universidad de los Andes - Santiago ●

### Colombia

Pontificia Universidad Javeriana - Cali ●

### Peru

Universidad de Piura (UDEP) - Lima ●

### Uruguay

Universidad de Montevideo ●

## ASIA

### China

Lingnan University ●  
 Shanghai University, SILC Business School ●

### Indonesia

Universitas Gadjah Mada - Jakarta et Yogyakarta ●

### Japan

Akita International University ●

### South Korea

Ajou University - Suwon ●  
 Hanyang University - Séoul ●  
 INHA University - Séoul ●

## Malaysia

Taylor's University - Kuala Lumpur ●

## Singapore

Nanyang Technological University ●

## EUROPE (IN & OUT UE)

### Finland

JAMK University of Applied Sciences, Jyväskylä ●  
 Lappeenranta University of Technology ●  
 University of Oulu ●

### Germany

Hochschule Harz - Wernigerode ●  
 Hochschule Pforzheim ●  
 Katholische Universität Eichstatt-Ingolstadt ●

### Hungary

Corvinus University of Budapest ●  
 University of Pécs ●

### Ireland

Dublin City University Business School ●  
 Kemmy Business School, University of Limerick ●  
 National University of Ireland Galway (NUI Galway) ●●

### Italy

Università Carlo Cattaneo - LIUC - Castellanza ●●

### Lithuania

ISM University of Economics - Vilnius ●

### Netherland (The)

Amsterdam University of Applied Sciences ●

Boost your employability and stand out from the crowd with one of our 40 international double degrees from our partner institutions around the world.



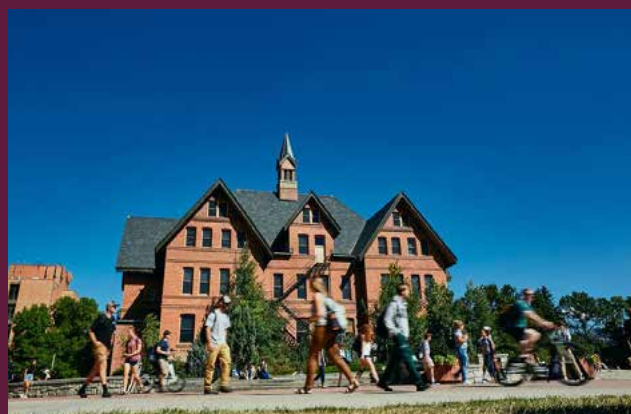
↑ **Australia, Perth - Curtin University**

Top 1% university in the Academic Ranking of World Universities 2022



↑ **United Kingdom, Nottingham Trent University**

#1 of the most popular universities in the UK (UCAS acceptance data)



↑ **United States of America, Montana State University - Bozeman**

#1 college in Montana (Forbes 2021 - America's Top Colleges)

**Norway**

NHH- Norwegian School of Economics- Bergen ●

**Royaume-Uni**

Nottingham Trent University ●●  
Oxford Brookes University ●  
University of Warwick - Coventry ●

**Russia**

RANEPA Institute of Business Studies Moscow (IBS) ●

**Spain**

Universidad de Navarra - Pamplona ●

**Sweden**

Mälardalen University - Västerås ●

**Switzerland**

ZHAW Zürich University of Applied Sciences - Winterthur ●

**MIDDLE EAST**

**United Arab Emirates**

Abu Dhabi University - The College of Business Administration ●

**OCEANIA**

**Australia**

Curtin University - Perth ●

EXPLORE  
ALL YOUR OPTIONS  
HERE









# LIVE YOUR PASSIONS WITH OUR 30 CLUBS & SOCIETIES

Culture, sport, media, business and solidarity, find the project that you are looking for thanks to one of our 30 clubs and societies on our Dijon and Lyon campuses!  
Being a member of a club or society is the ideal springboard to shape the future manager in you.



You apply the knowledge you acquire in class and test your management skills in a team to organise student events: the induction weekend, the Christmas gala ball, interschool competitions, and/or carry out social and community projects, such as the awareness campaigns for inequalities and disabilities, eco-responsible challenges, solidarity drives, and humanitarian missions.

← **3<sup>rd</sup> place for dance and classical music**  
2022 Arts Trophy Competition



↑ **Ranked among the 12 best Junior Enterprise clubs** in French business schools in 2023



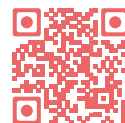
↑ **BSB, 1st in overall ranking**  
GEM Swimming Cup 2023



↑ **Induction weekend 2022**

## BSB SUPPORTS STUDENT CLUBS & SOCIETIES

- Monitoring and follow up provided by the Student Federation and our Personal Development department
- Training in management of clubs and societies and negotiating with partners
- Specially designated offices on both of our campuses



*CLICK HERE TO EXPLORE OUR STUDENT CLUBS*



**+18,000**

GRADUATES

**90%**

OF OUR GRADUATES  
FOUND A JOB IN LESS  
THAN 4 MONTHS\*

**UP TO  
€50,000**

AVERAGE GROSS ANNUAL SALARY  
3 YEARS AFTER GRADUATION\*

\*2023 Insertion CGE survey



# YOUR VERY OWN BSB ALUMNI NETWORK

By joining BSB, you will also build our community of 18,000 graduates worldwide, which gives you support, knowledge-sharing and partnership opportunities during your studies and throughout your career.



**Jonah Petit-Perrin**  
BSB class of 2016

KEY ACCOUNT  
MANAGER  
(Atlanta)



**Nicole Hopper**  
BSB class of 2021

ASSOCIATE MANAGER, CPD  
COMMERCE DISPLAY  
(New-York)



**Alexandre Naess**  
BSB class of 2019

PARTNER ACCOUNT  
EXECUTIVE  
(Barcelona)



**Séphora Sbai**  
BSB class of 2016

CONTRÔLEUSE DE GESTION  
- MAROQUINERIE SELLERIE  
(Paris)



**Raphaël Hernandez**  
BSB class of 2008

SENIOR BRAND MANAGER PRESTIGE  
- DOM PÉRIGNON, KRUG, ARMAND DE  
BRIGNAC, HENNESSY, SPAIN  
(Barcelona)



**Emma Fourniol**  
BSB class of 2019

CLIENT  
ADVISOR  
(Paris)



**Quentin Touillon-  
Renaud**  
BSB class of 2017

TRANSACTION  
MANAGER  
(Geneva)



## A SUPPORT NETWORK FOR LIFE

### ONLINE NETWORKING PLATFORM

Find all the information you need to grow and maintain your BSB alumni network: geolocalised alumni directory, calendar, events and exclusive job offers.

### ALUMNI EVENTS

With the support of its leading alumni, BSB organises numerous meet ups in France and abroad. These events allow you to strengthen your network and expose you to new perspectives.

Your calendar will be full of after work networking events, thematic workshops and training sessions, VIP invitations to the Meet-Up Inspiring Leaders conferences, special offers for trade fairs and events (such as Vivatech or Vinexpo), and graduation anniversaries.



# SETTLING INTO YOUR NEW HOME **IN FRANCE**

## 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.

## 2024-2025 ACADEMIC YEAR FEES

- €9,000 per year for a 1<sup>st</sup> or 2<sup>nd</sup> year entry
- €10,200 for 3<sup>rd</sup> year entrants

### THEY COVER

- All coursework, books, and e-learning access
- Academic, language and career support
- Access to our campus and facilities

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

### ACADEMIC AND CAREER SUPPORT

- Access to the **Pathfinder™** programme
- Tutoring during group work
- Access to e-learning in support of courses
- Remedial courses if needed
- Support from our staff throughout your studies
- Access to our alumni network of 18,000 graduates

### LANGUAGE SUPPORT

- A four-week intensive English course in Ireland, Canada, South Africa or Malta (excluding transport and accommodation)
- Language tests and preparation for IELTS, TOEIC, or CECL
- French language courses for non-native speakers.

## HEALTHCARE

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.

## ADMISSIONS

Our Bachelor programme has one intake each year in September. All applications are made online.

As part of your application you will be required to provide the following:

### 1<sup>ST</sup> YEAR ENTRY / DIJON CAMPUS

- A non-French high secondary school diploma
- **Language requirements:**
  - English track : IELTS 5.5 / Duolingo 85 / TOEIC 700 / TOEFL IBT 65
  - French track : TCF/TEF B2

### 2<sup>ND</sup> YEAR ENTRY / DIJON CAMPUS

- A non-French high secondary school diploma + 60 ECTS
- **Language requirements:**
  - English track: IELTS 5.5 / Duolingo 85 / TOEIC 700 / TOEFL IBT 65
  - French track: TCF/TEF B2

### 3<sup>RD</sup> YEAR ENTRY / DIJON OR LYON CAMPUS

- A 2 or 3 year non-French higher education degree or 120 ECTS in a business and/or management programme in the same university
- **Language requirements:**
  - English track: IELTS 6.0 / Duolingo 115 / TOEIC 785 / TOEFL IBT 80
  - French track : TCF/TEF B2

# 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-minutes one-way video interview that will take place on the ICIMS platform.

## STEP 4: CONFIRM YOUR ACCEPTANCE

If your application is successful, you will receive the notification of admission and the pre-acceptance letter. At this stage, you need to pay the deposit within 20 days on our secured payment platform (Flywire). This is necessary to secure your place.

## 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.



*SEE HOW BEST  
TO PREPARE YOURSELF*

### *GETTING IN TOUCH*

IF YOU NEED ANY FURTHER HELP OR INFORMATION  
OR HAVE ANY ACCESSIBILITY ISSUES DURING THE  
APPLICATION PROCESS, PLEASE **CONTACT US**



## 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 

### Arts & Culture

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

### Tech & Data

- ▮ MSc Artificial Intelligence & Digital Technology Management 
- ▮ MSc Green Tech & Sustainable Societies 
- ▮ MSc Data Science & Organisational Behaviour 

### Luxury

- ▮ MSc Luxury Management & Innovation 

### Finance

- ▮ MSc Corporate Finance & Investment Banking 

### Business Development & Strategy

- ▮ MSc International Business Development 

## GETTING IN TOUCH

info-international@bsb-education.com

BOOK A CALL



### DIJON CAMPUS



29 rue Sambin - BP 50608  
21006 Dijon Cedex

### LYON CAMPUS



37 rue Saint Romain  
69008 Lyon

### FOLLOW BSB



BSB.BUSINESS\_SCHOOL  
BSB-EDUCATION.COM

EDITION February 2024

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