



2021

National Sun Yat Sen
University

BSB

INSPIRING CHANGE

BSB ON THE RISE



FINANCIAL
TIMES

In the TOP 100 of the Financial Times ranking and continues to move up

SIGEM

In the TOP 15 of the Fench SIGEM ranking



In the TOP 3 of the HappyatSchool^(R) ranking



Part of the few business schools worldwide awarded with the impressive dual accreditation AACSB and EQUIS



Proud member of the *Conférence des Grandes Ecoles*, which gathers the 40 most prestigious schools in France



The *Bienvenue en France* label guarantees international students services to the highest standards

In today's fast-paced world business professionals need to adapt quickly, and companies look to the next generation to enhance innovation and sustainability while making **a positive impact**.

At BSB, we help shaping agile managers and leaders, able to create new ways of thinking and doing business, evolving quickly in a **global environment**.

Dedicated to a truly **student-focused pedagogy**, BSB put its students first.

At a time when many of the French *Grandes Ecoles* have embarked on a race to expansion, BSB stands for an alternative model: a close-knit community in a school with a human touch.

Claudia Sampel
Associate Dean, International
Relations

THE GENUINE FRENCH EXPERIENCE AT BSB

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.



GET A TASTE OF FRENCH CULTURE

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



FRANCE, AN IMPORTANT PLAYER IN THE WORLD ECONOMY

Burgundy is home to some of the world's largest multinational companies operating in a variety of industries.

Thanks to a supportive business environment, you will also find plenty of small and medium-sized companies as well as start-ups.



OVER
30 FRENCH COMPANIES
ARE IN THE FORTUNE GLOBAL
500 RANKING

OVER
10 FRENCH UNICORN START-UPS
VALUED AT MORE THAN
USD 1 BILLION



BSB MORE THAN 120 YEARS OF EXPERTISE

Founded in 1899, BSB is one of the oldest business schools in the world, and it is also one of the most dynamic. For more than a century, BSB has been reinventing itself, offering its students a unique way of understanding the world and preparing them for the jobs of tomorrow.



ACCOUNTING – AUDITING



DATA SCIENCE



FINANCE



ENTREPRENEURSHIP



MARKETING & COMMUNICATION



HUMAN RESOURCES



LUXURY MARKETING



WINE & SPIRITS BUSINESS



DIGITAL



ARTS & CULTURAL MANAGEMENT

"Our mission is to give future managers a high-quality education based on our research activities. Part of an entrepreneurial and internationally open approach, our training programmes contribute to the acquisition of professional expertise, integrating the needs of business and societal responsibility."

Stéphan Bourcieu, Dean of BSB

EDUCATION FUELLED BY RESEARCH

BSB's faculty is composed of 83 professors whose research and scholarly work feeds our programmes, helping students to cultivate their critical analysis and structure their reasoning.

At the cutting edge of each of our fields of research, our experts produce numerous high-level publications.

FINANCE & CORPORATE GOVERNANCE



DECISIONS & BEHAVIOURS



ARTS & CULTURAL MANAGEMENT



ENTREPRENEURSHIP & INNOVATION



DIGITAL LEADERSHIP



WINE & SPIRITS MANAGEMENT



OUTSTANDING SUPPORT FOR OUTSTANDING STUDENTS

At BSB, we strongly believe that students thrive when they can focus on their courses, in an academic environment dedicated to personalised learning and customised support.



INDIVIDUAL ATTENTION AT THE CORE OF OUR VALUES

- Classroom teaching only - no large lecture halls
- An average of 1 teacher for every 35 students
- 83 professors and 450 expert lecturers
- Face-to-face teaching enhanced by new technology
- Safe and well-located campuses



EMPLOYABILITY AS MAIN OBJECTIVE

- Group and individual coaching to reveal the best of each student
- Career guidance to open perspectives
- Exceptional work environment, facilitating creative interactions and knowledge-sharing
- Immediate exposure to the real world of business through field trips, case studies, training simulations, and meetings with professionals

INTERNATIONAL AT THE HEART OF OUR CAMPUSES

BSB was the first school in France to provide business education to international students and we are now happy to welcome students from all over the world for a degree, exchange semesters, a double degree or a short-term programme.



200+

INTERNATIONAL
ACADEMIC
PARTNERS

16,000

ALUMNI
WORLD-
WIDE

25%

INTERNATIONAL
STUDENTS

75

NATIONALITIES
AMONGST
STUDENTS

39%

INTERNATIONAL
FACULTY

19

NATIONALITIES
AMONGST
THE PERMANENT FACULTY

BSB also welcomes, each year, more than thirty prestigious international professors as part of the *Master Grande Ecole* "Excellence in Pedagogy" international modules, providing students with multicultural insights in a range of areas.

DIJON, STUDENT-CENTRED CAMPUS

Located in the heart of the city centre of Dijon, BSB's campus is a stimulating place to study, entirely designed for the student's experience and equipped with the best facilities:

The Entrepreneurial Garden, gym, trading room, garden, zen room, dance studio, music studio, arts & culture area and student lounge.



DIJON,
FRANCE'S
2nd MOST
POPULAR CITY
TO STUDY IN

*Etudiant "Student Life" criteria
Sept. 2019*



CAMPUS TOUR VIDEO



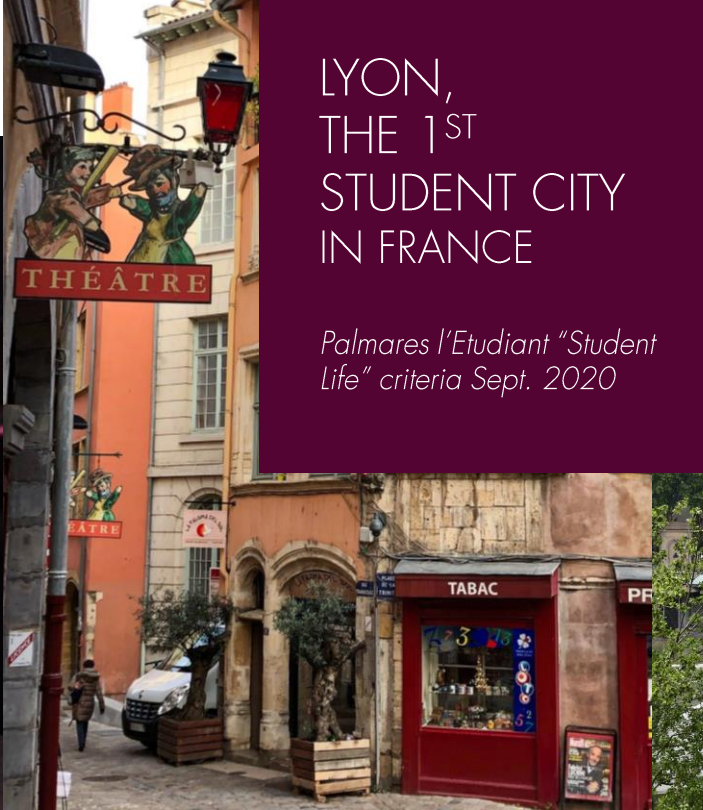
LYON, COLLABORATIVE HUB

BSB's brand new 3000m² campus is modelled after Google's headquarters, immersing students in a productive business environment of the future and offering every comfort and the best facilities: coworking areas, student lounge, Green Café, wellness center, outdoor terrace, dedicated areas for student clubs



LYON,
THE 1ST
STUDENT CITY
IN FRANCE

Palmares l'Etudiant "Student Life" criteria Sept. 2020



BSB LYON CAMPUS

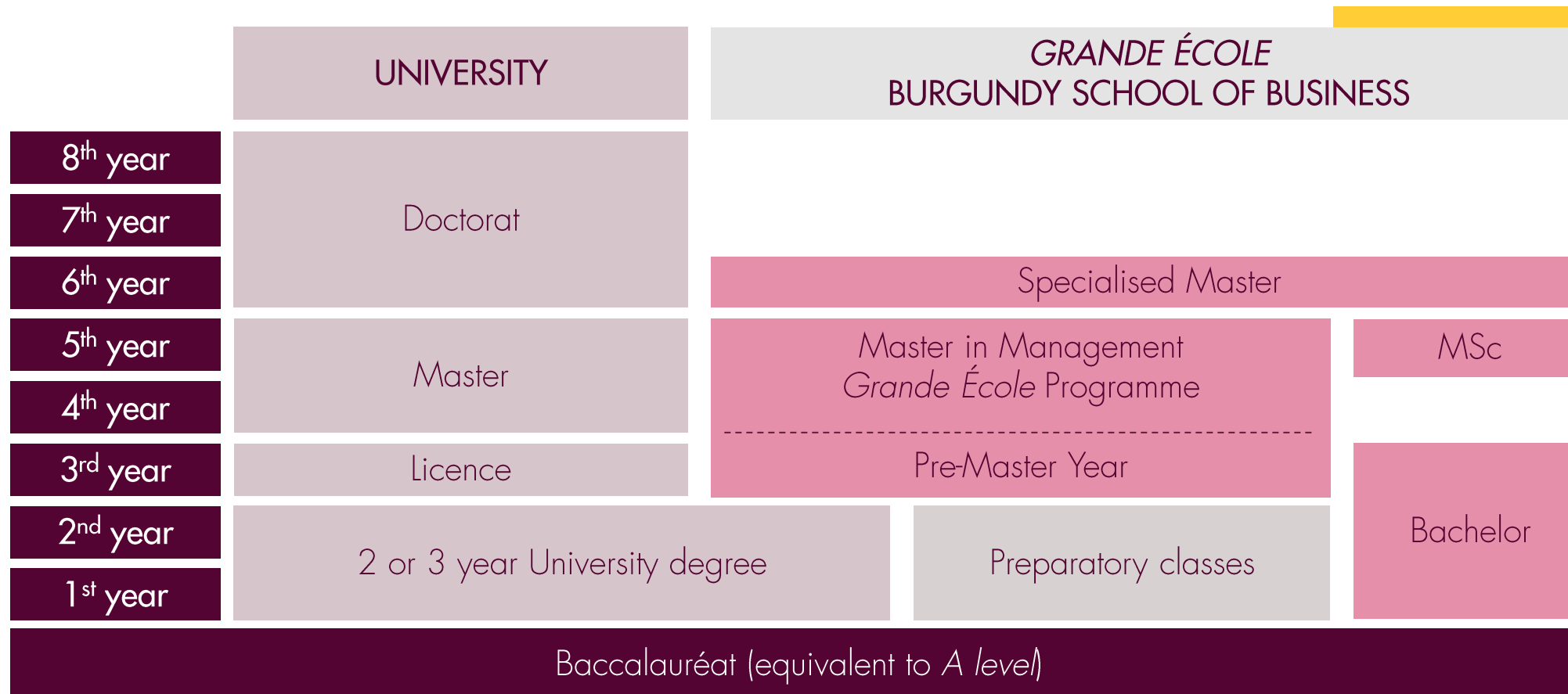
OPENING

2021



THE FRENCH HIGHER EDUCATION SYSTEM

French higher education has adopted the three-level organisation shared by many countries around the world: the LMD system (*Licence-Master-Doctorat: Bachelor's-Master's-Doctorate*).



BACHELOR IN
MANAGEMENT



MSc ARTS & CULTURAL
MANAGEMENT



MSc LUXURY MANAGEMENT
& INNOVATION



MSc WINE MANAGEMENT



MASTER IN MANAGEMENT



MSc DATA SCIENCE &
ORGANISATIONAL
BEHAVIOUR



MSc CORPORATE FINANCE &
INVESTMENT BANKING



MSc GREEN TECH &
SUSTAINABLE SOCIETIES



MSc ARTIFICIAL
INTELLIGENCE & DIGITAL
TECHNOLOGY
MANAGEMENT



MSc GLOBAL SUSTAINABLE
ENTREPRENEURSHIP



ACADEMIC BACKGROUND	PROGRAMMES AT BSB
Students without any knowledge in Business	Grande Ecole Programme - Pre-Master
Students with 2 years of studies in Business related subjects	3 rd year Bachelor in Management - Core courses
	3 rd year Bachelor in Management - Marketing du Luxe
	3 rd year Bachelor in Management - Business Development
	3 rd year Bachelor in Management - Wine Tourism
	3 rd year Bachelor in Management - International Business
	3 rd year Bachelor in Management - Sustainable Business Management
	3 rd year Bachelor in Management - Digital Management
	Grande Ecole Programme - Master in Management Year 1
Students with an Undergraduate degree in a Business related subject: Grande Ecole Programme Master in Management Year 2	Grande Ecole Programme - Master in Management Year 2 - Specialisations in :
	- Communication Événementielle
	- Contrôle Financier
	- Entrepreneurat & Management des PME
	- Finance d'Entreprise
	- Marketing Produit & Communication
	- International Business
	- Stratégie Commerciale
	MSc Luxury Management & Innovation
	MSc Wine Management
	MSc Arts and Cultural Management
	MSc Climate Change and Corporate Finance
	MSc Corporate Finance & Investment Banking (Dual Degree only)
	MSc Data Science & Organizational Behaviour
	MSc Artificial Intelligence and Digital Technology Management
	MSc Green Tech and Sustainable Societies

	DUON		LYON		DURATION (ACCORDING TO AGREEMENT)				
	EN	FR	EN	FR	FALL	SPRING	FULL YEAR EXCHANGE	FULL YEAR DUAL DEGREES	ADDITIONAL ADMISSION COMMENTS
	X	X		X	X	X	X		
	X	X			X		X	Please refer to agreement	
		X				X	X		
		X				X	X		
	X					X	X		
	X					X	X		
			X			X	X		
			X	X		X	X		
	X	X			X	X	X		
								Please refer to agreement	
		X			X				
		X			X				
		X			X				
		X			X				
		X			X				
	X				X				
		X			X				
	X				X	X	X		
	X				X				
	X				X				
	X				X	X	X		
	X								
	X				X		X		
			X		X		X		
			X		X		X		

Subject to approval
(application assessment
+ Cover letter and CV)

BACHELOR IN MANAGEMENT



GETTING A 360° VISION OF THE COMPANY'S BUSINESS LINES:

A 3-year generalist undergraduate programme providing a solid foundation in all subjects and the skills and confidence needed to begin a successful career.

Thanks to our immersive teaching methods, our bachelor programme gives immediate exposure to the real world of business through field trips, case studies, training simulations, and meetings with professionals.

DISCOVERING THE FUNDAMENTALS

- Accounting - Law - Finance
- Economics - Social Sciences
- General Knowledge
- Marketing - Communication - Sales
- Management - Strategy - Entrepreneurship



DEVELOPING IN-DEPTH KNOWLEDGE IN A CHOSEN SPECIALISATION

BUSINESS DEVELOPMENT

This is an ideal choice to learn more about business growth, acquisitions and investments.
Dijon campus



DIGITAL MANAGEMENT

In an increasingly digital society, this specialisation trains you for the jobs of today and tomorrow
Lyon campus



SUSTAINABLE BUSINESS MANAGEMENT

This specialisation teaches tomorrow's managers to have a positive impact and understand and apply corporate social responsibility.
Lyon campus



INTERNATIONAL BUSINESS MANAGEMENT

All the assets to understand business and management in an international environment.
Dijon campus



LUXURY MARKETING

A must-attend course to acquire the specific codes of the luxury sector and to learn the fundamentals to reach positions such as buyer or product manager. Dijon campus



WINE TOURISM

This specialisation provides insight and expertise in sales and marketing knowhow adapted to the world of wines and spirits.
Dijon campus



MASTER IN MANAGEMENT

Dijon Campus



A TAILOR-MADE PROGRAMME FOR A UNIQUE PROFESSIONAL CAREER

As the most prestigious degree of its kind in France, this programme is renowned for its high standards and intense academic rigour. For the past four years, BSB's Master in Management has figured in *The Financial Times Top 100 Best Masters in Management* ranking (74th) and continues to gain places every year.

YEAR 1

- The basics of marketing, management, finance and information systems
- Coaching to identify strengths and define a career path
- Elective modules to deepen knowledge of chosen business fields
- "Excellence in Pedagogy" international modules



YEAR 2

Among the 6 areas of expertise of

FINANCE, ACCOUNTING, AUDITING & CONSULTANCY	
ORGANISATIONAL MANAGEMENT	WINE MANAGEMENT
ARTS & CULTURAL MANAGEMENT	MARKETING
ENTREPRENEURSHIP & INNOVATION	

Chose one of 15 majors which will provide you with in-depth knowledge and enhance your employability.



UP TO
14th MONTHS OF WORK EXPERIENCE

EXCHANGE PROGRAMMES



BACHELOR IN
MANAGEMENT



MSc ARTS & CULTURAL
MANAGEMENT



MSc LUXURY MANAGEMENT
& INNOVATION



MSc WINE MANAGEMENT



MASTER IN MANAGEMENT



MSc DATA SCIENCE &
ORGANISATIONAL
BEHAVIOUR



MSc CORPORATE FINANCE &
INVESTMENT BANKING



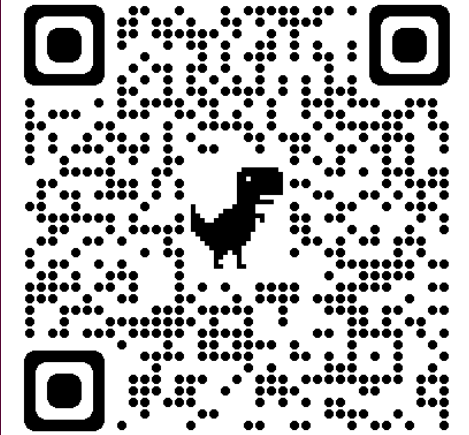
MSc GREEN TECH &
SUSTAINABLE SOCIETIES



MSc ARTIFICIAL
INTELLIGENCE & DIGITAL
TECHNOLOGY
MANAGEMENT



MSc GLOBAL SUSTAINABLE
ENTREPRENEURSHIP



MSc Programmes

PROGRAMMES OFFERED AT BSB TO DOUBLE DEGREE CANDIDATES

NSYSU programme	BSB programme
IBMBA	MSc Luxury Management and Innovation MSc Green Tech and Sustainable Societies MSc Artificial Intelligence and Digital Technology Management
Master of Business Management (MBA)	MSc Luxury Management and Innovation MSc Green Tech and Sustainable Societies MSc Artificial Intelligence and Digital Technology Management
Master of Health Care Management (MBA)	MSc Artificial Intelligence and Digital Technology Management MSc Green Tech and Sustainable Societies

IMPORTANT INFORMATION FOR DOUBLE DEGREE CANDIDATES

STUDY PLAN

- Year 1 (sept 2021) at NSYSU in a Master programme
- Year 2 (sept 2022) at BSB in one of the MSc programmes (depends on your background)

REQUIREMENTS

Completion of NSYSU Master Thesis

Validation of 60 ECTS in second year (equivalent to 30 credits) at BSB (including BSB Master Thesis)



GRADUATION FROM NSYSU & BSB – 3 DEGREES

From NSYSU : the programme you've enrolled in

From BSB : Master in Management & MSc programme of your choice

ENJOY A ONCE-IN-A-LIFETIME EXPERIENCE AT BSB

CALENDAR 2022 / 2023

PRIOR TO ARRIVAL

MID – MAY 2022 Acceptance letter sent to students for visa application purpose

1st SEMESTER

MID – SEPTEMBER

Orientation days (with other incoming students)

MID – SEPTEMBER

Beginning of the semester

THIRD WEEK OF DECEMBER

1st Semester examination period

Christmas Holidays until the first week of January

2nd SEMESTER

JANUARY 2023

Beginning of the semester

END OF MARCH

End of the semester (evaluation throughout the semester)

EARLY APRIL

Beginning of the internship (or monography)

Retake exams are organized at the end of the academic year (April/May)

POST COURSES

MID – JUNE

Examination board (for courses)

June – September or December

Deadline to submit the internship report or monography

MID – OCTOBER

Graduation board

MARCH 2024

Graduation ceremony

FIVE STEPS TO JOIN BSB - Exchange programme

STEP 1

Chose the programme that suits your professional goals.

STEP 2

Check your eligibility:
IELTS: 6.0, TOEIC 750, IBT TOEFL 80

STEP 3

Contact the International Relations Office of your home institution. You'll be informed of the next steps. You'll be asked to upload your documentation by the deadlines.

STEP 4

Plan your stay, BSB will provide an acceptance letter and practical information.

STEP 5

Join the orientation sessions organised at the beginning of each semester at BSB!



FIVE STEPS TO JOIN BSB

Double Degree programme



STEP 1

Chose the programme that suits your professional goals.

STEP 2

Check your eligibility:
IELTS: 6.5, TOEIC 785, IBT TOEFL 90
GPA 3,0/4,5 or 75%
No resit exam – all credits from 1st year obtained

STEP 3

Contact the International Relations Office of your home institution. You'll be informed of the next steps. You'll be asked to upload your documentation before April 30.



STEP 4

Plan your stay, BSB will provide an acceptance letter and practical information.

STEP 5

Join the orientation sessions organised at the beginning of each semester at BSB!



HELP IS ALWAYS AT HAND

Our dedicated staff offers the necessary support to ensure that each student integrates well into BSB's community and receives guidance and personalised counselling throughout their time at BSB.

FOR A SMOOTH INTEGRATION

Welcome days: administrative workshops, bank account opening, study methodology workshop, city tour

WELCOME DAYS



Melting Potes:
A student club to become part of BSB's family from the very first days



Visits: City tour, cultural and gastronomic trips



Welcoming: a dedicated team for international students



Easy arrival: train station pick-up and check-in to accommodation

BSB welcomes 500 international students each year and was one of the first institutions to receive the "Bienvenue en France" label, awarded by Campus France. It recognizes the quality and accessibility of information, reception facilities, training opportunities, housing, campus life and alumni relations of the school for international students.



READY ? GET SET, GO!

There are many details to keep in mind before travelling to France and start the adventure with us at BSB.



IMMIGRATION:

Students from Taiwan are required to apply for a visa.



HEALTH INSURANCE:

Non-European students: **MUST** subscribe to the free French Health insurance system upon arrival; in addition, they can sign-up for top-up health insurance (*mutuelle*) for a better reimbursement of their medical expenses. **Highly recommended:** private health insurance to cover you for the first 2 months, and insurance covering you for repatriation during your whole stay.

ACCOMMODATION:

Private rooms, residences, homestay, on our dedicated housing platform Studapart, students will easily find the accommodation that suits their lifestyle and their budget.

BUDGET:

To make the most of BSB's experience, it is important not to forget to plan a budget that includes accommodation and daily expenses (food, medical care, transport, etc). On a monthly basis, these expenses amount on an average to €800 in Dijon and €900 in Lyon.



SEE YOU SOON
AT BSB



BSB | LEAD
FOR
CHANGE
BURGUNDY SCHOOL OF BUSINESS

www.bsb-education.com

