

# BURGUNDY SCHOOL OF BUSINESS

Spring 2025 - Student experience, Course offer and nomination process



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



# A BUSINESS SCHOOL ON THE RISE



In the top 1% of all business school worldwide with triple accreditation from EQUIS, AACSB and AMBA

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In the TOP 100 of the Financial Times ranking

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

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**SIGEM**

In the TOP 15 of French *Grandes Ecoles* (SIGEM ranking)

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N° 1 of the HappyatSchool<sup>(R)</sup> ranking

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Awarded the "Bienvenue en France" label, certifying high-quality services for international students.

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**We believe  
in you<sup>74</sup>**





# To help students thrive BSB has challenged ~~them~~ **ITSELF** for over 120 years

Discover the 4 pillars on which BSB bases its strategy:

- **STUDENT EXPERIENCE**  
BSB cultivates its identity around notions of personalised student support.
- **ACADEMIC EXCELLENCE**  
Triple accredited, BSB reinforces its international leadership through deepening leading-edge expertise.
- **STIMULATING WORK ENVIRONMENT**  
Proud of its local roots, BSB focuses its development impact in both Dijon and Lyon.
- **INTERNATIONAL STRATEGIC DEVELOPMENT**  
BSB has chosen to build targeted academic partnerships with the best institutions in the world.

AT BSB,  
**students are encouraged to toughen up**

RISE

STUDENT-  
SUPPORT  
PEDAGOGY

**Maximum**  
40 students  
for 1 professor  
**No lecture hall**  
classes

LEARNING  
BY  
DOING

**Teaching methods** that  
foster **professional practices**  
in students and the  
necessary **confidence** to  
quickly evolve in the  
corporate world

PROGRESSIVE  
CURRICULA

Programmes **enhanced**  
by specific  
**sector evolution**  
and BSB's **researchers'**  
work

INSPIRING  
ENCOUNTERS

**Exclusive** exchanges,  
**sharing** experiences,  
discovering **new business**  
**models, civic engagement...**

# AT BSB, students develop the skills to ~~work abroad~~

THRIVE

200+  
INTERNATIONAL  
PARTNERS

Including  
68%  
accredited institutions



40%+  
INTERNATIONAL  
PROFESSORS

To discover  
different work  
methods



80+  
STUDENT  
NATIONALITIES

To learn about and  
experience  
different cultures



90%  
OF OUR PROGRAMMES  
OFFERED IN ENGLISH

To be able  
to work anywhere  
in the world



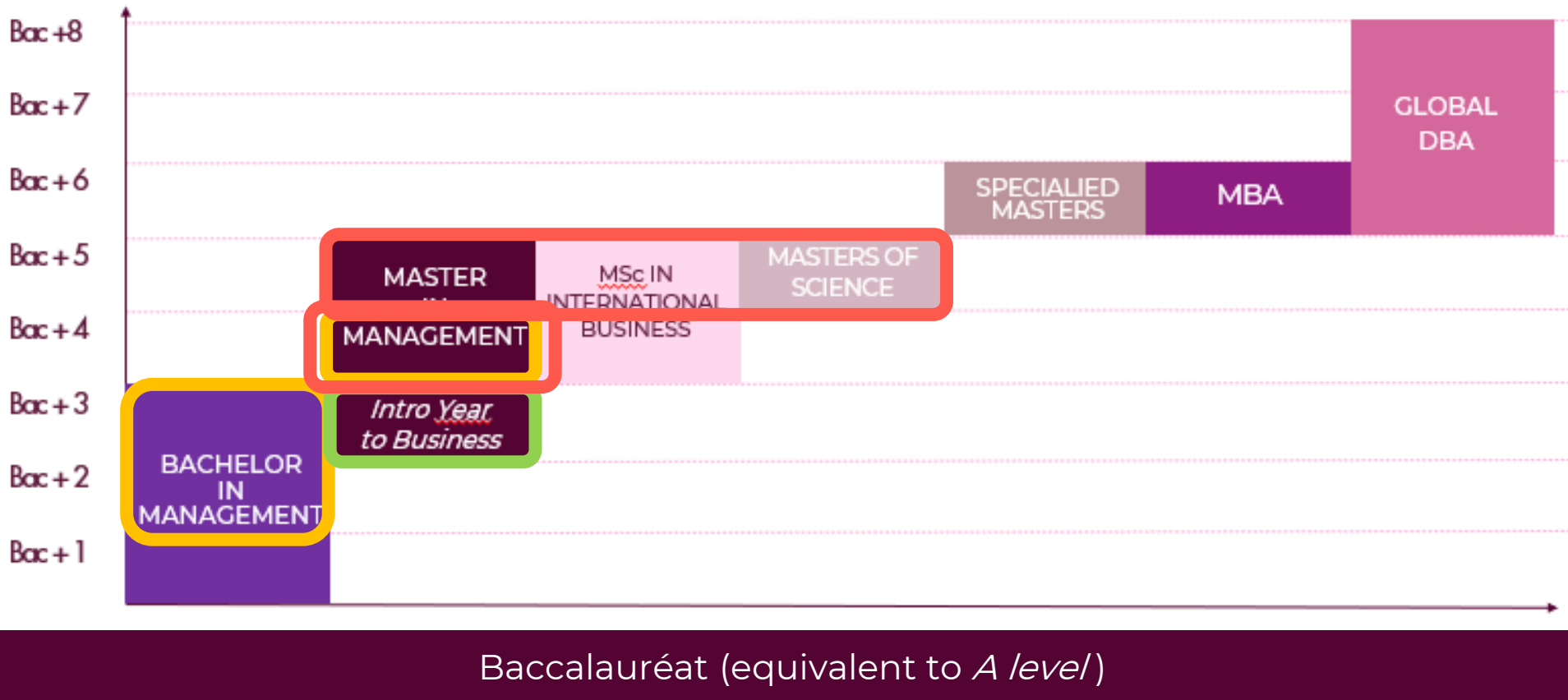
# THE FRENCH HIGHER EDUCATION SYSTEM

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

Business UG students


Business PG students  
(with interview for MSc programmes)

Non-Business UG students



# BSB PROGRAMMES OPEN TO EXCHANGE STUDENTS

## UNDERGRADUATE

  
**BACHELOR IN  
MANAGEMENT**  
Year 2 & 3

  
**MASTER IN MANAGEMENT**  
Introduction year to Business  
Year 1

Programmes open in  
Spring 2025

ONE programme  
ONE language  
ONE campus\*

## POSTGRADUATE

  
**MASTER IN MANAGEMENT**  
Year 2

  
**MSc CORPORATE FINANCE  
& INVESTMENT BANKING**

  
**MSc LUXURY  
MANAGEMENT &  
INNOVATION**

  
**MSc ARTIFICIAL INTELLIGENCE  
& DIGITAL TECHNOLOGY  
MANAGEMENT**  
Lyon campus

  
**MSc DATA SCIENCE &  
ORGANISATIONAL  
BEHAVIOUR**

  
**MSc WINE MANAGEMENT**

  
**MSc ARTS & CULTURAL  
MANAGEMENT**

# Important general considerations for nominations

## New from Fall 2024:

BSB accepts exchange students after only 2 semesters of higher education

## BSB accepts exchange students with no business background

Students in language, psychology etc are welcome to enjoy the French experience, French language and Culture, try out new subjects.

## 3 steps before applying

### 1. Identify the right programme

After that step, there is not much flexibility in terms of course offer, that's why it's even more important for the student to be informed early. Make sure to start from the student background. Refer to page 8 and the page with the list of courses to match the student background with the right programme and her/ his course interest.

### 2. Select the right courses

Depending on the semester, there are lists of 24 to 46 ECTS credits are available. It is not possible to mix courses from different programmes, different specialisations within one programme, different years or even languages.

#### \*MSc programmes specificities:

If you choose an MSc programme you'll have to take all courses for that semester (you can not select only a few).

### 3. Nominate student via the dedicated link.

Note that for Excellence in Pedagogy Modules seats are limited, course registrations are on a first arrived first served basis

Contact person for all questions regarding the programme selection:  
[marie.franchel@bsb-education.com](mailto:marie.franchel@bsb-education.com)

# Students with 2 semesters of undergraduate studies in Business

**Programme at BSB:** Bachelor in Management Year 2

**Campus:** Dijon or Lyon

**Semesters:** Fall or Spring

**New from Fall 2024!**

Limited number of slots allocated

Less than 30 ECTS (more credits in the Spring)

FALL Semester	Teaching language	ECTS Credits
International issues	FR or ENG	4
Management Control	FR or ENG	4
Communication	FR or ENG	4
Products and services	FR or ENG	4
Law 2	FR or ENG	4
Business English ( <i>English project for Native speakers</i> )	ENG for all	1
Second Foreign Language	FR/GER/IT/SPA/CHI	1
<i>Choose one course:</i>		
<i>English tutoring</i>	ENG for all	2
<i>Public speaking and eloquence</i>	ENG for all	
<b>TOTAL Fall</b>		<b>24</b>

SPRING semester	Teaching language	ECTS Credits
Distribution	FR or ENG	2
Purchasing	FR or ENG	2
B To B Sales Methods	FR or ENG	4
Introduction to Corporate Finance	FR or ENG	4
Innovative & Sustainable Entrepreneurship	FR or ENG	3
Business English ( <i>English project for Native speakers</i> )	ENG for all	1
Second Foreign Language	FR/GER/IT/SPA/CHI	1
Internship or Company monograph (optional)	-	8
<i>Elective modules (choose one only)</i>		
Art & culture	FR or ENG	3
Web module	ENG for all	
<i>International seminar (courses open to B2 and B3 students - block weeks in April)</i>		
Digital communication (IS)	ENG for all	3
Human Resources practices (IS)	ENG for all	3
Management challenge (IS)	ENG for all	2
Artificial Intelligence in Business (IS)	ENG for all	2
<i>Courses open to International students only</i>		
Intercultural Management and Communication	ENG for all	4
French culture & society	ENG for all	4
<b>TOTAL SPRING</b>		<b>46</b>

# Students with 2 years (4 semesters) of undergraduate studies in Business

1/4

**Programme:** Bachelor in Management Year 3 OR Master in Management Year 1

**Campus:** Dijon or Lyon (limited number of slots in Lyon)

**Semesters:** Fall / Spring / Full year exchange

BACH 3 - FALL Semester	Teaching Language	ECTS Credits
Management & sustainable development	FR or ENG	4
Strategy, SME and entrepreneurship	FR or ENG	4
International financial and economic news	FR or ENG	4
Organisational behaviour	FR or ENG	3
Pathfinder Days	FR or ENG	3
International Marketing Case studies	ENG for all	4
Leadership and project management	FR or ENG	4
Business English (English project for Native speakers)	ENG for all	2
Second Foreign Language	FR/GER/IT/SPA/CHI	2
<i>International seminar (courses open to B2 and B3 students)</i>		
International issues (ECH)	ENG for all	3
Management challenge (IS)	ENG for all	2
Artificial Intelligence in Business (IS)	ENG for all	2
<i>Courses open to International students only</i>		
Intercultural Management and Communication S1	ENG for all	4
French culture & society S1	ENG for all	4
<b>TOTAL Fall</b>		<b>45</b>

# Students with 2 years (4 semesters) of undergraduate studies in Business

2/4

BACH 3 SPRING semester	Teaching Language	ECTS credits
Initiation to research	FR or ENG	18
Academic research paper	FR or ENG	(4 + 14)
Business English (English project for Native speakers)	ENG for all	2
Second Foreign Language	FR/GER/IT/SPA/CHI	2
Internship or Company monograph (optional)	-	8
<b>Specialization (select one track)</b>		<b>12</b>
<b>DIJON campus</b>		
<b>Wine Tourism</b>		
WT: Direct wine sales	ENG	3
WT: Professional wine tourism experience	ENG	3
WT: Tourism marketing	ENG	3
WT: Viticulture, oenology, sensory analysis	ENG	3
<b>Data and Web</b>		
DW : Data Analysis and Visualization	ENG	3
DW : Data coding Languages For Bsuiness	ENG	3
DW : Internet and Data	ENG	3
DW : Data Projects For Business	ENG	3
<b>International Business Management</b>		
IBM: Administration	ENG	3
IBM: Finance	ENG	3
IBM: Human ressources	ENG	3
IBM: Strategy	ENG	3
<b>Business Development</b>		
BD : Management de la Relation Client	FR	4
BD : Field Trip & Experience	FR	3
BD : Décisions d'achat	FR	2
BD : Pilotage du Développement Commercial	FR	3
<b>Luxe et Premiumisation</b>		
LP : Communication et image(s) de marques	FR	4
LP : Distribution, retail et merchandising	FR	2
LP : Expérience client, vente et services	FR	2
LP : gestion opérationnelle de la marque ET introduction à l'histoire du Lu	FR	4

<b>LYON campus (limited number of slots allocated)</b>		
<b>Digital Management</b>		
DM : Digital Entrepreneurship	ENG	3
DM : Digital Design	ENG	3
DM : Digital Strategy	ENG	3
DM : Digital marketing	ENG	3
<b>International Sustainable Management</b>		
ISM : Global value chain management	ENG	4
ISM : Financial and Non-financial Performance Evaluation	ENG	2
ISM : Global Sustainability Communication	ENG	3
ISM : Management of Local and Global stakeholders	ENG	3
<i>International seminar (courses open to B2 and B3 students - block weeks in April - can be taken only once for full-year students)</i>		
Management challenge S4 (IS)	ENG for all	2
International issues (ECH)	ENG for all	3
Human Resources practises (ECH)	ENG for all	3
<i>Courses open to International students only</i>		
Intercultural Management and Communication S2	ENG for all	4
French culture & society S2	ENG for all	4
<b>TOTAL Spring</b>		<b>50</b>

# Students with 2 years (4 semesters) of undergraduate studies in Business

3/4

**Programme:** Master in Management Year 1

**Campus:** Dijon

**Semesters:** Fall / Spring / Full year exchange

Master in Management Year 1 - FALL Semester	Teaching language	ECTS credits
Marketing analytics & Digital resources #level2	English and French	5
Information system management #level1	English and French	5
Corporate Finance #level2	English and French	5
Performance Management #level2	English and French	4
Business English (or English Project for Native speakers)	English for all	2
<i>Intercultural management &amp; communication</i>	English for all	4
<i>French as a foreign language</i>	French	2
<i>Choose 1 Elective module <b>OR</b> 2 modules for novices</i>		
<b>Electives</b>		<b>5</b>
Digital transformation #level2	English and French	5
Product & Branding Strategy #level2	English and French	5
Project Management	English and French	5
SME management and intrapreneurship #level2	English and French	5
Management et Développement Durable	French	5
<b>Modules for novices</b>		<b>4</b>
Strategic marketing #Level1	English and French	2
Quantitative Methods	English and French	2
<b>TOTAL Fall</b>		<b>29 or 30</b>

# Students with 2 years (4 semesters) of undergraduate studies in Business

4/4

Master in Management Year 1 - SPRING Semester	Teaching language	ECTS credits
4 International Electives (Excellence in Pedagogy Programme)	English	8
Business English (English Project for Native speakers)	English	2
Choose 1 Track composed of 4 courses (see below)	<i>See below</i>	16
<b>Marketing</b>		
Communication strategy	English	4
Global marketing	English	4
E-commerce & Retail Management	English	4
Digital Content marketing #Level2	English	4
<b>Data Science</b>		
Low Code Application for Artificial Intelligence	English	4
Data Project Management	English	4
Data Science Track 3 - Data Science Methods 1 #Level2	English	4
Excel & VBA Applied to Finance and Data Analytics	English	4
<b>Finance</b>		
Financial Modeling	English	4
Advanced Corporate Finance #Level2	English	4
Financial Market #Level2	English	4
Audit	English	4

Exchange students might choose courses among bilingual specializations

<b>Management</b>		
Management des organisations #Level2	French	4
Corporate Strategy Diagnosis and Consulting	English	4
Analyse Stratégique	French	4
Supply Chain & Quality Management	French	4
<b>Cultural &amp; Creative Industries</b>		
Cultural & Creative industries (EN)	English	4
Creative Economy (EN)	English	4
Digital Transformation in creative industries (EN)	English	4
Construire son projet professionnel dans les ICC (FR)	French	4
<b>Change Management</b>		
Fondements du changement organisationnel	French	4
Transformations organisationnelles et innovations managériales	French	4
Project planning	English	4
Data-Driven Decision Making	English	4
<i>Intercultural management &amp; communication</i>	English	4
<i>French as a foreign language</i>	French	2
<b>TOTAL Spring</b>		<b>32</b>



23/24 Excellence in Pedagogy course catalogue  
Please note: it is also possible to come on exchange for 1, 2, 3 or 4 weeks of Excellence in pedagogy

# Student with Undergraduate Degree in Business 1/4

**Programme:** Master in Management Year 1

**Campus:** Dijon

**Semesters:** Fall / Spring / Full year exchange

Master in Management Year 1 - FALL Semester	Teaching language	ECTS credits
Marketing analytics & Digital resources #level2	English and French	5
Information system management #level1	English and French	5
Corporate Finance #level2	English and French	5
Performance Management #level2	English and French	4
Business English (or English Project for Native speakers)	English for all	2
<i>Intercultural management &amp; communication</i>	English for all	4
<i>French as a foreign language</i>	French	2
<i>Choose 1 Elective module <b>OR</b> 2 modules for novices</i>		
<b>Electives</b>		<b>5</b>
Digital transformation #level2	English and French	5
Product & Branding Strategy #level2	English and French	5
Project Management	English and French	5
SME management and intrapreneurship #level2	English and French	5
Management et Développement Durable	French	5
<b>Modules for novices</b>		<b>4</b>
Strategic marketing #Level1	English and French	2
Quantitative Methods	English and French	2
<b>TOTAL Fall</b>		<b>29 or 30</b>

# Student with Undergraduate Degree in Business 2/4

Master in Management Year 1 - SPRING Semester	Teaching language	ECTS credits
4 International Electives (Excellence in Pedagogy Programme)	English	8
Business English (English Project for Native speakers)	English	2
Choose 1 Track composed of 4 courses (see below)	<i>See below</i>	16
<b>Marketing</b>		
Communication strategy	English	4
Global marketing	English	4
E-commerce & Retail Management	English	4
Digital Content marketing #Level2	English	4
<b>Data Science</b>		
Low Code Application for Artificial Intelligence	English	4
Data Project Management	English	4
Data Science Track 3 - Data Science Methods 1 #Level2	English	4
Excel & VBA Applied to Finance and Data Analytics	English	4
<b>Finance</b>		
Financial Modeling	English	4
Advanced Corporate Finance #Level2	English	4
Financial Market #Level2	English	4
Audit	English	4

Exchange students might choose courses among bilingual specializations

<b>Management</b>		
Management des organisations #Level2	French	4
Corporate Strategy Diagnosis and Consulting	English	4
Analyse Stratégique	French	4
Supply Chain & Quality Management	French	4
<b>Cultural &amp; Creative Industries</b>		
Cultural & Creative industries (EN)	English	4
Creative Economy (EN)	English	4
Digital Transformation in creative industries (EN)	English	4
Construire son projet professionnel dans les ICC (FR)	French	4
<b>Change Management</b>		
Fondements du changement organisationnel	French	4
Transformations organisationnelles et innovations managériales	French	4
Project planning	English	4
Data-Driven Decision Making	English	4
<i>Intercultural management &amp; communication</i>	English	4
<i>French as a foreign language</i>	French	2
<b>TOTAL Spring</b>		<b>32</b>



23/24 Excellence in Pedagogy course catalogue

# Student with Undergraduate Degree in Business 3/4

**Programme:** Master in Management Year 2

**Campus:** Dijon

**Semesters:** Fall only

2

Master in Management Year 2 - FALL Semester	Teaching Language	ECTS credits
<b>Core Courses</b>		
Strategic Management	FR or ENG	2
Corporate Governance	FR or ENG	2
Business Ethics	FR or ENG	2
Business Game	FR or ENG	2
<i>Intercultural management &amp; communication</i>	ENG	4
<i>French as a foreign language</i>	FR	2
<b>Add a specialisation (see below - students must take all courses within a specialization)</b>		<b>16</b>
<b>International Business (IB)</b>		
IB - Competitive intelligence	ENG	2
IB - International Business Seminar Series	ENG	2
IB - Industrial Relations and International HRM	ENG	2
IB - Global Supply Chain Management	ENG	2
IB - Global Business Strategy	ENG	2
IB - International Finance	ENG	2
IB - Global Business Law	ENG	2
IB - Global Business and the digital Economy	ENG	2

<b>Contrôle Financier (CFi)</b>		
CFi - Analyse Financière	FR	4
CFi - Contrôle de gestion	FR	4
CFi - Contrôle interne et Gestion des Risques	FR	4
CFi - Management Financier	FR	4
<b>Finance d'Entreprise (FE)</b>		
FE - Financial Controlling	FR	4
FE - Trésorerie	FR	4
FE - Stratégie Financière	FR	4
FE - Consulting Financier	FR	4
<b>Communication Événementielle (CE)</b>		
CE - La Communication par l'événement	FR	4
CE - Gestion juridique des échanges professionnels et management des hommes	FR	4
CE - Le projet événementiel	FR	4
CE - Chaîne graphique et communication digitale	FR	4
<b>Stratégie Commerciale (SC)</b>		
SC - Responsable Commercial Export	FR	4
SC - Chef de secteur	FR	4
SC - Ingénieur d'affaires	FR	4
SC - Techniques de commercialisation avancées	FR	4
<b>TOTAL Fall</b>		<b>32</b>

# Student with Undergraduate Degree in Business 4/4

**Programme:** Master of Science (MSc)

**Campus:** Dijon or Lyon

**Semesters:** Fall / Spring / Full year exchange (see below)

**Specificities:** Subject to approval (interview + résumé and cover letter) – Students must follow all courses of the MSc programme chosen

Dijon Campus – MSc programmes



Lyon Campus – MSc programmes



MSc Programme	Campus	Fall	Spring	Full-Year
Luxury Management and Innovation	Dijon	X	X	X
Wine Management	Dijon	X		
Art and Cultural Management	Dijon	X		X
Corporate Finance & Investment Banking*	Dijon	X	X	X
Data Science and Organizational Behaviour	Dijon	X		X
Artificial Intelligence and Digital Technology Management	Lyon	X	X	X

# Student with 2 years of studies without any knowledge of Business 1/2

**Programme:** Pre-Master (Introduction Year to Business)

**Campus:** Dijon

**Semesters:** Fall / Spring / Full year exchange

Pre-Master courses - Fall Semester	Teaching language	ECTS
Principles of Marketing #Level1	English for all	4
Statistics & Data Analysis	English and French	4
Philosophy of Management #Level1	English for all	4
Financial Accounting #Level1	English and French	4
Economics and Psychology of Management #Level1	English and French	4
Responsible management of the organization and HR #Level1	English and French	4
Business English (Level1 - Level 2 - Level 3)	English for all	3
Introduction to Ecology	English for all	3
<i>Intercultural management &amp; communication (Intermediate / Advanced)</i>	English	4
<i>French as a foreign language (Français Langue Etrangère)</i>	French	2
<b>TOTAL Fall</b>		<b>36</b>

# Student with 2 years of studies without any knowledge of Business 2/2

Pre-Master courses - Spring Semester	Teaching language	ECTS
Deep Dive Artificial Intelligence	English for all	2
Industry Dynamics and Firms Strategies #Level1	English and French	3
Global Business & Financial Environment	English for all	3
Corporate Finance #Level1	English and French	3
Management Control #Level1	English and French	3
Business English (Level 1 - Level 2 - Level 3)	English for all	3
<i>2 electives mandatory for exchange students, depending on the teaching language</i>		
Web technologies	French	3
Entrepreneurial Spirit	French	3
Public Speaking & Eloquence	English	3
Consumer Behaviour	English	3
<i>Personal Development Workshop</i>	English and French	0
Marketing Action Plan	English and French	2
The Data Bootcamp (EN)		2
<i>Intercultural management (Intermediate / Advanced)</i>	English	4
<i>French as a foreign language (Français Langue Etrangère)</i>	French	2
<b>TOTAL Spring</b>		<b>37</b>

# FIVE STEPS TO JOIN BSB

## STEP 1

Choose the programme that suits your academic track and professional goals.

## STEP 2

Check your eligibility: language proficiency (ENG B1 for UG level or B2 for PG level; FR B2, see factsheet for accepted tests and scores).

## STEP 3

Contact the International Relations Office at your Home Institution, apply and send your documentation by the deadlines.

## STEP 4

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

## STEP 5

Join the induction days organised at the beginning of each semester at BSB!



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

## CALENDAR 2024/2025

### PRIOR TO ARRIVAL

Early November 2024: acceptance letter sent to students arriving for Spring Semester

### 1<sup>st</sup> SEMESTER (SEPT-DEC)

#### LATE AUGUST/MID- SEPTEMBER 2024

Induction days (with other incoming students)

#### MID – SEPTEMBER

Beginning of the semester

#### LAST WEEK OF OCTOBER

1-week Holidays **BACH / MIM**

#### THIRD WEEK OF DECEMBER

1st Semester examination period **BACH / MIM**

*Christmas Holidays until the first week of January*

### 2<sup>nd</sup> SEMESTER (JAN-APRIL)

#### EARLY/MID – JANUARY 2025

Beginning of the semester

#### LAST WEEK OF FEBRUARY

1-week Holidays **BACH / MIM**

#### MID-APRIL

2nd semester examination period **BACH / MIM**

#### RETAKE EXAMS

**BACH** : Late April

**MIM** : the next academic year (online)

### MID – JUNE 2025

Examination boards (for courses) –  
Transcripts edited, available online

### For Double Degree students

#### GRADUATION BOARDS

**BACH**: October 2025

**MIM/MSc**: July or October 2025 or  
February 2026

### MAY/JUNE 2026

Graduation ceremony

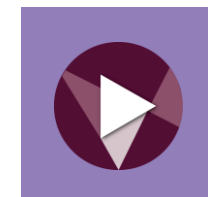
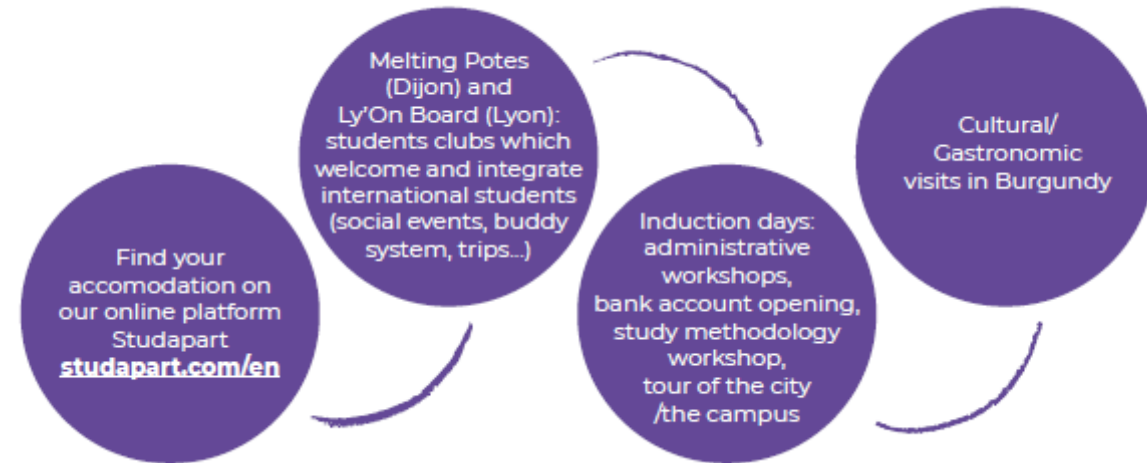


# HELP IS ALWAYS AT HAND

Our dedicated staff offer 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



Induction days

# READY? GET SET, GO!

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

## IMMIGRATION:

Students from outside Europe need a France long stay visa VLS-TS (visa long séjour valant titre de séjour) to study for more than 3 months. This student visa is equivalent in value to a French residence permit.

+

## HEALTH INSURANCE:

In France, registration to Social Security is free and mandatory for all students. Registration may take several weeks so we strongly advise to take out a private insurance for the 2-month period following arrival. Also, we do advise to subscribe to a private insurance covering for repatriation.

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## 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.

