



**Ambitions  
are taught at BSB**  
*CULTIVATED*

UNDERGRADUATE  
PROGRAMME

**TOP BUSINESS SCHOOL  
IN FRANCE**





# CONTENTS

Welcome to your new home in France .....	p.4
Dijon and Lyon: at the crossroads of 2 major regions .....	p.6
A very unique study environment .....	p.10
BSB: More than 120 years of expertise .....	p.14
Pathfinder™, revealing potential .....	p.16
Bachelor in management .....	p.18
Student associations .....	p.24
BSB alumni network .....	p.25
Settling into your new home in France .....	p.26
How to apply .....	p.27



**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<sup>TH</sup>**



**DISCOVER  
WHAT DRIVES US  
AT BSB!**



## 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



L'ORÉAL  
PARIS

LVMH  
MOÏSE HENNESSY LOUIS VUITTON



Veepee

VINCI



# 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 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, Château de Pommard, 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 10 DESTINATIONS TO SEE IN 2022

CNN «where to travel» ranking, 2022



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,  
#2 BEST  
BIG CITY IN  
THE WORLD**  
FOR FOOD, WINE,  
ARCHITECTURE AND ART

*Condé Nast Traveller, 2020 Readers' Choice Awards*

# 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
- ▀ Gym
- ▀ Music studio
- ▀ Dance studio
- ▀ Zen Room
- ▀ Lounge area
- ▀ Green Park
- ▀ The Entrepreneurial Garden

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.

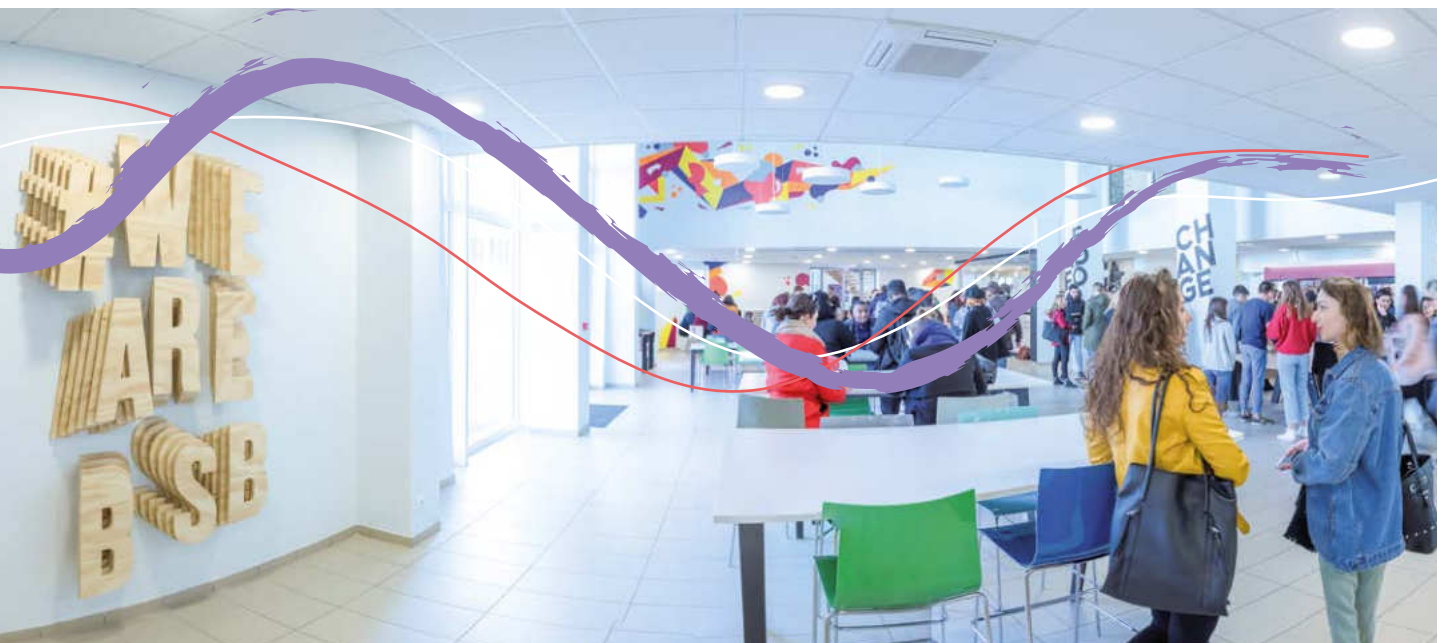
### THE LEARNING CENTER

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  
CLICK TO SEE THE VIDEO

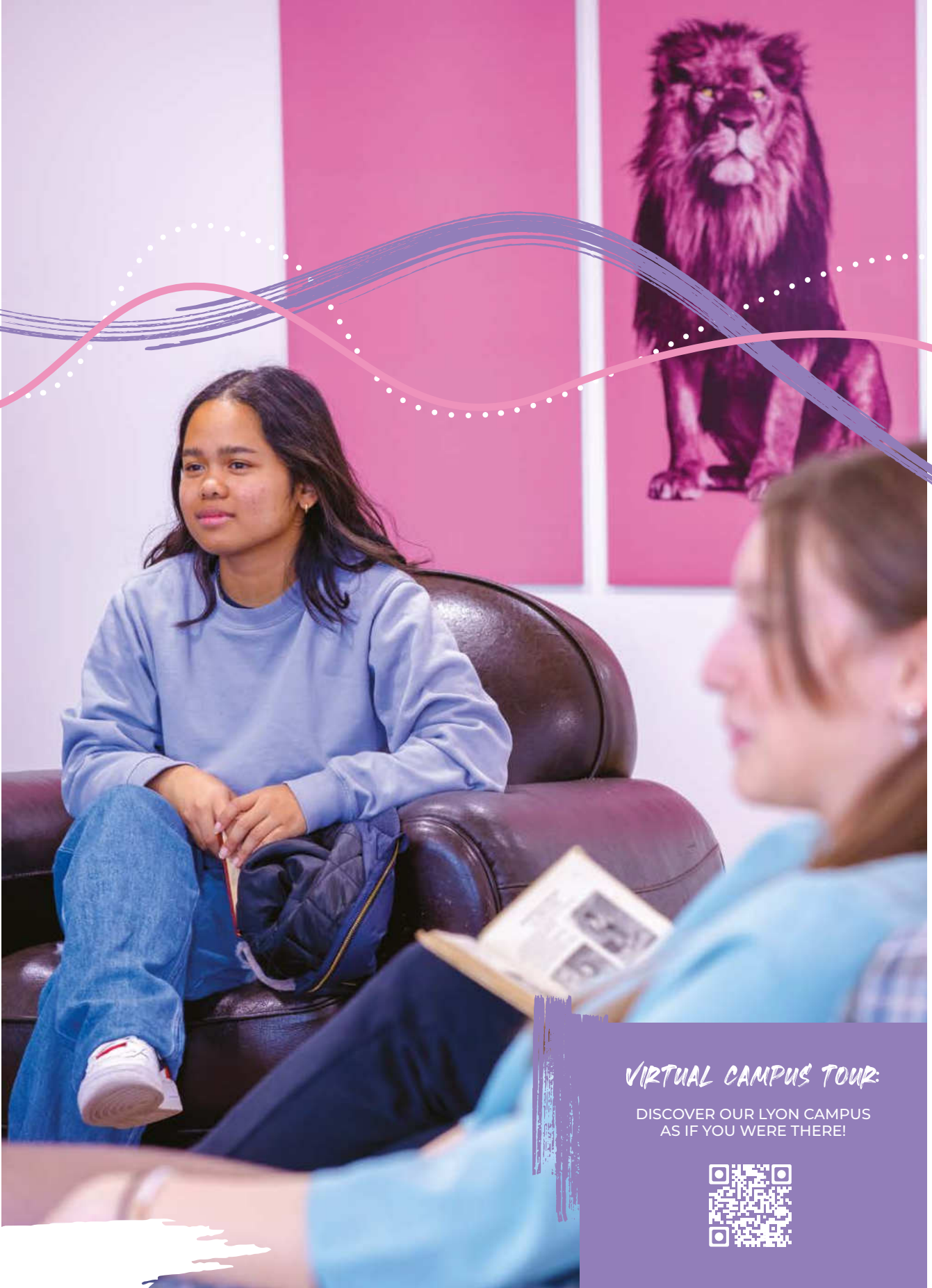
# BSB'S NEW CAMPUS IN LYON

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
- 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 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.
- **2022** - BSB has more than 200 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 recognised 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 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.

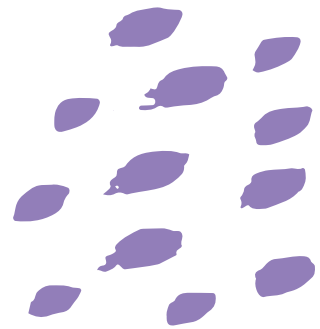


### WATCH OUR VIDEO

TO LEARN WHY INTERNATIONAL STUDENTS FROM OVER 81 COUNTRIES CHOOSE BSB AND WHAT THEY LOVE ABOUT STUDYING WITH US!

# PATHFINDER™ REVEALING POTENTIAL

A UNIQUE SUPPORT SYSTEM,  
FROM YOUR FIRST DAY AT BSB TO YOUR FIRST JOB.



At BSB, we believe in our students' potential. The support we provide is designed to encourage all students to reveal their potential, develop their ambitions and make their personal and professional projects a reality. Our mission is to enable you to go beyond what you think you can achieve.

## DEFINING YOUR PROJECT

It is all about you!

The starting point of our tailor-made support is the work you do with your coach. It leads you to:

- Create your self-map and be aware of your aspirations and values.
- Discover what makes you unique and cultivate your differences.
- Identify your strengths and potential.
- Define personal and professional goals that make sense to you.

## A 3-DIMENSIONAL COACHING PLAN

The PATHFINDER™ system enables you to define, with your coach, your personalised professional project, in line with your aspirations and values.

You are the key player in your career!

Your PATHFINDER coach guides you from the definition of your project to your first job, implementing and monitoring a customised development plan with you.



### PROFESSIONAL SUPPORT

Working with your coach helps you make strategic choices, strengthen your ability to enhance your profile, and transform your internships and work-study programmes into real professional springboards. The coherence of your project boosts your employability.



### ACADEMIC SUPPORT

Your coach guides you at every stage of your studies, helping you make the right choices and bring coherence and ambition to your academic path.

Which modules and which specialisation should you choose? Which format should you consider: exchange semester or double degree? Which partner institution best suits your needs?

You are sure to make choices that are consistent with the path you design with your coach.



### PERSONAL SUPPORT

Your coach will work with you to identify the soft-skills you need to make a difference starting from your first experiences, and will set up a personalised programme to develop new ones.

### THE 3 MAIN SOFT-SKILLS CATEGORIES





**PATHFINDER™  
WHAT MAKES THIS COACHING  
UNIQUE?**

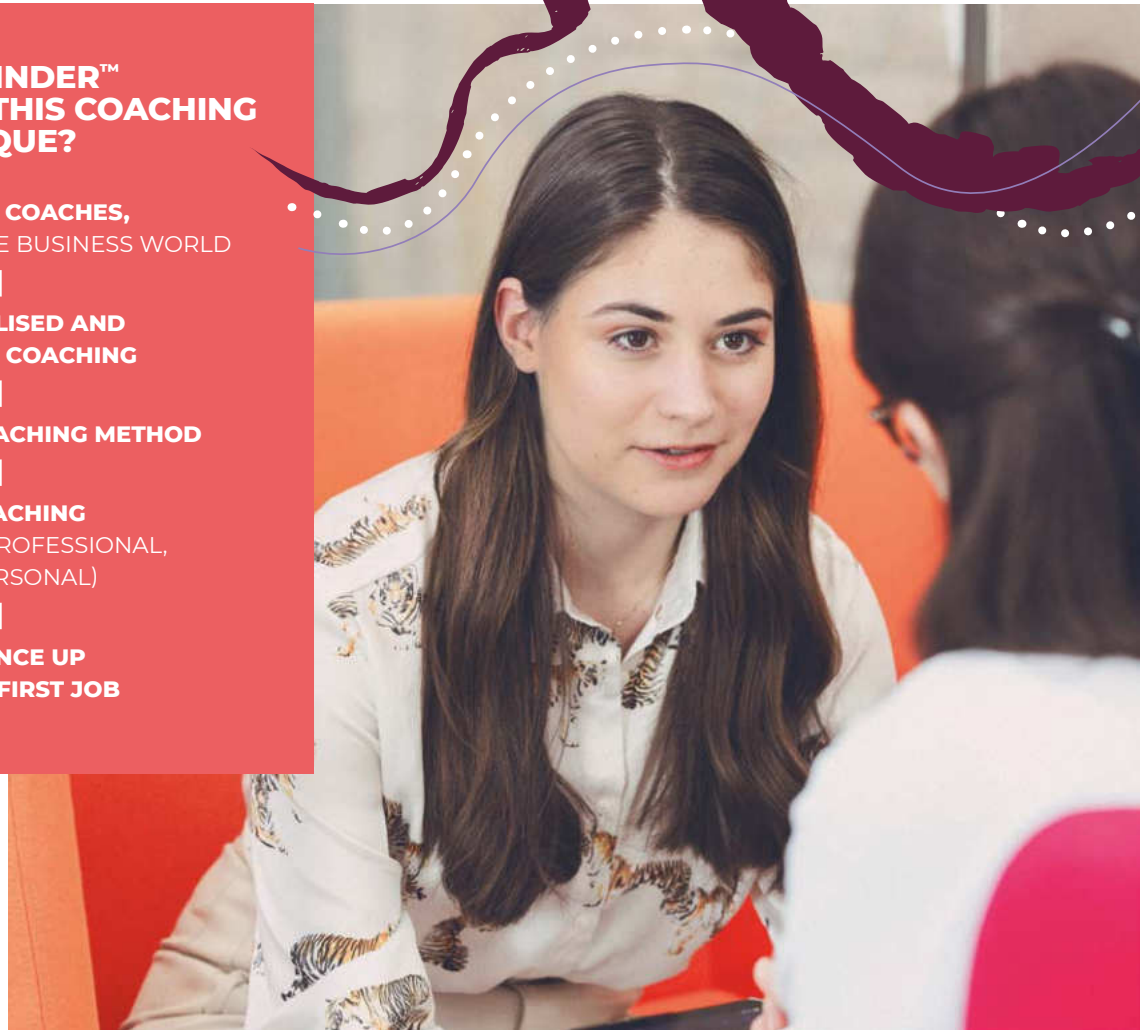
**CERTIFIED COACHES,  
CONNECTED TO THE BUSINESS WORLD**

**PERSONALISED AND  
UNLIMITED COACHING**

**INNOVATIVE COACHING METHOD**

**3D COACHING  
(ACADEMIC, PROFESSIONAL,  
AND PERSONAL)**

**GUIDANCE UP  
TO YOUR FIRST JOB**



“

Pathfinder™ is a programme designed to help you get the most out of your years at BSB. Thanks to a personalised follow-up, with the use of an Artificial Intelligence tool and BSB resources, you will find the path that suits you, that will allow you to thrive. You set up your ambition and develop competencies that meet the needs of companies.

”

**MATHILDE DESGARDINS**  
PATHFINDER PROJECT MANAGER

**AN INNOVATIVE  
METHOD**

Pathfinder™ support combines human and artificial intelligence to co-construct a career path that is truly yours. It relies on a wide range of complementary tools combining proven and innovative methods, collective and individual work as well as human relations and digital devices.

**A PERSONAL  
COACH**

All BSB coaches are experienced professionals, chosen for their professional expertise, connection with the business world, and their complementary skills. Your coach remains by your side throughout your entire study programme and becomes a key player in your training. This is why he or she is carefully chosen for you according to your profile, needs, motivations, and your difficulties.



# 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> <p>Learning Bootcamp:</p> <ul style="list-style-type: none"> <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 Griffith College - Dublin, Ireland or a 4-week French language seminar for native English speakers</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</p>

\*German, Chinese, Spanish, French, Italian



**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 Management
- Sustainable Business Management
- Wine Tourism
- Business Development (in French)
- Marketing du Luxe (in French)

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
- 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.

Choose from four options in Dijon or two options in Lyon.

## MINORS IN DIJON: STRENGTHEN YOUR BUSINESS AND MARKETING SKILLS

### INTERNATIONAL BUSINESS MANAGEMENT

*English-taught*

#### DIJON CAMPUS

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

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

### WINE TOURISM

*English-taught*

#### DIJON CAMPUS

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

- Viticulture and oenology
- Tasting techniques
- Tourism marketing
- Communication
- Development of wine tourism products
- Merchandising
- Business project (creation of a business plan for an innovative wine project)
- Study trips to discover different wine regions (Champagne, Bourgogne, Beaujolais)

### MARKETING DU LUXE

*French-taught*

#### 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 such as Buyer or Product Manager in this exclusive sector.

### BUSINESS DEVELOPMENT

*French-taught*

#### 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.

## MINORS IN LYON: OUR EXPERTISE IN DIGITAL MANAGEMENT AND SUSTAINABILITY

### SUSTAINABLE BUSINESS MANAGEMENT

*English-taught*

#### LYON CAMPUS

As tomorrow's managers, you'll learn how to make a positive impact and exercise corporate social responsibility.

- Finance: risk management and responsible investment
- Marketing & communications: responsible consumption, business ethics, and best practices
- Sustainable strategies, environmental awareness and responsible innovation

### DIGITAL MANAGEMENT

*French & English-taught*

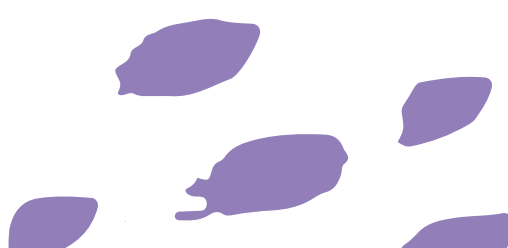
#### LYON CAMPUS

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).

## ACADEMIC RESEARCH PAPER

During your 3<sup>rd</sup> year, you will be trained in research methodologies. You will be required to work in groups of 3 to produce an academic research paper.



# A BACHELOR PROGRAMME LIKE NO OTHER



## 2023 fees

- €8,500 for the first year of the 3-year course
- €9,500 for the third year only.

## Your tuition includes:

- Courses and lectures
- One or two semesters of academic exchange in one of our partner institutions (excluding transport and accommodation)
- Access to our campus and our Learning Center (open six days a week from 8:30 am to 10 pm on weekdays).

## Language support

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

## Academic and career support

- 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 the Pathfinder™ programme
- Access to our alumni network of 18,000 graduates.

# 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

## NORTH AFRICA

### Marocco

Université Internationale de Rabat ●●

## SOUTH AFRICA

### Cape Town

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

## NORTH AMERICA

### Canada

Carleton University - Ottawa, Ontario ●

Laurentian University - Ontario ●

Memorial University of Newfoundland - St John's ●

Université du Québec à Chicoutimi (UQAC) ●

Université du Québec en Outaouais (UQO) - Gatineau (Ottawa) ●

University of New Brunswick St John ●

University of the Fraser Valley - Abbotsford British Columbia ●

Vancouver Island University - Nanaimo, British Columbia ●

### 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 ●

University of North Texas - Denton

### Mexico

CETYS Universidad ●

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) - Querétaro ●

Universidad Marista de Mérida ●

Universidad Panamericana - Guadalajara ●

## SOUTH AMERICA

### Argentina

Universidad Austral - Buenos Aires ●

### Brazil

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

### Chilia

Universidad Técnica Federico Santa María - Valparaíso ●

### Colombia

Pontificia Universidad Javeriana - Cali ●

### Peru

Universidad de Piura (UDEP) - Lima ●

### Uruguay

Universidad de Montevideo ●

## ASIA

### China

Lingnan University ●

Shanghai University of International Business & Economics (SUIBE) ●

Shanghai University, SILC Business School ●

### Indonesia

Universitas Gadjah Mada - Jakarta et Yogyakarta ●

### Japan

Akita International University ●

### Malaysia

Taylor's University - Kuala Lumpur ●

### Singapore

Nanyang Technological University ●

### South Korea

Ajou University - Suwon ●

Hanyang University - Séoul ●

INHA University - Séoul ●

## EUROPE (IN & OUT UE)

### Finland

JAMK University of Applied Sciences, Jyväskylä ●

Lappeenranta University of Technology ●

University of Oulu ●

### Germany

Hochschule Harz - Wernigerode ●●

Ludwig-Maximilians-Universität München (LMU) ●

### Hungary

Corvinus University of Budapest ●

University of Pécs ●

### Iceland

Reykjavik University ●

### Ireland

Dublin City University Business School ●

Kemmy Business School, University of Limerick ●

National University of Ireland Galway (NUI Galway) ●●

Trinity Business School, Trinity College Dublin

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

**Italy**

Università Carlo Cattaneo - LIUC - Castellanza ●  
 Università di Pisa ●

**Netherland (The)**

Amsterdam University of Applied Sciences ●

**Norway**

NHH- Norwegian School of Economics- Bergen ●

**Russia**

RANEPA Institute of Business Studies Moscow (IBS) ●

**Spain**

Universidad de Navarra - Pampelune ●

**Sweden**

Mälardalen University - Västerås ●

**Switzerland**

ZHAW Zürich University of Applied Sciences - Winterthur ●

**Turkey**

Bilkent University, Ankara ●  
 Sabanci University, Tuzla / Istanbul ●

**United Kingdom**

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

**MIDDLE EAST**

**United Arab Emirates**

Abu Dhabi University - The College of Business Administration ●

**OCEANIA**

**Australia**

Perth - Curtin University ●



**↑ 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)

# STUDENT ASSOCIATIONS

Culture, sport, media, business - with over 30 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 skill.



*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



This student association 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.



# 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.



## 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, agenda, events and exclusive job offers.

### ALUMNI EVENTS

With the support of its leading alumni, BSB organises numerous meetings 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 trainings, VIP invitations to the Meet-Up Inspiring Leaders conferences, special offers for trade fairs and events (such as Vivatech or Vinexpo), and graduation anniversaries.

**18,000** GRADUATES

**UP TO €35,000**

AVERAGE GROSS ANNUAL SALARY AFTER GRADUATION\*

**UP TO €48,000**

AVERAGE GROSS ANNUAL SALARY 3 YEARS AFTER GRADUATION FROM THE MASTER IN MANAGEMENT\*

\*2022 Insertion CGE survey

# 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.



*FIND OUT MORE ABOUT HOUSING AT BSB*

## 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.



*FIND OUT MORE ABOUT HEALTHCARE*

## TUITION FEES

### They 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.

## 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:

- For the three-year course:
  - A non-French high secondary school diploma
- For the third year only:
  - 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 or TOEIC 750
  - French track: TCF/TEF B2



# HOW TO APPLY



*CHOOSE  
YOUR PROGRAMME*

## STEP 1: FILL IN YOUR ONLINE APPLICATION

Go to our website and select the Bachelor in Management, 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

- ▀ 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 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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 **BSB** | We believe in you<sup>TM</sup>  
BURGUNDY SCHOOL OF BUSINESS

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GLOBAL.BSB-EDUCATION.COM

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