



Join us
in France

**LEAD
FOR
CHANGE**



**BURGUNDY
SCHOOL OF
BUSINESS**

ONE OF THE TOP BUSINESS SCHOOLS IN THE WORLD

INTERNATIONALLY ACCREDITED AND RECOGNISED
BY THE FRENCH MINISTRY OF EDUCATION

ACADEMIC EXCELLENCE

Among the top 1% of
Business Schools in
the world with a dual
accreditation



L'Étudiant 4th Best Bachelor in France
(*L'Étudiant*, 2017)



81st Best Master in Management
(*Financial Times*, 2016)



1st Specialised Master in
International Wine & Spirits Trade
in France (*Eduniversal 2017*)



1st Specialised Master in
Management of Cultural and
Creative Industries in France
(*Eduniversal 2017*)

PERSONALISED APPROACH

- **Small teaching groups** (20-40 students)
- **Individual support:** application process, visa procedures, housing and dedicated orientation sessions
- **Career guidance:** CVs, cover letters, interview training for work placements and employment

INTERNATIONAL DIMENSION

- **Cultural diversity:** > 500 international students and 66 nationalities
- **Programmes 100% in English or French**
- **A global network:** 13,000 alumni, 165 academic partners, 1,500 corporate partners
- **Study abroad opportunities**

PROFESSIONAL TRACKS

- **Market oriented areas of expertise:** Marketing / Accounting & Finance / Wine Management / Cultural Management / International Business
- **Unique insights into the corporate world:** group projects, company case studies, conferences and work placements
- **An Excellence Track in Leadership**
- **An Incubator** to guide students in their business creation project



WHY FRANCE?

WHY BURGUNDY, WHY DIJON?

- A region of exceptional beauty, situated within easy reach of Paris and other European capitals
- Burgundy is famous for its historical architecture, gastronomy, wine and viticulture
- Dijon is ranked among the top 10 most attractive and affordable places to study (student Magazine «L'Étudiant»)
- A vibrant cultural city : Concert halls, an Opera House, a renowned Fine Arts Museum and Contemporary Art Centre etc.
- A city at the forefront of research and innovation : widely recognised expertise in Taste-Health-Nutrition (research clusters)



WHY LYON?

- European cultural metropolis frequently rated the most attractive city in France and ranked among the top 20 most pleasant cities in the world
- 2nd largest Higher Education cluster in France, with a lively student population
- A large and efficient transport network: an international airport, 3 high-speed TGV train stations
- International business clusters in biotechnologies, chemical environment, mechanical engineering, fashion/design and creative industries from all cultures



WHY BSB?

- Founded in 1899
- AACSB and EQUIS accredited
- Business programmes taught in English or in French – including French as a foreign language
- An international outlook with more than 500 international students
- High quality teaching focused on the needs of the corporate world. 36% international professors
- A vibrant study environment with many student clubs and societies to get involved in
- Orientation days : free pick up service at the train station, social and cultural activities, methodology workshop, intercultural seminar, help with administrative procedures

STUDY PROGRAMMES FOR EXCHANGE STUDENTS

ACADEMIC BACKGROUND	PROGRAMMES AT BSB	TEACHING LANGUAGE	CAMPUS
Students with 2 years of studies in Marketing/Business related subjects	3 rd year Bachelor in Marketing and Business - Core courses*	French or English	Dijon or Lyon
	3 rd year Bachelor in Marketing and Business - International Business** / Wine Tourism**	English	Dijon
	3 rd year Bachelor in Marketing and Business - Marketing and Business Development**	French	
	3 rd year Bachelor in Marketing and Business - International Business** / Digital marketing**	English	Lyon
Students without any knowledge in Business	Grande Ecole Programme: Introduction Year to Business & Management	French or English	Dijon
Students with 2 years of studies in Marketing/Business related subjects	Grande Ecole Programme: Master in Management Year 1		
Students with an Undergraduate degree in Business related subjects	Grande Ecole Programme: Master in Management Year 2	French or English	Dijon
	MSc Corporate Finance and Investment Banking	English	
	MSc Global Marketing and Negotiation		
	MSc International Business Development		
	MSc Arts and Cultural Management*		
	MSc Wine Management - Subject to approval*		
	MSc Data Sciences and Organisational Behaviour		
	MSc Digital Leadership*		Lyon

All programmes are open in the Fall/Spring/Full year except : * open only in the Fall / ** open only in the Spring

LANGUAGE REQUIREMENTS

- Semester: English IELTS 6.0 (or equivalent) Double Degree: please refer to your coordinator
- Semester and Double Degree: French TCF 4 (or equivalent)

LOOKING FOR A SHORTER COURSE?

Why not try our programme winter or summer schools in entrepreneurship that run every January and June / July ? Students from partner universities benefit from a discounted fee.
Check out the details at: bsbu.eu «Short-Term Programmes» section

ACCOMMODATION

The International office can help you to book a room either in residences or in homestays. Check out the details at [bsb-education.com](https://www.bsb-education.com) under "Exchange students".

COST OF LIVING

Average cost (€ / month)	Dijon	Lyon
Accommodation	500	550
Daily expenses (food, medical care, transport, etc)	300	300
TOTAL*	800	850

* This is an average monthly budget for one person. This does not include: travelling, leisure costs, visa expenses, insurance and student union fees

ACADEMIC CALENDAR

Fall: September to December
Spring: January to April

NOMINATION DEADLINES

Fall: Mid-April
Spring: End of October





01/2019 - Crédits photos : Thierry Kuntz © Forblaz, Arnaud Dauphin
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**FOR FURTHER INFORMATION
PLEASE CONTACT US !**

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