



**One of the  
smartest ways  
TO STUDY IN FRANCE**

#WeAreBSB  
**bsbu.eu**



**BURGUNDY  
SCHOOL OF  
BUSINESS**

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DIJON - LYON - PARIS - BEAUNE

# A TOP BUSINESS SCHOOL IN THE WORLD, recognised by the French Ministry of Education

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## ACADEMIC EXCELLENCE



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



67<sup>th</sup> Best Master in Management  
(Financial Times, 2016)



6<sup>th</sup> Best Specialised Master in International Wine & Spirits Trade in the world (Food&Beverage category SMBG, 2016)

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## PERSONALISED APPROACH

- **Small teaching groups** (20-40 students) with classroom instruction
- **Individual support** for your application process, visa procedures, preparing your arrival and stay
- **Career guidance and personal coaching:** CVs, cover letters, interview training



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## INTERNATIONAL DIMENSION

- **Cultural diversity:** 25% international students and 67 nationalities
- **Programmes 100% in English or in French**
- **A global network:** 11,000 alumni, 160 academic partners, 1,500 corporate partners
- **A wide range of study and work placement opportunities abroad**

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## PROFESSIONAL TRACKS

- **Market oriented areas of expertise:** Marketing & Business / Audit & Finance / Wine Management / Cultural Management / Entrepreneurship
- **A unique insight into the corporate world:** group projects, company case studies, conferences and work placements

# BSB

# PROGRAMMES OFFER

## GENERAL PROGRAMMES IN MANAGEMENT

### BACHELOR

Non-French secondary education diploma equivalent to French Baccalaureate

3 years

#### BACHELOR MARKETING & BUSINESS

in Dijon   or Lyon 

- **Management fundamentals**
- **3 specialisations:** International Business, Marketing & Business development, Wine Tourism
- **Work experiences:** 3 work placements, business simulation games, case studies, consultancy and group projects
- **Study abroad opportunity:** 1 semester or a 1-year double degree in a partner university
- **Significant creative and innovative dimension**

2 or 3 years post-secondary education degree

1 year

### MASTER

Non-French Bachelor degree

2 years

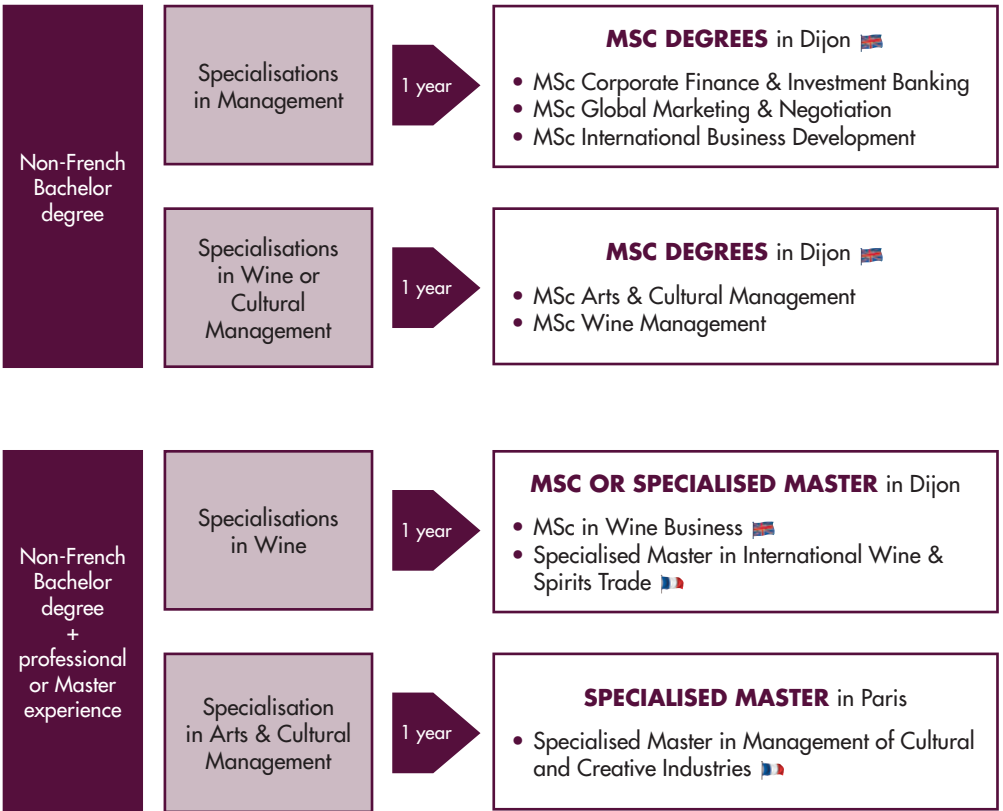
#### MASTER IN MANAGEMENT

in Dijon  

- **Management fundamentals**
- **A wide range of specialisations:** Marketing, Audit & Finance, HRM, Cultural Management, International Business, Entrepreneurship etc.
- **Excellence tracks recognized by the greatest companies:** Audit, Leadership, Entrepreneurship etc.
- **Work experiences:** 12-month work placements in total and an optional gap year
- **Study abroad opportunity** in 1 of our 160 partner universities
- **Double degree opportunity:** study a full MSc programme at Master 2 level



## SPECIALISED PROGRAMMES



### HOW TO APPLY?

- ▶ For Master in Management: apply on Pass-World : [www.pass-world.com/en/](http://www.pass-world.com/en/)
- ▶ For Bachelor, MSc and Specialised Master: apply directly to BSB

# WELCOME TO FRANCE!

France is the world's third-ranked destination for international students!



**Quality of its higher education**



**Great art of living**



**Ideal situation in Europe**



**Economic Dynamism**



**International prestige**

Located in the eastern part of France, between Paris and Lyon, Burgundy is one of the most beautiful areas in France, a must-see region for wine, nature and culture enthusiasts!

## BSB CAMPUSES IN FRANCE

**In Dijon, a modern campus in the heart of the city**

- The historic capital of Burgundy with a rich architectural and cultural heritage
- One of the Top 3 best French cities to study in
- An ideal location between Paris and Lyon, easily accessible (1h30 from Paris)
- A green place, convivial and affordable for students

**In Lyon, modern facilities in the new business centre of the city**

- A European metropolis frequently rated the most attractive city in France
- A cosmopolitan and affordable city for students
- 2<sup>nd</sup> 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



# BSB'S FRENCH EXPERTISE IN WINE AND CULTURE

For students who wish to turn their passion into a career



## WINE & SPIRITS MANAGEMENT

Our School of Wine & Spirits Business is a unique institution in the world offering 3 practice-oriented postgraduate programmes

- For students with no prior experience in the field: a MSc degree in Wine Management taught in English in Dijon,
- For students with prior experience: a MSc degree in Wine Business (in English) and a Specialised Master in International Wine & Spirits Trade (in French) both in Dijon

## CULTURAL MANAGEMENT

Two degree programmes for students who want to work in the cultural and creative industries, both at a national and an international level

- For French speakers, a Specialised Master in Management of Cultural and Creative Industries in the very heart of Paris
- For English speakers, a MSc degree in Arts & Cultural Management located in Dijon

**FOR MORE INFORMATION:** [info-international@bsb-education.com](mailto:info-international@bsb-education.com) - Tel: +33 (0) 380 725 970

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**STAY CONNECTED**

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