Join us in France

LEAD FOR CHANGE
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

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)

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

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
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 viniculture
• 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

### Students with 2 years of studies in Marketing/Business related subjects

<table>
<thead>
<tr>
<th>Programme at BSB</th>
<th>Teaching Language</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd year Bachelor in Marketing and Business - Core courses*</td>
<td>French or English</td>
<td>Dijon or Lyon</td>
</tr>
<tr>
<td>3rd year Bachelor in Marketing and Business - International Business** / Wine Tourism**</td>
<td>English</td>
<td>Dijon</td>
</tr>
<tr>
<td>3rd year Bachelor in Marketing and Business - Marketing and Business Development***</td>
<td>French</td>
<td>Lyon</td>
</tr>
<tr>
<td>3rd year Bachelor in Marketing and Business - International Business** / Digital marketing***</td>
<td>English</td>
<td>Lyon</td>
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</tbody>
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### Students without any knowledge in Business

Grande Ecole Programme: Introduction Year to Business & Management

<table>
<thead>
<tr>
<th>Teaching Language</th>
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</thead>
<tbody>
<tr>
<td>French or English</td>
<td>Dijon</td>
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</tbody>
</table>

### Students with 2 years of studies in Marketing/Business related subjects

Grande Ecole Programme: Master in Management Year 1

<table>
<thead>
<tr>
<th>Teaching Language</th>
<th>Campus</th>
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</thead>
<tbody>
<tr>
<td>French or English</td>
<td>Dijon</td>
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## STUDY PROGRAMMES AT BSB

### Students with an Undergraduate degree in Business related subjects

<table>
<thead>
<tr>
<th>Programme at BSB</th>
<th>Teaching Language</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grande Ecole Programme: Master in Management Year 2</td>
<td>French or English</td>
<td>Dijon</td>
</tr>
<tr>
<td>MSc Corporate Finance and Investment Banking</td>
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<tr>
<td>MSc Global Marketing and Negotiation</td>
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<tr>
<td>MSc International Business Development</td>
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<tr>
<td>MSc Arts and Cultural Management*</td>
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<tr>
<td>MSc Wine Management - Subject to approval*</td>
<td>English</td>
<td>Lyon</td>
</tr>
<tr>
<td>MSc Data Sciences and Organisational Behaviour</td>
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<tr>
<td>MSc Digital Leadership*</td>
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## 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](http://bsbu.eu)
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 under “Exchange students”.

COST OF LIVING

<table>
<thead>
<tr>
<th></th>
<th>Dijon</th>
<th>Lyon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>500</td>
<td>550</td>
</tr>
<tr>
<td>Daily expenses</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>(food, medical care, transport, etc)</td>
<td></td>
<td></td>
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<tr>
<td>TOTAL*</td>
<td>800</td>
<td>850</td>
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* 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