



POSTGRADUATE 2021

MASTER IN MANAGEMENT





BSB: INSPIRING CHANGE

Today's fast-paced world is forcing business professionals to reinvent models, processes and systems at speeds never seen before. As companies respond to pressures to adjust to technological, financial and organisational changes, they're looking to the next wave of graduates to share new ideas and find solutions to make a positive impact.

At BSB, we shape you to become an agile manager and leader, able to create new ways of working and to adapt and evolve in a global environment. Our programmes are built around immersive challenges, pushing you to solve real-world problems and create sustainable business models that put economic, social and environmental values at the heart of innovation.

Through it all, we stay by your side at each stage of your development, to encourage, support, and bring out the best in you. Together, we'll do more than just anticipate change; we'll inspire it.

Stéphan Bourcieu
BSB Dean

EXPERIENCE THE FRENCH TOUCH AT BSB

France is a multicultural and open society, proud of its history and yet simultaneously 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.



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

Burgundy is home to some of the world's largest multinational companies operating in a variety of industries. Due 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



Carrefour

L'ORÉAL
PARIS

LVMH
MOËT HENNESSY • LOUIS VUITTON



RENAULT



SAINT-GOBAIN



URGO



vallourec



Veepee





BURGUNDY: FINE WINES AND MUCH MORE

One of the most dynamic regions in France, Burgundy is ideally located with Switzerland, Italy, Germany, Luxembourg, and Belgium right on your doorstep.

Living in Dijon, you will have easy access to major highways and the SNCF railway station.



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 classified as a UNESCO World Heritage Site in 2018.

Extending over 1247 plots of vines, each estate is more prestigious than the other. Imagine spending your weekends discovering vineyards that are over 200 years old through the prestigious “Route des Grands Crus” and walking amongst the grapes that will produce vintages reserved for the wealthiest clientele in the world such as Romanée Conti, Château de Pommard, or Clos de Vougeot.





#WE
ARE
BSB

MANGO

LONGCHAMP

DIJON, THE FEEL GOOD EFFECT

Capital of one of France's 13 regions, Dijon is a dynamic, young metropolis where you can easily walk to the city's many attractions such as concerts, shows, festivals, exhibitions, museums, and nightlife. You'll be thrilled by the amount and diversity of activities you can enjoy in between your classes - there's always something new to discover!



DIJON,
2nd MOST
POPULAR CITY
TO STUDY
IN FRANCE

Étudiant - « Student Life » criteria - Sept. 2019



ARE YOU A FOODIE?

True to the French gastronomic tradition, alongside elegant restaurants and wine bars, Dijon also offers laid back places to enjoy coffees, sweet treats, classic burgers, and pizza.



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.





JOIN OUR INTERNATIONAL COMMUNITY

With 66 nationalities represented on campus and 500 international students each year, BSB has a long tradition of international openness.

In 2018, BSB was one of the first institutions to receive the Bienvenue en France label. Awarded by Campus France, it recognises our quality and accessibility of information, facilities, training opportunities, housing, campus life, and alumni relations.



A VERY UNIQUE STUDY ENVIRONMENT

DIJON: A CITY MADE FOR STUDENTS

Located in the heart of the city centre of Dijon, BSB's campus is a stimulating place to study, entirely redesigned for the student's experience:

- Trading Room
- Arts and culture area
- Student Lounge
- Gym
- Music studio
- Dance studio
- Zen Room
- Lounge area
- Green Park
- The Entrepreneurial Garden

Very close to the train station, the campus is accessible on foot or by public transport. Student housing, shops, cafés, restaurants: no need for a car, you have everything within easy reach.

PARIS & LYON

BSB also have a campus in Lyon and one in Paris, available for some specific programmes.

Contact us for more information



THE LEARNING CENTER

BSB's Learning Centre offers an exceptional work environment, facilitating creative interactions and knowledge-sharing.

- Creativity Hub - an ideal space for group work
- Career Centre - get 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 gives students an insider's view on a real trade centre with the latest Bloomberg technology.



 Explore our Dijon Campus
Click to see the video



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, BSB has been reinventing itself, offering its students a unique way of understanding the world and preparing them for the jobs of tomorrow.

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.

*Meet-Up with Pauline Laigneau, founder of Gemmyo,
the first French online jewellery company*



Muhammad Yunus, Nobel Peace Prize 2006



A GLOBAL VISION

At BSB we encourage knowledge sharing and open-mindedness, so we regularly organise meetings and conferences with prestigious international speakers such as:

- Rigoberta Menchu, Nobel Peace Prize 1992;
- Vernon Smith, Nobel Prize in Economics 2002;
- Muhammad Yunus, Nobel Peace Prize 2006.



INTERNATIONAL FACULTY

BSB has ten programmes which are fully taught in English and 39% of our professors are international.

Every year BSB organises the Weeks of Excellence, during which 40 prestigious speakers come to give more than 50 course modules. These speakers represent renowned international universities such as:

- Harvard Faculty of Arts and Sciences (USA);
- University of North Texas (USA);
- Brock University (Canada);
- Curtin University of Technology (Australia);
- University of Stellenbosch Business School (South Africa).

BSB ON THE RISE

- BSB is in the Top 100 of the Financial Times ranking, the reference point for all international business school rankings. Four years after its first appearance, BSB confirms its place in the Top 80 worldwide (74th) and continues its dynamic growth. Our position marks an increase of five places over the previous edition, and is the third highest increase among all French ranked business schools.
- We have gained five places in eight years and are firmly in the Top 15 Business Schools in France according to the SIGEM ranking, the most famous ranking given by students from preparatory classes.
- BSB has been awarded the title of HappyAtSchool® 2020, which reflects the level of satisfaction of students and alumni with higher education establishments based on various criteria including facilities and environment, education, student life, relations with companies, and confidence in the future.



RECOGNITION IN FRANCE AND FAR BEYOND



AACSB
ACCREDITED



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.



CONFÉRENCE DES
GRANDES
ÉCOLES

We are proud members of the prestigious Conférence des Grandes Ecoles, the accrediting body recognised by the French Ministry of Education, which gathers the 40 most recognised schools in France.



BSB's Master in Management – Grande Ecole programme is accredited by the French Ministry of Higher Education, Research and Innovation.

TAP INTO YOUR ENTREPRENEURIAL SPIRIT

Whether you know you want to run your own business someday or you'd like to explore your options, BSB will help you acquire the right skills and mindset to take the next step. The Entrepreneurial Garden (TEG) acts like an incubator, giving you all the tools, connections and support to make your dream come true.



We guide you through two phases of business development:

PRE-INCUBATION

- Measure your ability to become an entrepreneur
- Develop your ideas and establish the viability of your business concept
- Write your business, sales, and marketing plans

INCUBATION

- Test your products or services in the field
- Start the process of officially setting up your business

RESOURCES WE OFFER TO ALL OUR STUDENTS:

- Weekly workshops on various topics such as management, creativity, business models, or business planning.
- A monthly lunch open to project owners as well as active entrepreneurs, industry professionals and potential investors.
- Personalised coaching for project owners, allowing them to develop their business to the best of their ability and to be connected with potential partners and mentors.
- Facilities and tools: working space with equipment (phone, computer, internet access), a meeting room and a kitchen area.
- A team of more than 30 experts including researchers, teachers, coaches, supervisors, legal partners, lawyers and accounting experts. BSB also offers access to a network of local entrepreneurs and angel investors.





Chiang Mai - Thailand

LET'S GO ABROAD

BSB's global network enables you to explore the world and further enhance your international experience. Our Master's programmes offer you the opportunity to study abroad for one semester or to obtain a dual-degree with one of our partner institutions.

We'll advise you on the best match, guide you through the process, and help organise the details such as accommodation or paperwork.

180 PARTNERS UNIVERSITIES AROUND THE GLOBE

- Dual degree
- Study semester

NORTH AMERICA

Canada

- Laurentian University - Ontario ●
- Memorial University of Newfoundland - St John's ●
- Université du Québec à Chicoutimi (UQAC) ●
- Université du Québec en Outaouais (UQO) - Gatineau ●
- University of New Brunswick, Fredericton ●
- University of the Fraser Valley - British Columbia ●
- Vancouver Island University - Nanaimo, British Columbia ●

Mexico

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

United States

- Montana State University - Bozeman ●
- Stetson University - Deland, Florida ●
- Texas Christian University - Fort Worth ●
- University of North Texas - Denton ●
- Virginia Polytechnic Institute and State University - Blacksburg ●

SOUTH AMERICA

Argentina

- Pontificia Universidad Católica Argentina (UCA) - Rosario ●

Brasil

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

Chile

- Universidad Técnica Federico Santa María - Valparaíso ●

Peru

- Universidad de Piura (UDEP) - Lima ●

Uruguay

- Universidad de Montevideo ●

EUROPE

Austria

- MCI Management Center Innsbruck ●

Finland

- JAMK University of Applied Sciences, Jyväskylä ●
- Lappeenranta University of Technology ●

Germany

- Hochschule Harz - Wernigerode ● ●
- Katholische Universität Eichstätt - Ingolstadt ●

Great Britain

- Nottingham Trent University ● ●
- Oxford Brookes University ●

Hungary

- Corvinus University of Budapest ●
- University of Pécs ●

Ireland

- Dublin City University ●
- National University of Ireland Galway (NUI Galway) ● ●

Italy

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

Russia

- RANEP 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 ●

AFRICA

South Africa

- University of Stellenbosch ●

ASIA

China

- Capital University of Economics and Business (CUEB) - Pékin ●
- Shanghai University of International Business & Economics (SUIBE) ●

Indonesia

- Universitas Gadjah Mada - Jakarta et Yogyakarta ●

Japan

- Akita International University ●

Malaysia

- Taylor's University - Kuala Lumpur ●

Singapore

- Nanyang Technological University ●

South Korea

- INHA University - Séoul ●
- Hanyang University - Séoul ●

MIDDLE EAST

United Arab Emirates

- Abu Dhabi University - The College of Business Administration ●

OCEANIA

Australia

- Curtin University - Perth ●
- The University of Newcastle ●



SEE THE COMPLETE LIST OF OUR PARTNER INSTITUTIONS AT WWW.BSB-EDUCATION.COM

GAIN PROFESSIONAL EXPERIENCE RIGHT FROM THE START

Internships in companies, field trips, and meetings with professionals are an integral part of our programmes. At BSB, we provide you with the soft skills and knowledge to make you agile and responsible managers and to boost your employability.

BSB CAREER BOOSTER

Individual coaches will help you enhance your employability and put you in contact with employers via dedicated company meetings and recruitment forums.

We also run thematic workshops to help you:

- Search for internships and jobs.
- Build an attractive CV.
- Activate your network via LinkedIn.
- Practice for interviews.

TALENT BOOSTER

Self-development is the key to a fulfilling academic and professional career. BSB brings in experts and professionals from the business world to support you throughout your studies, helping you identify your talents, find a career path that suits your personality, and build upon your unique strengths.

LEADERSHIP PROGRAMME

BSB trains you to join the graduate programmes of large companies. Our selective leadership coaching programme helps you to strengthen your assertiveness, your emotional intelligence and your ability to evolve in an uncertain environment.

Our approach is based on an immersive pedagogy that will confront you with situations of group decision-making or crisis management. The exchanges and personalised work with our coaches will allow you to implement an authentic leadership style, in line with your values and personality.

BSB STUDENTS HAVE RECEIVED JOB

OFFERS FROM TOP GLOBAL COMPANIES

altran

BP
BANQUE POPULAIRE
BOURGOGNE-FRANCHE-COMTE
FINANCE
POPULAIRE
ADDITIONNER LES FORCES. MULTIPLIER LES CHANCES

CHANEL

HAYS Recruiting experts
worldwide

HARIBO

HERMÈS
PARIS

IBM

innocent

Johnson & Johnson

Kellogg's

KPMG

LVMH
MAISON MARTIN MARGIELA
LOUIS VUITTON



*Hum'India Student Union
Humanitarian mission in India with The Blue Turtle Centre NGO*

LIVE YOUR BEST STUDENT LIFE

Culture, sport, media, business - with over 25 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 skills.

BSB students regularly organise events like Welcome Weekends, the Christmas Gala, inter-school competitions, and volunteer projects to support humanitarian or environmental causes.

All BSB student unions are committed to having a positive impact and encouraging diversity. They organise solidarity events such as Disability Day, blood donations, or campaigns to prevent the dangers of alcohol abuse during parties.

Learn more about BSB Student Unions



BSB: THE PEDAGOGY THAT MAKES THE DIFFERENCE



INDIVIDUAL ATTENTION

We strongly believe that students thrive in an academic environment which is focused on personalised learning and customised support.

- Classroom courses only - no large lecture halls
- An average of 1 teacher for every 35 students
- 83 professors and 450 expert speakers
- E-learning only in support of courses
- A safe, walkable campus for 2800 students

WE STAY BY YOUR SIDE

At BSB, we offer the coaching and support you need to help find your purpose and fulfil your role in society, in your community and in a company or organisation.

Throughout your time at BSB, we help you to:

- Search for company internships.
- Prepare for your international trips.
- Choose academic courses.

THE DIFFERENCE BETWEEN OUR 2-YEAR MASTER IN MANAGEMENT AND OUR 1-YEAR SPECIALISING MASTERS OF SCIENCE (MSc)

THE MASTER IN MANAGEMENT IS AN ACADEMIC DEGREE OF 120 CREDITS THAT:

- requires a 3-year bachelor's degree
- provides you with a solid academic background taught by professors and business professionals
- offers you up to 14 months of work experience
- is recognised by the French government and worldwide, enabling you to apply for a PhD at any French or international university
- is fully recognised for internships and jobs opportunities

THE 1-YEAR MSc PROGRAMMES ARE PROFESSIONALISING DIPLOMAS OF AT LEAST 60 CREDITS THAT:

- require a 4-year bachelor's degree
- provide you with strong practical knowledge and a high level of expertise enabling you to enter the job market right away
- offer numerous field trips in France and internationally
- do not give you direct access to a PhD but are fully recognised for internships and job opportunities



A WORLD OF OPPORTUNITIES AWAITS YOU

Thanks to our immersive teaching methods, our programmes give you immediate exposure to the real world of business through field trips, case studies, training simulations, and meetings with professionals. With a strong knowledge base and practical experience under your belt, you'll hit the ground running upon graduation.

TAKE YOUR CAREER TO THE NEXT LEVEL

Thanks to our close ties with the business world, BSB allows you to deepen your knowledge of how certain sectors or business models work, and to develop your personal strengths even further.



MASTER IN MANAGEMENT – GRANDE ECOLE PROGRAMME



BSB's Master in Management – Grande Ecole programme is accredited by the French Ministry of Higher Education, Research and Innovation.

THE CRÈME DE LA CRÈME OF POSTGRADUATE QUALIFICATIONS

As the most prestigious degree of its kind in France, this programme is renowned for its high standards and intense academic rigour. For the past four years, BSB's Master in Management has been included in The Financial Times "Top 100 Best Masters in Management" ranking (74th) and continues to gain places every year.

If you are looking for a dual degree, you can combine our Master in Management with one of our 7 Masters of Science or our MS MECIC.

- Taught in English or French
- 2-year programme
- 120 ECTS
- Intake: September
- €11,500 / year
- Campus: Dijon

YEAR 1

- Learn the basics of marketing, management, finance, and information systems.
- Choose elective modules to suit your interests.
- Receive group and individual coaching to identify your strengths and career paths.

YEAR 2

- Strengthen your knowledge via specialised modules.
- Apply your skills in the business world through a practical internship or work-study placement.

THE GAP YEAR - MASTER'S WITH WORK EXPERIENCE

The Master in Management is usually a two-year degree, however, you have the possibility to take an optional gap year at the end of the first semester. This adds a full year of work experience before you begin your second semester, and once your gap year finishes, you resume your degree programme and begin the second semester.

If you are fluent in French, then this is an excellent opportunity to gain insight into a company's day-to-day operations, build or reinforce your professional experience, and boost your employability.

CHOOSE YOUR OWN PATH

CLASSIC ROUTE

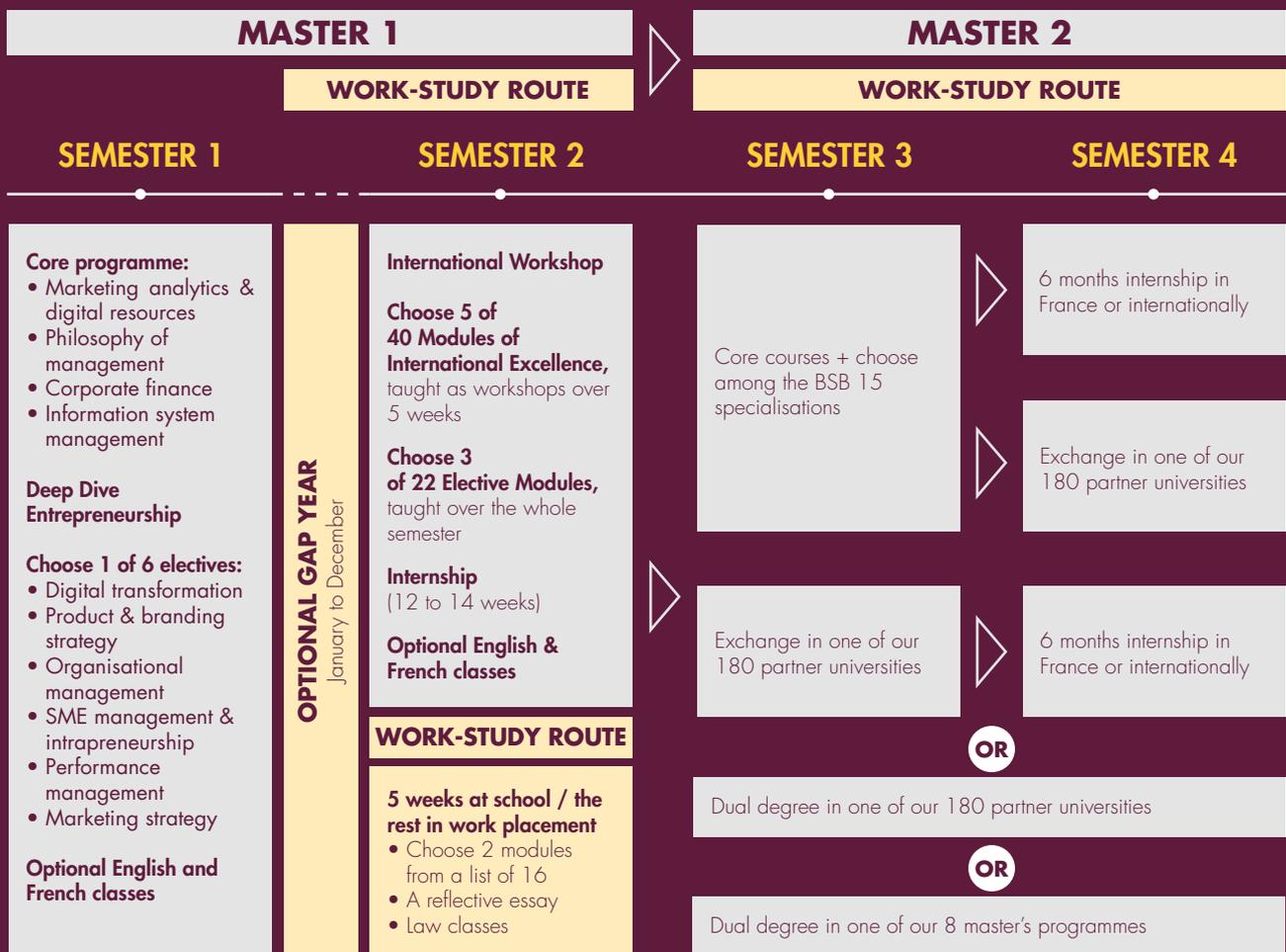
Master 1 / Semesters 1 & 2
Master 2 / Semesters 3 & 4

WORK-STUDY ROUTE

Master 1 / Semester 1
Gap year with work placement
Master 1 / Semester 2
Master 2 / Semesters 3 & 4



See the whole Master in Management programme and the list of modules here



A TAILOR-MADE PROGRAMME FOR A UNIQUE PROFESSIONAL CAREER

MASTER OF SCIENCE

- MSc Artificial Intelligence & Digital Technology Management
- MSc Arts & Cultural Management
- MSc Corporate Finance & Investment Banking
- MSc Data Science & Organisational Behaviour
- MSc Global Sustainable Entrepreneurship
- MSc Green Tech & Sustainable Societies
- MSc Luxury Management & Innovation
- MSc Wine Management

SPECIALISED MASTER'S (Taught in French)

- MS International Trade in Wine & Spirits (MS CIVS)
- MS Management of Cultural Enterprises & Creative Industries (MS MECIC Paris)

CHOOSE FROM OVER 45 MODULES OF INTERNATIONAL EXCELLENCE:

- Are arts and culture organisations different from other organisations?
- Becoming a cultural leader
- Brand management
- Business innovation through blockchain
- Business opportunities in emerging markets
- Competencies for personal & professional success
- Conflict management skills
- Corporate strategy and sustainability
- Creating value through customer engagement
- Crisis management
- Cross-cultural management
- Decisions, emotions and uncertainty
- Doing business in Latin America
- Economics and management of urban cultural capitals
- Entrepreneurship, management and business

- strategy in a global context
- Fashion and society
- Fundamentals of entrepreneurship
- Games and strategies for business
- General management simulation
- Entrepreneurship in theory and practice
- Global business
- Intercultural competences
- International finance
- International management and organisational structures
- International wine and spirits marketing/communications with a focus on China
- Introduction to project management
- Investing in stock markets
- Leadership, strategy, and decision making
- Luxury brand management
- Management of responsible organisations "MORO"
- Managing wine tourism services: branding and delivery
- Managing change and transformation of archaic industries in VUCA environment
- Marketing for entrepreneurs
- Microfinance
- Mobile engagement and marketing
- New product development
- Reputation management for the modern business
- Smart marketing for entrepreneurs
- Sports marketing in the context of globalisation
- Strategic management and business model innovation
- Strategic management of innovation (SMOFI)
- Strategies of value creation on the internet
- Value and values of art markets: organisation, economics, management and stakeholders
- Video game markets and marketing
- Wine and food tourism marketing

6 EXPERTISE AREAS TO THRIVE IN WHAT YOU LOVE

FINANCE, ACCOUNTING, AUDITING & CONSULTANCY



Path of Excellence

- AuditExpertise-Conseil
- Finance

Specialisations

- AuditExpertise-Conseil
- Contrôle financier
- Banque et Gestion du Patrimoine
- Finance d'Entreprise
- Corporate Finance 

Master of Science (MSc)

- MSc Corporate Finance and Investment Banking 

International Dual Degrees (examples)

- Master of Science International Finance & Investment, Northumbria University - Newcastle, United Kingdom
- Master of Arts Controlling Finance and Accounting, Hochschule Pforzheim - Germany
- Maestría en Finanzas, EGADE Business School - Monterrey, Guadalajara, Santa Fe, Mexico



ENTREPRENEURSHIP & INNOVATION



Path of Excellence

- Créativité & Innovation

Specialisation

- Entrepreneuriat et Management de PME

Master of Science (MSc)

- MSc Global Sustainable Entrepreneurship 

International Dual Degrees (example)

- Master of Arts in Industrial Sales and Innovation Management, HTW - Berlin, Germany

WINE MANAGEMENT



Master of Science (MSc)

- MSc Wine Management 

International Dual Degrees (examples)

- Hochschule Geisenheim University, Germany
- Taylor's University (Hospitality Management) - Kuala Lumpur, Malaysia



ORGANISATIONAL MANAGEMENT



Path of Excellence

- Data Science 

Specialisations

- International Business 
- Ressources Humaines
- Data Science and Organisational Behaviour 

Master of Science (MSc)

- MSc Data Science and Organisational Behaviour 

International Dual Degrees (examples)

- Master in International Management, Ranepa IBS - Moscow, Russia
- MBA programme in International Management, Fu Jen Catholic University - Taiwan
- Master of Business Administration, SolBridge International School of Business - Daejeon, South Korea



ARTS & CULTURAL MANAGEMENT



Path of Excellence

- Culture

Specialisation

- Arts & Cultural Management 

Master of Science (MSc), Specialized Masters (MS)

- MSc Arts & Cultural Management 
- MS MECIC Paris - Management of Cultural Enterprises & Creative Industries - Paris Campus

International Dual Degrees (example)

- JAMK University of Applied Sciences - Jyväskylä, Finland



MARKETING



Path of Excellence

- Stratégie Commerciale / Marketing

Specialisations

- Stratégie Commerciale
- Distribution Achats
- Marketing Produit et Communication
- Communication - Événementiel
- Global Marketing 
- Digital Leadership - Lyon Campus 

Master of Science (MSc)

- MSc Luxury Management & Innovation 
- MSc Digital Leadership - Lyon Campus 

International Dual Degrees (examples)

- Master in Fashion and Luxury Management, LUISS Business School - Rome, Italy
- Master of Science Digital Marketing, Northumbria University - Newcastle, United Kingdom

A B2 language level is required for specialisations taught in French.

See the full list of our Elective Modules here







MORE THAN **16,000**
GRADUATES 

93% OF OUR GRADUATES
FOUND A JOB IN LESS
THAN 6 MONTHS

UP TO **€41,000**
AVERAGE GROSS ANNUAL SALARY AFTER GRADUATION

UP TO **€48,000**
AVERAGE GROSS ANNUAL SALARY AFTER
GRADUATION FROM THE MASTER IN MANAGEMENT

YOUR VERY OWN BSB ALUMNI NETWORK

You'll join our community of more than 16,000 graduates worldwide, which gives you support, knowledge-sharing and partnership opportunities throughout your career.



NICOLAS LAINÉ

BSB'12

MSc Wine Management's graduate
Export Manager, Wine Tourism & Events
Manager - Château de Meursault

Among the three existing programmes on the French market, only the MSc Wine Management really met my expectations: a training totally in English to acquire technical and business vocabulary, an imperative in an environment where most of the transactions are done at an international level; cultural and professional diversity in our class, a real strong asset because there is an undeniable cultural component in the tasting of a wine, which generates rich and very formative exchanges to understand the specificities of different markets.

I like the wine-making approach which is deeply rooted in the Burgundy terroir. It is a region that fascinates me: it produces some of the best wines in the world, from only two grape varieties, Pinot and Chardonnay. All this in a rather small geographical space, and yet it brings out an incredible mosaic of wines. I am touched by the humility of these winemakers who have a real sensitivity. ”



CÉCILE DUCROT-LOCHARD

BSB'97

Master in Management's graduate

I have been committed for years to show that luxury and sustainable development are compatible. I spent five years at HSBC dealing with socially responsible investments. One day, I brought Lafarge in, which had a brand new partnership with WWF. It was a trigger for me: I told myself that this kind of association needed profiles like mine to develop, and I made a spontaneous application and that was the beginning of my journey with non-profit organisations. First in charge of corporate partnerships, I became Director of Philanthropy and responsible for the "Luxury & Environment" programmes. I decided to leave WWF to devote myself to writing, and Luxury and Sustainable Development, the new Alliance came out in 2011. At the same time, I set up a consulting firm, Citizen Luxury. Today, I am still at the head of this firm, and I have also just joined LVMH as Communications Director of the new cosmetics house born in early 2016, Cha Ling, incubated by Guerlain. I am delighted to join an initiative that blends luxury and sustainable development and dares to communicate on the subject. ”



JOIN OUR GRADUATE PROGRAMMES

ALL-INCLUSIVE TUITION FEES

Tuition fees are guaranteed for the entire duration of the graduate programmes. They include:

- Courses and lectures
- Field-trips costs (when applicable)
- Access to our campus and our Learning Centre

LANGUAGE SUPPORT

- International semesters (when applicable)
- Language tests and preparation for IELTS, TOEIC, or CECRL
- 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: International Relations, Schooling, Career Booster, Development and Personal Support department.
- Access to our alumni network of more than 16,000 graduates

REQUIREMENTS

Academic and language requirements may vary between programmes but are generally as follows:

| PROGRAMME | ACADEMIC REQUIREMENTS | LANGUAGE REQUIREMENTS |
|---|-----------------------|-------------------------------------|
| Masters in Management MSc programmes | Bachelor's degree | English: IELTS : 6.0 French : B2 |
| MS programmes | Master's degree | |

Apply on our website



HELP IS ALWAYS AT HAND

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.

HEALTH CARE

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.



Watch our video to see what happens during Welcome Week



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.

Get some tips to prepare for your new life in France



BSB PROGRAMMES

- Bachelor in Management
- Master in Management – Grande Ecole Programme
- MSc Luxury Management & Innovation
- MSc Artificial Intelligence & Digital Technology Management
- MSc Arts & Cultural Management
- MSc Corporate Finance & Investment Banking
- MSc Global Sustainable Entrepreneurship
- MSc Green Tech & Sustainable Societies
- MSc Data Science & Organisational Behaviour
- MSc Wine Management

- MS CIVS
- MS MECIC Paris

- MBA Wine & Spirits Business

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