

BSB - BURGUNDY SCHOOL OF BUSINESS

Spring 2026 – Student XP, Course offer and Nomination process





BSB TRIPLE ACCREDITED







Among the

of business shools in the world to be triple accredited!







IN STUDENT SATISFACTION

HAPPY AT SCHOOL RANKING 2022 & 2023



BSB RANKED IN THE GLOBAL
TOP 50





AT BSB,

students are encouraged to toughen up



Maximum 40 students for 1 professor

No lecture hall classes



Teaching methods that
foster professional practices
in students and the
necessary confidence to
quickly evolve in the
corporate world



by specific
sector evolution
and BSB's reseachers'
work



sharing experiences, discovering new business models, civic engagement...





AT BSB, expertise is widely diversified recognises

4 EXPERTISES IN THE TOP 3 « GRANDES ECOLES » BUSINESS SCHOOLS*











AT BSB,

students develop the skills to work abroad

200+ INTERNATIONAL PARTNERS

Including 68% accredited institutions



40%+ INTERNATIONAL PROFESSORS

To discover different work methods



80+ STUDENT NATIONALITIES

To learn about and experience different cultures



90% OF OUR PROGRAMMES OFFERED IN ENGLISH

To be able to work anywhere in the world









BSB'S **DEGREE PROGRAMMES**

Business UG students

Business PG students (with interview)

Non-Business UG students



Key information about student mobility at BSB

Regular and International students in the same classroom

Your students will study with our enrolled students (except for French language classes) and enjoy the academic, language and cultural immersion. There are no programme specifically set up for international students (whether they're degree seeking, exchange or double degree students)

BSB accepts exchange students after only 2 semesters of higher education

who want to enjoy the French experience, or try out new subjects. This can be interesting for your students: BSB offers a variety of opportunies for all students with different backgrounds: language, psychology etc

BSB accepts exchange students with no business background

(French track only, in Spring 2026)



Academic advice on mobility: **3 steps before applying**

Step 1

Identify the right programme

Step 2

Select the right courses (credits)

Step 3

Nominate student via BSB link.

Contact person for all questions regarding the programme selection:



Academic advice on mobility:

3 steps before applying

Step 1

Identify the right programme

Students must be informed early since course flexibility is limited later. Start from the student's background and match it with the right programme using the course list. Mixing two programmes or two languages is not allowed.

Step 2

Select the right courses (credits)

Each semester offers 23-46 ECTS credits, but mixing courses across programmes, specialisations, years, or languages is not allowed.

Specializations may not open if there aren't enough enrollments.

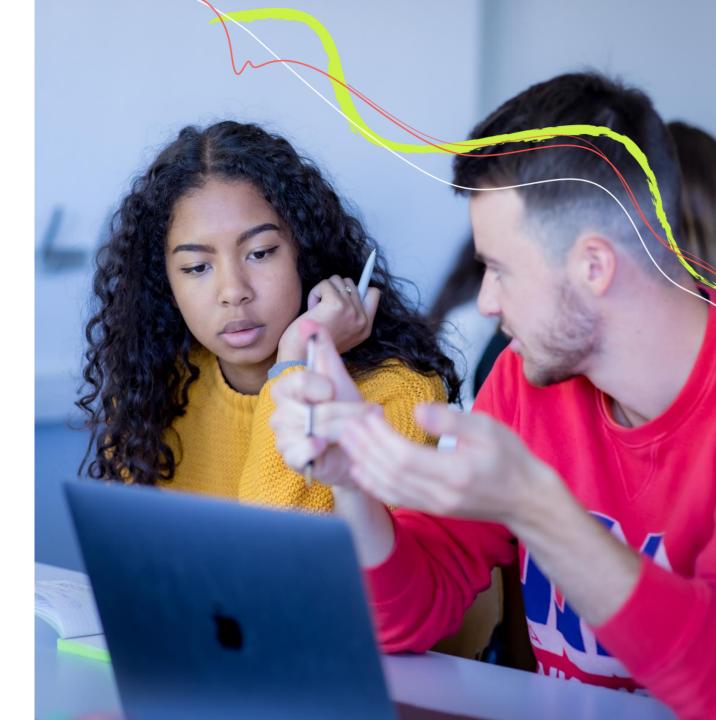
MSc students must take all courses in the semester without selecting only a few.

Excellence in Pedagogy modules have limited seats, allocated on a first-come, first-served basis.

Nominate student via BSB link.

See slide about the nomination process

Contact person for all questions regarding the programme selection: XXXX



BSB PROGRAMMES OPEN TO EXCHANGE STUDENTS

AY 25/26

Spring semester

UNDERGRADUATE



MASTER IN MANAGEMENT Intro Year to Business and First Year Dijon & Lyon Campus

ONE programme ONE language **ONE** campus*

POSTGRADUATE



MSc INTERNATIONAL BUSINESS DEVELOPMENT

Dijon Campus

MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR Dijon Campus

MSc CORPORATE FINANCE & INVESTMENT BANKING

Dijon Campus

MSc LUXURY MANAGEMENT & INNOVATION

Dijon Campus



Lyon campus



MSc WINE MANAGEMENT

Dijon Campus

MSc ARTS & CULTURAL MANAGEMENT

Dijon Campus



- Programme at BSB:
 Bachelor in Management Year 2
- Campus:
 Dijon or Lyon
- Semesters:
 Spring



	Teaching language	ECTS	
CORE COURSES			
Distribution	FR/ENG	2	
Ecological transition	FR/ENG	2	
B To B Sales Methods	FR/ENG	4	
Introduction to Corporate Finance	FR/ENG	4	
Innovative & Sustainable Entrepreneurship	FR/ENG	3	
Business English (possible alternative : English project for Native speakers)	ENG	1	
Second Foreign Language	FR/GER/IT/SPA/ICHI	1	
ELECTIVE MODULES (CHOOSE ONE ONLY)			
Art & culture (FR Dijon - FR + ENG Lyon)	FR/ENG		
Web module	ENG	3	
Introduction to Wine Industry (Dijon)	ENG		
INTERNATIONAL SEMINAR (courses opent to Bach 2 and Bach 3 students - block weeks in April)			
Digital communication (IS)	ENG	3	
Human Resources practices (IS)	ENG	3	
Management challenge (IS)	ENG	2	
Artificial Intelligence in Business (IS)	ENG	2	
Intercultural Management and Communication S2	ENG	4	
French culture & society S2	ENG	4	
EA Final Report (Business Report)	FR/ENG	4	
TOTAL S4		42	



- Programme at BSB:
 Bachelor in Management Year 3
- Campus:
 Dijon or Lyon
- Semesters:
 Spring



		Teaching	
		language	ECTS
Business English S6 (optional no credi	t)	ENG	2
Second Foreign Language		FR/GER/IT/SPA/I CHI	2
Management challenge (IS)		FR/ENG	2
Human Resources practices (IS)		FR/ENG	3
Intercultural Management and Comm	nunication S2	ENG	4
French culture & society S2		ENG	4
International issues		FR/ENG	2
Initiation to research			4
Academic research paper			14
EA Final Report (Business Report)		FR/ENG	4
SPECIALISATIONS (CHOOSE ONE ONL	Y - 4 courses)		
	WT: Direct Wine Sales	ENG	3
Wine Tourism (Dijon)	WT: Professional wine tourism experience	ENG	3
Wille Tourisi (Dijoli)	WT: Tourism Marketing	ENG	3
	WT: Viticulture, Oenology, Sensory analysis	ENG	3
	IBM: Administration	ENG	3
	IBM: Finance	ENG	3
International Business Mngt (Dijon)	IBM: Human Ressources	ENG	3
	IBM: Marketing Strategy and Operations	ENG	3
	DW : Data Analysis and Visualization	ENG	3
Data and Web (Dijon)	DW : Data coding Languages For Business	ENG	3
	DW : Internet and Data	ENG	3
	DW : Data Projects For Business	ENG	3



- O Programme at BSB:
 Bachelor in Management Year 3
- Campus:
 Dijon or Lyon
- Semesters:
 Spring



	DM : Digital Entrepreneurship	ENG	3
Digital Management (Lyon)	DM : Digital Design	ENG	3
	DM : Digital Strategy	ENG	3
	DM : Digital marketing	ENG	3
	ISM : Global value chain management	ENG	4
International Sustainable	ISM : Financial and Non-financial Performance Evaluation	ENG	2
Management (Lyon)	ISM : Global Sustainability Communication	ENG	3
	ISM : Management of Local and Global stakeholders	ENG	3
	BD : Management de la Relation Client	FR	4
Dusiness Day (Diian)	BD : Field Trip & Experience	FR	3
Business Dev (Dijon)	BD : Décisions d'achat	FR	2
	BD : Pilotage du Développement Commercial	FR	3
	Luxe/Premium : Communication et image(s) de marques	FR	4
	Luxe/Premium : Distribution, retail et merchandising	FR	2
Luxe et Premiumisation (Dijon)	Luxe/Premium : Expérience client, vente et services	FR	2
	Luxe/Premium : gestion opérationnelle de la marque ET introduction à l'histoire du Luxe	FR	4
	DM : Entrepreneuriat Digital	FR	3
Management digital (Lyon)	DM : Stratégie Digitale	FR	3
Management digital (Lyon)	DM : Design Digital	FR	3
	DM : Marketing Digital	FR	3



- Programme at BSB:
 Master in Management Year 1
- Campus:
 Dijon or Lyon
- Semesters:
 Fall / Spring / Full year exchange

Exchange students might choose courses among bilingual specializations

Spring Semester - Master in Management First Year	Teaching language	ECTS	Campus
CORE COURSES			
4 International Electives "Excellence in Pedagogy"	ENG	8	
Business English (special project for Native Speakers)	ENG	2	
Intercultural Management and Communication	ENG	4	
French as a second language	FR	2	
ELECTIVE MODULES (CHOOSE ONE TRACK)		16	
MKT: Communication strategy	ENG	4	Dijon
MKT: Global marketing	ENG	4	Dijon
MKT: E-commerce & Retail Management	ENG	4	Dijon
MKT: Digital Content marketing #level2	ENG	4	Dijon
DS: Low Code Application for Artificial Intelligence	ENG	4	Dijon
DS: Data Project Management	ENG	4	Dijon
DS: Data Science Track 3 - Data Science Methods 1 #Level2	ENG	4	Dijon
DS: Excel & VBA Applied to Finance and Data Analytics	ENG	4	Dijon
FIN: Financial Modeling	ENG	4	Dijon
FIN: Advanced Corporate Finance #Level2	ENG	4	Dijon
FIN: Financial Market #Level2	ENG	4	Dijon
FIN: Audit	ENG	4	Dijon
MNGT: Management des organisations	FR	4	Dijon
MNGT: Diagnostic et consulting en stratégie d'entreprise	FR	4	Dijon
MNGT: Management Stratégique de l'innovation	FR	4	Dijon
MNGT: Supply Chain & Quality Management	FR	4	Dijon
CULT: Cultural & Creative industries (EN)	ENG	4	Dijon
CULT: Creative Economy (EN)	ENG	4	Dijon
CULT: Digital Transformation in creative industries (EN)	ENG	4	Dijon
CULT: Construire son projet professionnel dans les ICC (FR)	FR	4	Dijon
CHG: Fondements du changement organisationnel	FR/ENG	4	Lyon
CHG: Transformations organisationnelles et innovations managériales	FR/ENG	4	Lyon
CHG: Project planning	ENG	4	Lyon
CHG: Introduction to Data Analysis	ENG	4	Lyon
TOTAL SPRING SEMESTER		32	



Programme at BSB:
Master in Management Year 1 –
Excellence in Pedagogy programme

Campus:
Dijon or Lyon

Semesters:

Spring – 1-week modules (in 2026: January 12th, January 19th, March 16th, March 23rd)

COURSE NAME	INSTITUTION	COUNTRY
Branding in Times of Crisis	Pontificia catholic university of Parana	Brasil
Business Opportunities in Emerging Markets	National Yang Ming Chiao Tung University	Taiwan
Conflict Management Skills	Leiden University	The Netherlands
Global Business and sustainability	EWHA Womans University	South Korea
International Finance	Ljubljana University	Slovenia
Automation, Artificial Intelligence (AI) and Multinational Business	NUCB Business School	Japan
Building Brands with purpose	University of North Texas	USA
Finance – The Role of Risk	Univeristy of Limerick	Ireland
Luxury branding management	Curtin University	Australia
New product development	Brock University	Canada
Strategic Management and business model innovation	EWHA Womans University	South Korea
Al driven financial well-being: using data to empower citizens	University College Cork	Ireland
Building a Sustainable Brand through Upcycling	Ateneo de Manila University	Philippines
Data Visualization and Analytics	IMI New Delhi	India
Designing experiences in Metaverse platforms	Universidad Austral	Argentina
Designing transformational experiences in food and wine: synergising art and cultural heritage	University of Newcastle	Australia
Digital Transformation: Enabling Technologies for a Sustainable Development	Universidad Austral	Argentina
Ethics in business technology and the environment	Harvard Faculty of Arts and Sciences	USA
Luxury in the Era of Sustainability	Ateneo de Manila University	Philippines
Responsible AI and Emerging Frameworks	Management Development Institute Gurgaon	India
Retention Revolution: Tools and Techniques for CRM Success	IMI New Delhi	India
Social Media Strategy with 'Branded Content'- Crossing Borders	IMI New Delhi	India
Strategy, people and performance	Fundacao Dom Cabral	Brasil
Tea Studies	Mahidol University International College	Thailand
Wine : from the vineyard to the customer	Ecole Hôtelière de Lausanne	Switzerland
Al Applications in Business	University of Nebraska at Omaha	USA
Big Data in Business	Thammasat University	Thailand
Creating Content and Marketing Briefs	Curtin University	Australia
Fashion and Society	Mahidol University International College	Thailand
Investing in stock markets	University of Stellenbosch Business School	South Africa
Leadership, Strategy & Decision Making	Harvard Faculty of Arts and Sciences	USA



Dijon 2025 catalogue



Lyon 2025 catalogue



Students with **Undergraduate Degree in Business**

Programme: Master of Science (MSc)

Campus: Dijon or Lyon

Semesters: Fall / Spring / Full year exchange

Specificities: Subject to approval (interview + résumé and cover letter) – Students must follow all courses of the

MSc programme chosen





MSc Programme	Campus	Fall	Spring	Full-year
Luxury Management and Innovation	Dijon	X	X	X
Corporate Finance and Investment Banking*	Dijon	X	X	X
International Business Development	Dijon	X	x	X
Data Science and Organizational Behaviour	Dijon	X		X
Art and Cultural Management	Dijon	X		X
Wine Management	Dijon	X		
Articial Intelligence and Digital Strategy Management	Lyon	X	x	X

Student with 2 years of studies without any knowledge of Business

Programme: Intro Year to Business

Campus: Dijon an Lyon

Semesters: Spring

	Teaching Language	ECTS
Finance d'entreprise Level 1	FR/ENG	3
Contrôle de gestion Level 1	FR/ENG	3
Stratégie des firmes	FR/ENG	3
Principles of Marketing	ENG	3
Statistiques & Data skills	FR/ENG	6
Business English - Spring : Level 1, Level 2 or Level 3	ENG	1
Intercultural Management and Communication	ENG	4





ALTERNATIVES

TO SEMESTER EXCHANGE

Summer or Winter School

- Unique pedagogy
 Immersive workshop programme
- Small groups20 students
- Short programmes:
 1 week for each topic 25 teaching hours 4ECTS
- International groups
 Participants come from all around the globe
- Extra curricular cultural activities
- For all
 Business and non-business undergraduate and graduate students

2026 Winter School



- Location: Dijon
- 🗓 Dates: January 19th to 23rd,2026



- Location: Lyon
- Dates: January 26th to 30th,2026

Check the



Register





INCOMING PROCEDURE

Nomination: Key information

- Students must meet the courses prerequisites and language requirements: here
- Home University must approve the choice of courses and number of credits before the registration.
- Modules and courses will be open to your students according to the chosen programme and slots available, please ensure to select it carefully during the nomination process.
- Acceptance letters will be delivered after validation of the application file by our International Relations Manager:
 - Fall semester : end of May
 - Spring semester : mid/end of November

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bsb.international@bsb-education.com



	Nomination deadline	Student application deadline	Mobility duration*
Fall semester	April 21 st , 2025, to May 5 th 2025	May 5 th , 2025, to May 19 th , 2025	End of August/early September to end of December
Spring semester	October 13 th , 2025, to October 27 th 2025	October 27 th , 2025, to November 10 th , 2025	Early January to end of March/early April

Application procedure: Mandatory documents

- Passport: this document must be valid for the whole stay of their studies
- Official transcripts: latest transcripts (fall and spring semesters)
- List of current courses: a document listing the courses they are currently taking this semester (official or unofficial document accepted)
- Official copy of the latest degree : only for postgraduate students
- Cover letter: only for MSc applicants "Could you elaborate on why you are interested in the program?"
- CV : only for MSc applicants
- Proof of a good command of English or French:

	English	French
Non-degree seeking students	Bachelor / Pre Master / Master in Management year 1 : Bl level home university certificate	Equivalent to a minimum of TCF 4 or CEFR B2 home university certificate
	Master in Management year 2/ MSc : • B2 level home university certificate	









CALENDAR 2025/2026

1st SEMESTER (SEPT-DEC)

LATE AUGUST/MID- SEPTEMBER 2025

Welcome days (with other incoming students)

MID - SEPTEMBER

Beginning of the semester

LAST WEEK OF OCTOBER

1-week Holidays BACH / MIM

THIRD WEEK OF DECEMBER

1st Semester examination period BACH / MIM

Christmas Holidays until the first week of January

2nd SEMESTER (JAN-APRIL)

EARLY/MID - JANUARY 2026

Beginning of the semester

LAST WEEK OF FEBRUARY

1-week Holidays BACH / MIM

MID-MARCH TO MID-APRIL

2nd semester examination period BACH / MIM

RETAKE EXAMS

BACH: Late April

MIM: the next academic year (online)

MID - JUNE 2026

Examination boards (for courses) – Transcripts edited, available online

Student journey



Before their arrival, a series of online sessions (E-Meetings) will be organized, covering key topics such as visa procedures, accommodation options, health insurance, and more.



These events include practical sessions on administrative procedures, adapting to French culture, study methodology,...

In addition, workshops are held to guide students through the necessary procedures once they arrive in France. Student integration continues throughout the semester/ year. The International Relations Office regularly organizes cultural, social, and networking events to help students feel at home.







Students from outside Europe need a France long stay visa VLS-TS (visa long séjour valant titre de séjour) to study for more than 3 months. This student visa is equivalent in value to a French residence permit.

Housing support

Finding an accommodation is a key step before arrival. Our team will help students finding an accommodation in France and finalize their housing procedures (housing insurances, housing allowance...).

BSB has two trusted housing partners:

- CROUS allows us to allocate a limited number of rooms in student residences. Registration is based on a first-come, first-served policy.
- **Studapart** An online housing platform that helps students find reliable and verified accommodation across France.





In France, registration to Social Security is free and mandatory for all students. Registration may take several weeks so we strongly advise to take out a private insurance for the 2-month period following arrival. Also, we do advise to subscribe to a private insurance covering for repatriation

Budget

To make the most of BSB's experience, it is important not to forget to plan a budget that includes accommodation and daily expenses (food, medical care, transport, etc).

On a monthly basis, these expenses amount on an average to €850 in Dijon and €1000 in Lyon.

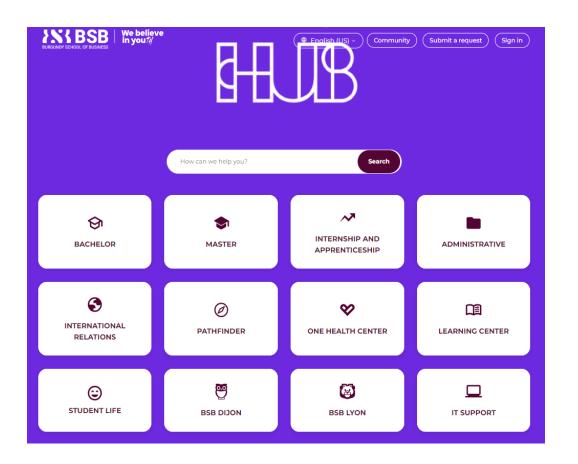




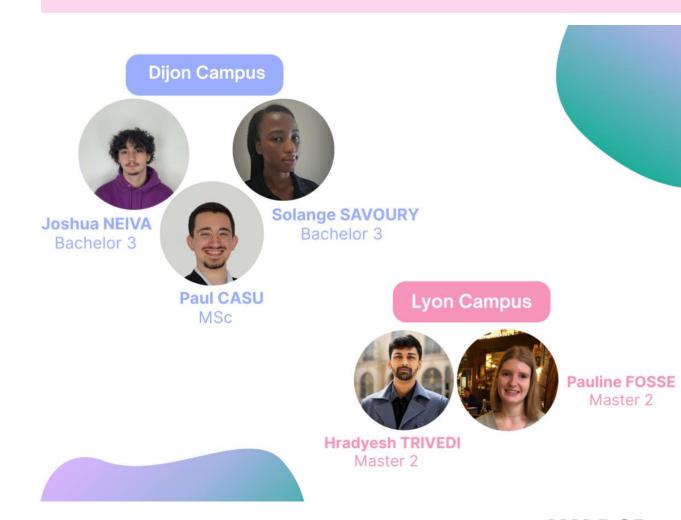
Student support - Student life

Support for international students, by students.

At BSB, 20% of our community is international —so we created International Mates, a free mentoring program to help them feel at home from day one!



THE INTERNATIONAL MATES



ONE HEALTH CENTER

Our One Health Center program provides real answers and lends an attentive ear to questions relating to students' well-being. We organize awareness and prevention workshops to address stress management, sleep or nutrition, but also to talk about more sensitive issues such as addiction, harassment or discrimination,...



Fight against harassment and discrimination

Conferences on diversity, living together, listening unit, harassment...



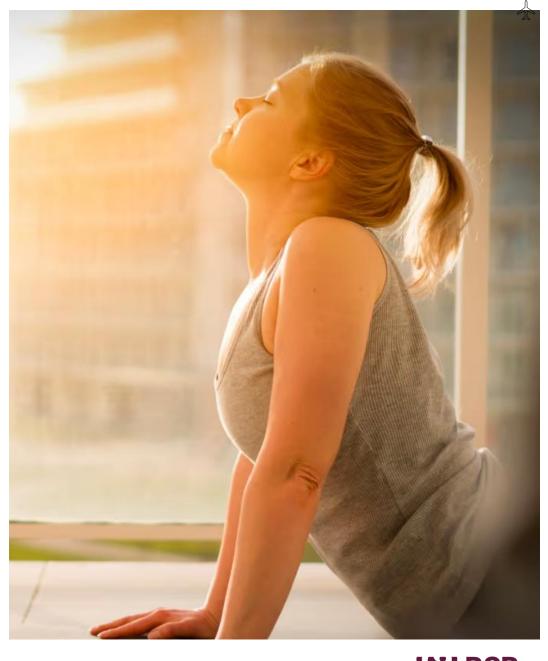
Nutrition

Cooking workshops, dietary coaching, events during Taste Week...



Mental health

Yoga workshop, psychological unit, mental health first aid training...







We believe in you#

www.bsb-education.com









