



“The atmosphere at BSB is very warm. All cultures are gathered together like a big family. That gives the opportunity to integrate into an international world of business and feel free to cooperate with people from different nationalities. The teachers are really talented; they all speak good English and know their subject well in addition to having professional skills. All students participate in the cultural life of the school which makes their studies more interesting.”

Yana,
Ukraine
Master 1,
English track, 2013-2014



“Both French and international students are mixed at the very beginning, which allowed us to become familiar with the different cultures straight away. BSB helps us with our future career paths by opening doors to the professional world and helping us to find our best personal skills. Furthermore, living in Dijon, a city of perfect size, allows us to experience the true French way of living thanks to its excellent gastronomy and cultural activities.”

Twalla,
Netherlands
Master 1,
English track, 2013-2014

Build your profile

MASTER IN MANAGEMENT GRANDE ÉCOLE PROGRAMME

Master 1 Enhance management fundamentals

Master 1 begins with intensive reinforcement classes. The first semester is devoted to core curriculum courses. This semester takes place at BSB. The second semester of Master 1 is devoted to more in-depth modules (pre-specialisation) and high-flyer modules (modules d'excellence) taught all in English.

This year also leaves substantial time for personal development (business games, Learning through Action, sports and artistic activities).

Fall Semester

- Human Resources
- Strategic Analysis
- Strategic Marketing 1
- Strategic Communication 1
- Financial Analysis
- Cost Management & Budget Control
- IT Systems & Project Management
- Corporate Law
- Foreign Language 1
- Foreign Language 2
- Learning through Action
- Business games
- Improcom
- Sports and artistic activities

Optional professional year
(2 six-month work placements)

and choose your specialisation

Students can stay at BSB or study abroad at a foreign university.

Master 1 ends with a 14 week minimum compulsory work placement.

Spring Semester

- In-depth modules (Marketing, Finance, Management, International Business)
- High-Flyer Modules (5 out of 35 modules are chosen)
- Creativity seminar
- Business games
- Learning through Action
- Sports and artistic activities
- Foreign Language 1
- Foreign Language 2

Job-specific work placement

Master 2 Acquire sector-specific and functional skills

Master 2 year is one of important choices: Majors, MSc, Master's degrees taught in Dijon, a semester abroad at a foreign

University, a double degree at a foreign university.

Master 2 includes a professional dissertation and ends with a 26 week minimum work placement.

Fall Semester

- Strategic Management
 - Corporate Governance
 - Business Ethics
 - Professional Dissertation Methodology
 - Companies and Realities
 - Business game
- Specialisations (1 among 15 is chosen)
cf page 6

Spring Semester

Management Work Placement
+ Dissertation

OR

Master's in Management of Cultural Organisations and Creative Industries
MSc Advanced Corporate Finance / MSc Global Entrepreneurship
MSc Global Marketing & Negotiation / MSc International Business Development / MSc Wine Management

Creativity is the key to innovation

■ Creativity seminar

In the Master 1 year, you work in teams on a creativity project which is coached by professionals. You are confronted with various challenges which draw on your ability to go above and beyond conventional wisdom.

■ Business games

Throughout the course of your two academic years, you work in teams on company related issues within the framework of role-plays. The games allow you to progressively put your academic knowledge into perspective.

Creating your company

■ L'Incub'©

For those who have a company creation or acquisition project, our incubator accompanies you with:

- methodological and sector-specific support provided by the School's professors and expert partners;
- specific training workshops;
- the School's pedagogical and multimedia resources.

Well-being

■ Sports and artistic activities

Sports and artistic activities are also part of your curriculum: swimming, basketball, rugby, golf, football, handball, badminton, rock climbing, squash, rowing, archery, dance, cheerleading, music, theatre, singing, graphic arts, improvisation, etc.

Culture and French Language

Specific courses will help you to integrate into French society.

Professional dissertation

You will write an authentic professional dissertation in year 3 which will show your mastery of methodology and critical analysis. It is also the opportunity to look at a subject with more depth by going beyond superficial Internet based information. The dissertation adds a differentiating element and develops your employability.