

2024



UDEP Articulation Programme Master in Management

A BUSINESS SCHOOL ON THE RISE



In the top 1% of all business school worldwide with triple accreditation from EQUIS, AACSB and AMBA



In the TOP 100 of the Financial Times ranking



Proud member of the *Conférence des Grandes Ecoles*, which gathers the 40 most prestigious schools in France

SIGEM

In the TOP 15 of French Grandes Ecoles (SIGEM ranking)



N° 1 of the HappyatSchool^(R) ranking



Awarded the "Bienvenue en France" label, certifying high-quality services for international students.



**We believe
in youth**

You may not know this, but there's nothing ordinary about you. Your potential is just waiting to be revealed.

For that to happen, you need to believe in yourself and create your own trajectory with ambition. You need to be daring and learn to bounce back from adversity, to be aware of your abilities, your strengths and your power to take action.

However, these things rarely happen by themselves. At BSB, you'll find a setting which encourages you to open up to others and to the world. Here you stand out, here you surpass yourself, here you transform yourself, here you can perform.
But above all, here your imagination has no limits.

At BSB, you will learn that where there's a will there's a way. That nothing is impossible for you, but nothing's achieved without effort.

This awareness is our mission, this is the guidance we want to offer you.

Because we are convinced that youth is innately bold, innovative, passionate and creative...

We believe in your ability to make tomorrow's changes.

At BSB, we believe in you
So, think big!

BSB, We Believe in You(th)

A GENUINE FRENCH EXPERIENCE 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 will find an endless variety of festivals, concerts, museums, theatres, cinemas, street art, and more.



FRANCE, AN IMPORTANT PLAYER IN THE WORLD ECONOMY

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

Thanks to a supportive business environment, you will also find plenty of small and medium-sized companies as well as start-ups.



OVER
30 FRENCH COMPANIES
ARE IN THE FORTUNE GLOBAL
500 RANKING

OVER
10 FRENCH UNICORN START-UPS VALUED
AT MORE THAN
US\$ 1 BILLION



EXPERIENCE TOP-RANKED BUSINESS EDUCATION

The excellence of higher education in France is widely recognised throughout the world, with the *Grandes Ecoles* ranked at the top.



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.

AMONG OUR PARTNERS:



BSB, MORE THAN 120 YEARS OF EXPERTISE

Founded in 1899, BSB is one of the oldest Business Schools in the world, and it is also one of the most dynamic. 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.



ACCOUNTING – AUDITING



DATA SCIENCE



FINANCE



ENTREPRENEURSHIP



MARKETING & COMMUNICATION



HUMAN RESOURCES



LUXURY MARKETING



WINE & SPIRITS BUSINESS



DIGITAL



ARTS & CULTURAL MANAGEMENT

“Our mission is to give future managers a high-quality education based on our research activities. Part of an entrepreneurial and internationally open approach, our training programmes contribute to the acquisition of professional expertise, integrating the needs of business and societal responsibility.”

Stéphan Bourcieu, Dean of BSB

BURGUNDY SCHOOL OF WINE & SPIRITS BUSINESS


*THE GLOBAL PIONEER AND LEADER IN EDUCATION AND
RESEARCH IN WINE & SPIRITS MANAGEMENT*

KEY FEATURES

1st INTERNATIONAL INSTITUTE DEDICATED TO THE
TRAINING AND RESEARCH IN THE MANAGEMENT
OF WINE & SPIRITS

33 YEARS OF EXPERT
KNOWLEDGE

170 STUDENTS A YEAR


30 NATIONALITIES
FROM 5 CONTINENTS 

#1 BEST INTERNATIONAL
FULL-TIME MBA
IN FRANCE
(LE MOC 2021)

#1 BEST SPECIALISED MASTER'S
IN INTERNATIONAL WINE &
SPIRITS BUSINESS IN FRANCE
(EDUNIVERSAL 2021)

#1 MSc WINE MANAGEMENT, BEST
SPECIALISED TRAINING FOR
THE INTERNATIONAL MARKET
(LA REVUE DU VIN DE FRANCE 2019)

5 PROGRAMMES
- MBA WINE & SPIRITS BUSINESS
- MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX
- MSc WINE MANAGEMENT
- MSc SUSTAINABLE WINE TOURISM & GASTRONOMY
- BACHELOR - LEVEL WINE TOURISM SPECIALISATION

15 DEDICATED
RESEARCH
PROFESSORS
1 MASTER OF WINE

70 EXPERTS IN
THE WINE
AND SPIRITS
INDUSTRY



DIVE IN

IN BURGUNDY
INSIDE WINE
& SPIRITS

DIJON, A STUDENT-CENTRED CAMPUS

Located in the heart of the city centre of Dijon, BSB's campus is a stimulating place to study, entirely designed for the student's experience and equipped with the best facilities: The Entrepreneurial Garden, gym, trading room, garden, zen room, dance studio, music studio, arts & culture area and student lounge.



DIJON,
IN THE TOP 10
DESTINATIONS
TO SEE

*CNN «where to travel»
ranking, 2022*



CAMPUS TOUR VIDEO

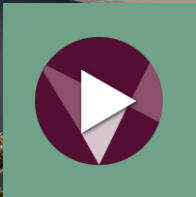


LYON, A COLLABORATIVE HUB

Five minutes from Central Station, our brand new Lyon campus is located at the heart of the city. Designed to boost your academic and personal development, it is equipped with:

co-working spaces inspired by Google's headquarters, smaller classrooms for personalized learning, our Digital Learning Center, a 3D printing room, a lecture hall, a sport hall, a lounge area, a kitchen space and a student club area.

360° CAMPUS
TOUR



LYON,
#2 BEST
BIG CITY
IN THE WORLD
For food, wine,
architecture and
art

Condé Nast Traveler,
2020 Readers' Choice
Award



BSB LYON CAMPUS

OPEN SINCE

2021



OUTSTANDING SUPPORT FOR OUTSTANDING STUDENTS

At BSB, we strongly believe that students thrive when they can focus on their courses, in an academic environment dedicated to personalised learning and customised support.



INDIVIDUAL ATTENTION AT THE CORE OF OUR VALUES

- Classroom teaching only - no large lecture halls
- An average of 1 teacher for every 40 students
- 83 professors and 450 expert lecturers
- Face-to-face teaching enhanced by new technology
- Safe and well-located campuses



EMPLOYABILITY AS MAIN OBJECTIVE

- Group and individual coaching to reveal the best in each student
- Career guidance to open perspectives
- Exceptional work environment, facilitating creative interactions and knowledge-sharing
- Immediate exposure to the real world of business through field trips, case studies, training simulations, and meetings with professionals

AN INTERNATIONAL FEEL AT THE HEART OF OUR CAMPUSES

BSB was the first school in France to provide business education to international students and we are now happy to welcome students from all over the world for a degree, exchange semesters, a double degree or a short-term programme.



200+

INTERNATIONAL
ACADEMIC
PARTNERS

17,000

ALUMNI
WORLD-
WIDE

25%

INTERNATIONAL
STUDENTS

75

NATIONALITIES
AMONGST
STUDENTS

39%

INTERNATIONAL
FACULTY

19

NATIONALITIES
AMONGST
THE PERMANENT FACULTY

BSB also welcomes more than thirty prestigious international professors each year as part of the Master Grande Ecole "Excellence in Pedagogy" international modules, providing students with multicultural insights in a range of areas.

BSB'S PROGRAMMES

At BSB, we are eager to prepare our students for the real world of business. We have developed our flexibility and we adapt our study programmes to current events and changes in today's society and business environment.

BACHELOR IN MANAGEMENT



MASTER IN MANAGEMENT



MASTERS OF SCIENCE (MSc)

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

SPECIALISED MASTERS



- MS Commerce International des Vins et Spiritueux
(International trade in Wine and Spirits)
- MS Management des Entreprises Culturelles
et Industries Créatives
(Management of Cultural Entreprises and Creative Industries)

MBA WINE & SPIRITS BUSINESS

LE MOCI



#1 in Wine and Gastronomy
Management and in
Management of Cultural
Entreprises (2021)

LE MOCI

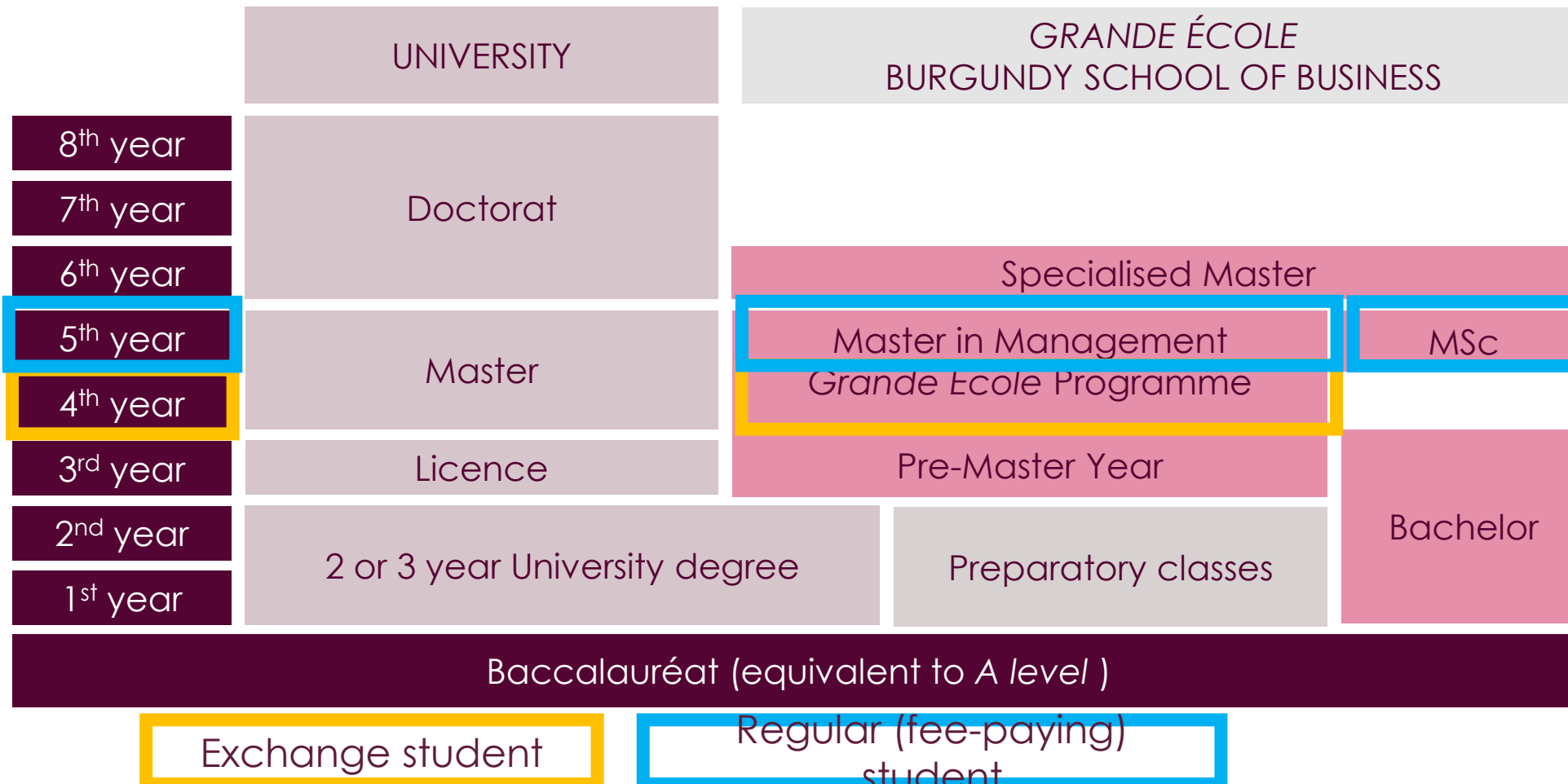
#1 Best International full-time
MBA taught in France (2021)



THE FRENCH HIGHER EDUCATION SYSTEM

French higher education has adopted the three degree levels organisation shared by many countries around the world:

the LMD system (*Licence-Master-Doctorat: Bachelor's-Master's-Doctorate*).



ARTICULATION SCHEME

YOUR COURSES AT BSB



4,5 years at UDEP

+ 1 year as an exchange student at BSB (Master in Management 1)

+ 1 year as a regular student at BSB (Master in Management 2 or MSc)*

= UDEP Bachelor Degree + BSB Master Degree (MIM or MSc)

**Tuition fees for Master 2 programme in 2024/2025 are 12 500€, with a deposit of 4000€ to be paid at the end of the first year at BSB. Fees for 25/26 might be slightly higher, BSB will keep UDEP informed.*

BSB

PROGRAMMES

MASTER IN MANAGEMENT

**MSc ARTS & CULTURAL
MANAGEMENT**

**MSc LUXURY MANAGEMENT
& INNOVATION**

**MSc DATA SCIENCE &
ORGANISATIONAL
BEHAVIOUR**

MSc WINE MANAGEMENT

**MSc GREEN TECH &
SUSTAINABLE SOCIETIES
(TBC)**

**MSc ARTIFICIAL
INTELLIGENCE & DIGITAL
TECHNOLOGY
MANAGEMENT**

**MSc CORPORATE FINANCE &
INVESTMENT BANKING**

**During the second year at
BSB, you will have the
opportunity to study either:**

- One semester of courses
+ 6-month internship +
professional thesis
- One year of courses +
professional thesis in one of
our MSc

MASTER IN MANAGEMENT

Dijon Campus



A TAILOR-MADE PROGRAMME FOR A UNIQUE PROFESSIONAL CAREER

As the most prestigious degree of its kind in France, this programme is renowned for its high standards and intense academic rigour. The Financial Times has ranked Burgundy School of Business 63rd Business School in the world (11 places higher than last year), 53rd in Europe, and 13th in France for its Master in Management programme.

By joining the BSB Master Grande École, you will obtain a dual degree. You will graduate from the Master Grande École BSB and a Master of Science BSB or from one of our international partners.

YEAR 1

- The basics of marketing, management, finance and information systems
- Coaching to identify strengths and define a career path
- Elective modules to deepen knowledge of chosen business fields
- “Excellence in Pedagogy” international modules



YEAR 2

Choose among the 6 areas of expertise of

DCD

FINANCE, ACCOUNTING, AUDITING & CONSULTANCY

ORGANISATIONAL MANAGEMENT

WINE MANAGEMENT

ARTS & CULTURAL MANAGEMENT

MARKETING

ENTREPRENEURSHIP & INNOVATION



UP TO

MSc

ARTIFICIAL INTELLIGENCE & DIGITAL TECHNOLOGY MANAGEMENT

This unique programme helps you acquire the critical skills needed today to navigate in our increasingly digital world. It is taught in Lyon, the second biggest digital hub in France.

Upon completion, you will have gained advanced technical skills to either help your future employer take on the challenge of digital transformation or to embark on your own entrepreneurial venture.

Lyon Campus



MAIN FEATURES

- Artificial intelligence and machine learning
- Collaborative economies in the digital age
- Using analytical tools to interpret data for business purposes
- Creativity and innovation management
- Digital consumer behaviour
- Writing business plans and pitches
- Business game simulations
- Digital entrepreneurship

CAREERS

Business founder, Digital manager, Digital marketer, Chief digital officer, Digital business development manager, Digital innovation manager, Digital product manager, Consultant in digital transformation, Analytics experts

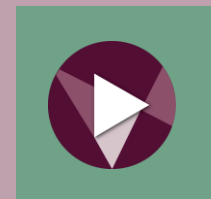


HIGHLIGHTS OF THE PROGRAMME

Sponsored by the French Tech, a local ecosystem promoting digital and technological entrepreneurship, and Digital League, the local cluster of industries coordinating digital innovation activities.

Highly innovative programme content that has been designed with authoritative experts and companies from the digital world in Europe.

Teaching methods focusing on a hands-on approach with activities and interactions with experts and entrepreneurs.



MSc ARTS & CULTURAL MANAGEMENT

This programme provides the business knowledge and skills to lead arts and culture organisations effectively and responsibly. It combines an overview of arts and cultural industries in their historical, sociological and economic context with a strong knowledge of arts marketing and budgeting, cultural entrepreneurship and engineering, intellectual property and copyrights. It covers the most recent trends in fundraising, digitalisation and new communication strategies, destination governance and territorial development in an international context.

Dijon Campus



MAIN FEATURES

- Fundamentals of marketing, finance & management applied to cultural industries
- Art history
- Visits to international companies
- Collaborative work with artists
- One week field trip in a European capital including a series of study visits and conferences
- Analysis of the current trends in arts & culture

CAREERS



Camille BSB'13
Press Officer

believe.

Ting BSB'15
Content Manager

LE BHV / MARAIS

Jiawei BSB'16
Digital Marketing
Manager Asia

HIGHLIGHTS OF THE PROGRAMME

A multicultural learning environment that draws on an international network of professors and professional lecturers and on a large diversity within the student body.

Highly qualified lecturers who are experts in their field, as well as famous guest speakers such as Franck Gautherot, founder of the museum Le Consortium.

An opportunity to engage not only in art projects, but also to present them in front of a panel of angel investors to learn more about the competitive world of art and cultural management, and how to turn these into a business.



MSc

CORPORATE FINANCE & INVESTMENT BANKING

This programme aims to cultivate and develop an advanced knowledge of international business management and finance. Built around the CFA requirements, it provides the necessary skills and expertise to succeed in the challenging careers of investment banking, private equity, corporate banking and the financial advisory sector.

Dijon Campus



MAIN FEATURES

- Corporate finance & financial planning
- Institutional market dynamics
- Derivatives, risk & hedging
- Financial strategy
- Merger and acquisition
- Corporate insights
(Seminars & applied conferences, professional meetings with industry specialists)

CAREERS



Morgan BSB'12
Senior Auditor



Anne-Sophie BSB'14
Financial Controller



Lucas BSB'14
Branch Manager



HIGHLIGHTS OF THE PROGRAMME

A first-class programme to acquire in-depth knowledge of corporate decision-making at a global level and learn the techniques to assess acquisitions, manage cash flow, engage in market risk analysis and raise capital in financial markets.

Teaching methods focusing on a hands-on approach to practice trading and investing using real-time data in our exclusive Bloomberg Trading Room.

Integrated CFA Certificate, one of the highest distinctions you can earn in the investment management profession.

MSc DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

This cutting-edge programme is the only one of its kind in Europe. It trains you to be able to manage data in order to influence behaviour, and show others how data can be useful at all levels of a company, offering a wide range of career options.

Dijon Campus



MAIN FEATURES

- Data science methods
- Applied information analysis
- Introduction to experimental methods & gamification
- Behavioural tools
- Big Data practical applications
- Behaviour in organisations & markets
- ICT Tools
- Programming

CAREERS

Data analyst, data scientist, global strategist, analyst in consulting companies, marketing or customer services manager, human resources manager, entrepreneur

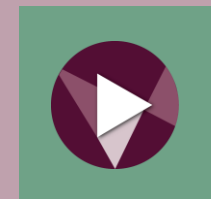


HIGHLIGHTS OF THE PROGRAMME

Our partner, PwC Luxembourg, designed the programme to blend theoretical and practical knowledge based on their expertise and analysis of market patterns.

2 field trips included in the programme: visit to the IBM Data Centre in Luxembourg and participation in the Southern Experimentalist Meeting.

The programme is taught in the LESSAC (Laboratory for Experimentation in Social Sciences and Behavioural Analysis), the largest experimental economics platform in Europe and one of the top players in this field of research.



MSc GREEN TECH & SUSTAINABLE SOCIETIES

On hold until 25/26 !

As a pioneer in this field, BSB has designed this programme to enable students to think critically - using both your hard and soft skills - to evaluate and design practices, technologies and systems that bring sustainable solutions to communities and organisations. It is taught in Lyon, at the heart of Europe's most dynamic environmental technology region.

Lyon Campus



MAIN FEATURES

- Strong background in the understanding of sustainability, the historical and political as well as the socioeconomic context.
- Advanced skills in green tech management and green tech knowledge.
- Very hands-on approach in skill and knowledge acquisition.
- Interactive discussions with professors and experts, case studies of contemporary organisations as well as conferences, seminars, and professional networking

CAREERS

Green Tech Business Founder, Sustainability Entrepreneur, Environmental Management Advisor, Environmental Communications Officer, Sustainability Programme Coordinator, Environmental Public Relations Specialist, Environmental Economist, Sustainability Specialist



HIGHLIGHTS OF THE PROGRAMME

While existing technologies have yet to help solve the earth's environmental challenges, emerging technologies such as AI and the proliferation of big data hold enormous promises to help humanity achieve more sustainable and inclusive societies.

Through case studies and practical projects, this programme aims to prepare students to find and develop a competitive advantage for companies specialising in chemicals and materials, transport and mobility, and energy transition.



MSc

LUXURY MANAGEMENT & INNOVATION

This programme is a unique postgraduate programme that transforms students into confident managers in the global luxury industry. Utilising a rich variety of modules, students enhance their knowledge, development and application of critical thinking skills as well as practice negotiation skills, problem-solving techniques, and effective decision making.

MAIN FEATURES

- Global marketing strategy
- Consumer behaviour and psychology of luxury
- Manufacturing strategies for fashion and luxury brands
- Online and remote negotiation
- Reinventing luxury
- Fashion forecasting
- One retail safari in France and one field trip in Switzerland to visit top luxury centres in automotive, fashion, jewellery, perfumery, or watchmakers.

Dijon Campus



CAREERS

Dior

Julia BSB'12
Area Retail Manager

CLARINS

Annabelle BSB'12
Product & Communication
Manager



HIGHLIGHTS OF THE PROGRAMME

This outstanding programme includes group projects, case studies and role-playing, enabling students to gain real-world experience and apply transferable skills when entering the luxury industry.

Students receive professional training from experts in top-performing companies and get the needed skills to meet the concrete needs of the luxury market and boost their employability.

Ideally located in Dijon, with easy access to iconic destinations in the luxury industry such as Paris, Milan or Switzerland.



MSc WINE MANAGEMENT

The MSc Wine Management offers a great opportunity to acquire and develop expertise in the wine, beer and spirits world. By developing the key skills in all major operational roles, this programme opens the doors to positions in sales, communication, marketing, management, finance, logistics and business management in the sector.

MAIN FEATURES

- Marketing in the beverage industry
- Legal protection: brand, model, design
- Sales and distribution
- Finance and economics in the wine industry
- Viticulture & œnology
- Wine tourism
- Field trips and corporate activities (Participation in the ProWein fair in Dusseldorf, Germany, Participation in the Loire Valley Fair Field trips in Burgundy)

Dijon Campus



CAREERS



Arthur BSB'13
Head of Development



Shutti BSB'14
Site Events & Wine
Communications Executive



Pernod Ricard

Ge BSB'14
Business Improvement Manager



HIGHLIGHTS OF THE PROGRAMME

Taught at the heart of our unique School of Wine and Spirits Business - the first of its kind in the world, fully dedicated to training and research in wine and spirits management.

Field trips to iconic wine and spirits markets and to the most renowned French wine regions (Burgundy, Languedoc, Champagne, etc).

Integrated training to the WSET 2 and 3 certifications, globally recognised as the international standard in wine and spirit knowledge.



FIVE STEPS TO JOIN BSB

STEP 1

Contact UDEP Programme coordinator to confirm whether your academic records matches with the programme.

STEP 2

Check your eligibility:
IELTS: 6.5 – TOEFL 90 – Duolingo 110

STEP 3

Contact the International Relations Office at your Home Institution, apply and send your documentation by the deadlines.

STEP 4

Plan your stay.
BSB will provide an acceptance letter and practical information.

STEP 5

Join the orientation sessions organised at the beginning of each semester at BSB!



ARTICULATION SCHEME

YOUR COURSES AT BSB

CALENDAR 2025/2026

UNIVERSIDAD DE PIURA

PRIOR TO ARRIVAL

MID – MAY 2025 Acceptance letter sent to students for visa application purpose

1st SEMESTER

MID – SEPTEMBER 2025

Orientation days (with other incoming students)

MID – SEPTEMBER

Beginning of the semester

THIRD WEEK OF DECEMBER

1st Semester examination period

Christmas Holidays until the first week of January

2nd SEMESTER

MID – JANUARY 2026

Beginning of the semester

END OF APRIL

End of the semester (evaluation throughout the semester)

EARLY APRIL

Beginning of the internship

Retake exams are organized the following year

2nd Year at BSB

1st semester Late August - Mid December 2026

Core courses

2nd semester Early January – early May 2027

6-month internship or courses + professional thesis

JULY, OCTOBER 2027 or FEBRUARY 2028
Graduation boards

MARCH 2028
Graduation ceremony



HELP IS ALWAYS AT HAND

Our dedicated staff offer the necessary support to ensure that each student integrates well into BSB's community and receives guidance and personalised counselling throughout their time at BSB.

FOR A SMOOTH INTEGRATION

Welcome days: administrative workshops, bank account opening, study methodology workshop, city tour

WELCOME DAYS



Melting Potes & Ly'on Board : 2 student clubs (Dijon/Lyon) to become part of BSB's family from the very first days



Visits: City tour, cultural and gastronomic trips



Welcoming: a dedicated team for international students



Easy arrival: train station pick-up and check-in to accommodation

BSB welcomes 500 international students each year and was one of the first institutions to receive the "Bienvenue en France" label, awarded by Campus France. It recognizes the quality and accessibility of information, reception facilities, training opportunities, housing, campus life and alumni relations of the school for international students.



HELP IS ALWAYS AT HAND

FOR AN OUTSTANDING STUDENT EXPERIENCE



INSPIRATION:

Throughout the year, we invite business leaders, philosophers and entrepreneurs to share their stories and inspire students to take risks, experiment and follow their dreams.

COMMITMENT:

25 student clubs allow students to commit to a cause they believe in, to put their skills into practice and to enhance and develop many soft skills, competences and know-how which will be assets when applying for a job or internship: creativity, ability to work in an interdisciplinary environment, agility, resilience...



SUPPORT:

A department of personal development and support organizes modules designed to reinforce soft skills and offers educational and psychological support throughout the programme.

READY ? GET SET, GO!

There are many details to keep in mind before travelling to France and starting the adventure with us at BSB.



IMMIGRATION:

Students from Peru are required to apply for a visa. A valid passport will serve this purpose.



HEALTH INSURANCE:

Non-European students will be required to register to the French Health Security system (free of charge). In addition, we do advise to subscribe to a private insurance covering for repatriation.

ACCOMMODATION:

Private rooms, residences, homestay, on our dedicated housing platform Studapart, students will easily find the accommodation that suits their lifestyle and their budget.



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 €800 in Dijon and €900 in Lyon.



SEE YOU SOON AT BSB



BSB | We believe
in youTH
BURGUNDY SCHOOL OF BUSINESS

[www.bsb-
education.com](http://www.bsb-education.com)

