

# #WE ARE BSB

UNDERGRADUATE PROSPECTUS  
2022 INTAKE

 **BSB**  
BURGUNDY SCHOOL OF BUSINESS



**COLLEGE**  
**CONTACT.COM**

College Contact GmbH  
Hanauer Landstraße 151-153, 60314 Frankfurt am Main  
Telefon: 069 - 907 2007 30  
E-Mail: [beratung@college-contact.com](mailto:beratung@college-contact.com)  
Web: <https://www.college-contact.com>



# CONTENTS

Message from the Dean .....	p.3
Life in France .....	p.4-9
Study environment .....	p.10-11
More than 120 years of expertise .....	p.12-13
BSB's pedagogy .....	p.14-15
Our Bachelor in Management .....	p.16-23
Join us .....	p.24-27



# BURGUNDY SCHOOL OF BUSINESS:

## INSPIRING CHANGE SINCE 1899

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  
Burgundy School of Business Dean

# WELCOME TO YOUR NEW HOME IN FRANCE

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

Some of the world's largest multinational companies in a variety of industries are based in France, particularly in the Burgundy and Rhône-Alpes regions. Due to a supportive business environment, you'll also find plenty of small and medium-sized enterprises as well as startups 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



ChristianDior



L'ORÉAL PARIS

LVMH  
MOÏT HENNESSY • LOUIS VUITTON



RENAULT

Veepee

VINCI



# DIJON AND LYON: AT THE CROSSROADS OF 2 MAJOR REGIONS IN FRANCE

Two of the most dynamic regions in France, Burgundy and Rhône-Alpes are ideally located with Switzerland, Italy, Germany, Luxembourg, and Belgium right on your doorstep.

Living in either Dijon or Lyon, you will have easy access to major highways, airports, and SNCF railway stations.



## SOME REGIONAL HIGHLIGHTS

- 5 UNESCO world heritage sites
- 1<sup>st</sup> gastronomic region in France
- 1<sup>st</sup> ski area in the world with 172 ski resorts
- 3 Alpine mountain ranges: Alps, Jura, Massif Central





## BURGUNDY

### CAPITAL CITY: DIJON

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 2015. 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.

Recognised today for its strength in the fields of food and nutrition thanks to its agri-food industry and its research and higher education centres, Dijon is also developing numerous clusters of expertise in health, sustainable development and ecological transition.

## AUVERGNE

## RHÔNE-ALPES

### CAPITAL CITY: LYON

With a population of 8 million, the Rhône-Alpes is the third largest region in France. Thanks to its shared borders with Switzerland and Italy, the region has become popular for those in sports, mountaineering and tourism. A prosperous area, it has the second highest GDP in France and eighth highest in Europe.

Known as a major centre for the high tech and engineering industries, it is also home to companies operating in a variety of sectors such as smart energy, industrial manufacturing, construction and public works, transportation and healthcare.

There’s a distinctive entrepreneurial buzz here, with 65,000 new companies created every year. This is also France’s second leading region for patents filed, and it’s home to an impressive €6.5 billion in Research & Development (R&D) investments.



# DIJON: A FOOD & CULTURE HUB

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,  
3<sup>rd</sup> MOST  
POPULAR CITY  
TO STUDY  
IN FRANCE

«L'étudiant» - 2021



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.



# LYON: A VIBRANT & CONNECTED CITY

Lyon has nearly 51,000 jobs in the digital and creative industries alone, and actively promotes collaboration between its higher education institutions and the many global companies that are based here.



Lyon has reinvented itself from its strong industrial heritage, due to its location, to a modern day metropolis with a dual focus on education and technology.

Home to more than 21,000 international students, the city has a youthful vibe and takes an innovative approach to urban planning.



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

*Condé Nast Traveler, 2020 Readers' Choice Awards*

From ancient Roman remains to the architectural style inherited from the Italian Renaissance, Lyon has a colourful history to explore.



# A VERY UNIQUE STUDY ENVIRONMENT

## BSB'S MAIN CAMPUS IN DIJON

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

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



The Dijon campus is located in the city centre, only about 10 minutes from the main railway station.

The campus itself is entirely accessible on foot with everything in easy reach: student housing, classrooms, libraries, shops, cafés, restaurants and more.

Explore our Dijon Campus  
Click to see the video



### 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.

# BSB'S NEW CAMPUS IN LYON

Five minutes from Central Station, our brand new Lyon campus is located at the heart of the city. With co-working spaces inspired by Google and smaller classrooms for personalised learning, this educational environment is designed to boost your academic and personal development:

- Classrooms adapted to all kind of needs
- Digital Learning Center
- 3D printing room
- Sport hall
- Lounge area
- Kitchen space
- Student Clubs area



**VIRTUAL CAMPUS TOUR:**  
DISCOVER OUR LYON CAMPUS  
AS IF YOU WERE THERE!



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

Through an innovative curricula and tailor-made services, you'll join a close-knit community in a business school that offers personal guidance to help you develop your potential and build a career suited to your personality and strengths.

## 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.

Due to their exclusive nature, only about 2% of all international students who come to France study at a Grande École.

## INTERNATIONAL FACULTY

Burgundy School of Business has 12 programmes which are fully taught in English and 39% of our professors are international.

Burgundy School of Business has a long tradition of welcoming international students: a pioneer in France, it was the first school in 1926 to offer a business education programme for foreign students.





## OUR RICH HISTORY

- **1899** - Our institution opens its doors for the first time in Dijon.
- **1919** - The first American students arrive at our institution in Dijon.
- **1922** - BSB creates a study abroad grant to help French students see the world.
- **1963** - The first language laboratory is built in Dijon at our institution during the first extension of the campus.
- **1965** - Our students go to China on an exchange trip, the first of its kind for a French school.
- **1968** - BSB signs its first international exchange agreement with the Staatliche Höhere Wirtschaftsschule in Pforzheim, Germany.
- **2000** - We create our first international courses (offered in English, Spanish and German) and we develop management courses in a foreign language in the Grande École programme.
- **2021** - BSB has 215 international academic partners, 62% of which are accredited.

## INTERNATIONAL RECOGNITION



BSB belongs to the Conférence des Grandes Écoles which brings together 41 Grandes Écoles de Management. All of them are recognized by the French government and delivering a Master's degree.



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.

## INTERNATIONAL COMMUNITY

With 25% of our student body and 39% of our faculty from overseas, you will be exposed to a variety of cultures which will help prepare you for an international career or diverse work environment.

**Watch our video to learn why international students from over 70 countries choose BSB and what they love about studying with us!**



# 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 35 students for 1 teacher
- A safe, walkable campus for 2800 students

## OUTSTANDING TEACHING FACULTY

Our international faculty and experts either have their own company or are active professionals in top-performing organisations. This gives you the rare opportunity to learn from successful teachers and gain knowledge on how to achieve the best results in a particular field from people who are embedded in the business world.

## A WORLD OF OPPORTUNITIES AWAITS YOU

Thanks to our immersive teaching methods, our bachelor programme gives 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.

# OUR CURRICULUM CHANGES FASTER THAN YOU DO

As a smaller, private institution, we have the flexibility and freedom to rapidly adjust our curriculum according to current affairs and changes in today's society and business environment. In fact, our programmes change every year in order to ensure we're providing a highly relevant education that prepares our students for a rapidly changing world.

## COMMITMENT

Being a responsible manager also means being considerate of others, being aware of our impact on the environment and our role in society.

BSB trains you to become a responsible manager and encourages you to carry out awareness-raising projects with a positive impact in order to learn how to motivate others, encourage diverse points of view, fight against inequalities, and develop smart environmental practices.

*Meet-Up with Raphaël Einthoven,  
French philosopher who wrote about change*



*Meet-Up with Guillaume Gibault, founder of Le Slip Français,  
one of the most successful French start-up*

## INSPIRATION

Nurture your geopolitical, economic and cultural openness with our "Meet-Up Inspiring Leaders" conferences. Throughout the year, we invite business leaders, philosophers and entrepreneurs to share their stories and inspire you to take risks, experiment. and follow your dreams.

## LEARNING BY DOING

During your three years of study, you will work in various teams in order to develop project management skills and understand different perspectives. You'll also build greater self confidence as you participate in workshops, group projects and joint presentations.



# BACHELOR IN MANAGEMENT

A comprehensive programme to match your professional goals.

## YEAR 1

## YEAR 2

### 2 TRACKS

100% English  
OR  
French with  
progressive English

DIJON CAMPUS  
LYON CAMPUS

#### CORE COURSES Fundamentals of Marketing & Business

##### Semester 1

- General accounting
- Market research and consumer behaviour
- Microeconomics - Macroeconomics
- B2C sales methods
- Business communication tools
- Information Technologies for Managers

##### Semester 2

- Introduction to organisational management
- Law 1
- Humanities and critical thinking
- Quantitative methods
- Dashboards and commercial strategy
- Entrepreneurship 1

#### CORE COURSES Fundamentals of Marketing & Business

##### Semester 3

- International issues
- Management control
- Communication
- Products and services
- Law 2
- Digital communication
- Human Resources practises
- Management challenge
- Artificial Intelligence in Business

- English tutoring
- Public speaking and eloquence

##### Semester 4

- Distribution
- Purchasing
- BtoB sales methods
- Introduction to Corporate Finance

##### Optional

- Citizen project
- Art and culture
- Web module: coding and web-design
- Entrepreneurship 2 (theoretical issues and practical implications)

\*German, Chinese, Spanish, French, Italian

### INTERNATIONAL EXPERIENCE

4-week intensive English course  
Griffith College - Dublin, Ireland  
or a 4-week French language seminar for  
native English speakers

International seminar  
or a French language seminar for  
native English speakers

### PROFESSIONAL EXPERIENCE

Up to 13 months  
of professional experience

Internship or humanitarian mission  
2 to 4 months

Internship  
2 to 4 months



Delphine BERTIN  
Head of Bachelor programme

Our bachelor's programme will provide you with the skills and confidence you need to transform your career, your life, and the world we live in. Bolstered by a student-centric teaching model, BSB's dedicated staff will guide, encourage and coach you every step of the way.

Thanks to our tailored "Learn & Do" pedagogy, a strong connection with the business world, and an international environment, we guarantee to accelerate your employability and maximise your chances of success in the pursuit of your academic and professional goals.

## YEAR 3

Option : join the programme directly in the 3<sup>rd</sup> year

## NEXT STEPS

### CORE COURSES SPECIALISATIONS (1 SEMESTER)

#### Semester 5

- Ecological transition
- Strategy, SME and entrepreneurship
- Economic and financial news
- Organisational behaviour
- BOOTCAMP Career Development
- Marketing Case Studies
- Leadership and project management

#### Semester 6

Academic Research methodology

#### Academic Research Paper

### SPECIALISATIONS

- Business Development
- Marketing du Luxe
- Wine Tourism
- International Business Management
- Digital Management
- Sustainable Business Management



**BACHELOR**



**MASTER IN MANAGEMENT -  
GRANDE ECOLE PROGRAMME  
BAC +5**



### CAREER CHOICES AFTER A BACHELOR DEGREE

- Business Developer
- Area Manager
- Communication Executive
- Marketing Assistant
- Product Manager
- Export Zone Manager
- Purchaser
- Customer Advisor

International semester  
or dual-degree

Internship 3 to 5 months



# PICK THE MINOR THAT SUITS YOU

After two years of self-discovery and growth, it's time to acquire in-depth business knowledge and skills that suit your professional ambition thanks to one of our six minors. Choose from four options in Dijon or two options in Lyon.

## MINORS IN DIJON: STRENGTHEN YOUR BUSINESS AND MARKETING SKILLS

### INTERNATIONAL BUSINESS MANAGEMENT

#### DIJON CAMPUS

All the assets to understand business and management in an international environment:

- International strategy
- Human resources management
- Operations management
- International finance

### WINE TOURISM

#### DIJON CAMPUS

We provide training in sales and marketing know-how adapted to the world of wines and spirits:

- Viticulture and oenology
- Tasting techniques
- Tourism marketing
- Communication
- Development of wine tourism products
- Merchandising
- Business project (creation of a business plan for an innovative wine project)
- Study trips to discover different wine regions (Champagne, Bourgogne, Beaujolais)

### MARKETING DU LUXE

#### DIJON CAMPUS

Get all the keys to enter the very selective field of Luxury Management. You will learn insider tips and tricks as well as the fundamentals to reach positions such as Buyer or Product Manager in this exclusive sector. Taught in French only.

### BUSINESS DEVELOPMENT

#### DIJON CAMPUS

This is an ideal choice if you're keen to learn more about business growth, acquisitions and investments. We'll cover topics such as distribution channels, the secrets of negotiation, and strategic vision within a commercial environment. Taught in French only.

## MINORS IN LYON: OUR EXPERTISE IN DIGITAL MANAGEMENT AND SUSTAINABILITY

### SUSTAINABLE BUSINESS MANAGEMENT

#### LYON CAMPUS

As tomorrow's managers, you'll learn how to make a positive impact and exercise corporate social responsibility.

- Finance: risk management and responsible investment
- Marketing & communications: responsible consumption, business ethics, and best practices
- Sustainable strategies, environmental awareness and responsible innovation

### DIGITAL MANAGEMENT

#### LYON CAMPUS

This specialisation trains you in digital professions:

- Understanding the impact of digital on society
- Digital transformation in companies
- Digital marketing tools
- Creativity and innovation management
- Digital entrepreneurship
- Business project (creation of a business plan for a digital start-up)
- Digital workshops (coding, blockchain, personal branding).

## ACADEMIC RESEARCH PAPER

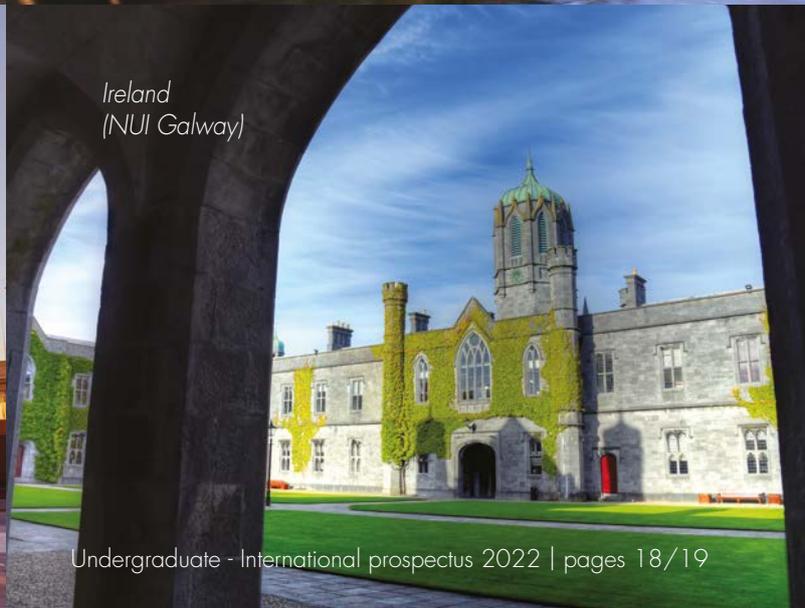
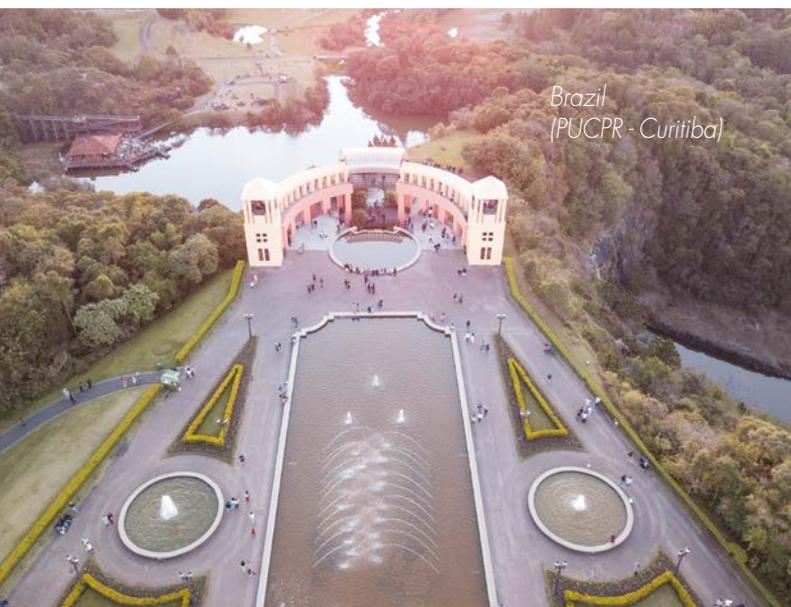
During your 3<sup>rd</sup> year, you will be trained in research methodologies. You will be required to work in groups of 3 to produce an academic research paper.

# MORE THAN 60 INTERNATIONAL DESTINATIONS

BSB's global network enables you to explore the world and further enhance your international experience. During your third year of our bachelor programme, you'll have the opportunity to study abroad for one semester or to obtain a dual-degree with one of our partner institutions. We will advise you on the best match, guide you through the process, and help organise the details such as accommodation or paperwork.

Here are a few examples of international destinations:

**See the  
complete list here**





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

# STUDENT ASSOCIATIONS

Culture, sport, media, business - with over 20 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 skill

Click here to explore our student clubs:



## THREE POPULAR CLUBS AT BSB

### Melting Potes



Its main mission is to welcome and support international students in order to create a true multicultural community. Every year, Melting Potes students work hard to offer a warm welcome to international students from over 50 countries.

### Equality



Equality promotes equality and inclusion by fighting against all forms of discrimination. Its main goal is to raise awareness amongst BSB students and think together about solutions for a more inclusive world.

### Vignobl'ESC



Vignobl'Esc is the association of BSB's wine and gastronomy enthusiasts. It offers tastings, discovery of French and international wines, cooking contests, thematic evenings.

# BUILDING YOUR FUTURE

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.

## BSB STUDENTS HAVE RECEIVED JOB OFFERS FROM TOP GLOBAL COMPANIES

altran

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

CHANEL

HERMÈS  
PARIS

HAYS Recruiting experts  
worldwide

IBM

HARIBO

innocent

KPMG

Johnson & Johnson

Kellogg's

LVMH  
MOÏSE KENNESKY LOUIS VUITTON



17,000  
GRADUATES 

100% OF OUR GRADUATES  
FOUND A JOB  
IN LESS THAN  
8 MONTHS  
2021 CGE SURVEY - JOB PLACEMENT

UP TO €35,000  
AVERAGE GROSS ANNUAL SALARY AFTER GRADUATION

UP TO €41,000  
AVERAGE GROSS ANNUAL SALARY AFTER  
GRADUATION FROM THE MASTER IN MANAGEMENT

# ACCESS TO BSB'S GLOBAL ALUMNI NETWORK

You'll join our community of 17,000 graduates worldwide, which gives you support, knowledge-sharing and partnership opportunities throughout your career.

## DURING YOUR STUDIES

Through business meetings, courses, trainings or mentoring sessions, BSB graduates regularly come to campus to meet you, share their professional experiences, and invite you for internships or company immersion days.

## A SUPPORT NETWORK FOR LIFE

### ONLINE NETWORKING PLATFORM

Find all the information you need to grow and maintain your BSB alumni network: geolocalised alumni directory, agenda, events and exclusive job offers.

### ALUMNI EVENTS

With the support of its leading alumni, BSB organises numerous meetings in France and abroad. These events allow you to strengthen your network and expose you to new perspectives. Your calendar will be full of after work networking events, thematic workshops and trainings, VIP invitations to the Meet-Up Inspiring Leaders conferences, special offers for trade fairs and events (such as Vivatech or Vinexpo), and graduation anniversaries.

### CAREER COACHING

You can count on BSB during each major step of your professional career: job search, preparation for interviews, assistance in retraining, and putting you in contact with partners.



### CLARINS

**Cécile LALOY** - BSB'18  
Brand & Product Training Assistant  
Clarins



**Vincent MARINE** - BSB'17  
Supply Chain Assistant  
Domaine Faiveley



**Agathe NAPPEY** - BSB'18  
HORECA Key Account Assistant  
Nestlé Nespresso SA

GUCCI



**Batien BORDE** - BSB'14  
WW Retail Performance Analyst  
Gucci



# A BACHELOR PROGRAMME LIKE NO OTHER

## ALL-INCLUSIVE TUITION FEES

### **Tuition fees are guaranteed for the entire duration of the bachelor programme.**

- €8,200 per year for the 3-year course
- €9,200 for the third year only

### **Your tuition includes:**

- Courses and lectures
- One or two semesters of academic exchange in one of our partner institutions (excluding transport and accommodation)
- Access to our campus and our Learning Center (open six days a week from 8:30 am to 10 pm on weekdays)

### **Language support**

- A four-week intensive English course in Ireland or Canada (excluding transport and accommodation)
- 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 plus participation in Talent Booster, and Career Booster
- Access to our alumni network of 17,000 graduates



## ADMISSIONS

Our Bachelor programme has one intake each year in September. All applications are made online.

As part of your application you will be required to provide the following:

- For the three-year course:
  - A non-French secondary school diploma
- For the third year only:
  - A non-French degree from a management programme equivalent to 2 years of higher education
- Language requirements:
  - English track: IELTS 6.0 or TOEIC 750
  - French track: TCF/TEF B2



## A PACE TO SUIT YOUR STUDENT LIFE:

During the Bachelor in Management, your courses will be spread over 4 days. This allows you to study more comfortably, have a student job or practice your favourite sport!

## 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.

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.

**Find out more about Health Care**



## ACCOMODATION

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.

**Find out more about housing at BSB**





# HOW TO APPLY

## STEP 1: FILL IN YOUR ONLINE APPLICATION

Go to our website and select the programme you're interested in, then click on Apply now.

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## STEP 2: PAY THE APPLICATION FEE

After attaching all the documents, you will be asked to review and validate your application and pay the €100 non-refundable application fee. The application fee must be paid online by credit card when you submit your application. Please note that your application will not be complete until we receive payment of the application fee.

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## STEP 3: GET READY FOR YOUR VIDEO INTERVIEW

From the day you are sent the link for your online video interview, you will have a limited amount of time to record your answers. It's a 30-minute interview that will take place on EasyRecrue platform.

Go on our website  
to see how best to prepare yourself



## STEP 4: CONFIRM YOUR ACCEPTANCE

If your application is successful, you will receive the notification of acceptance and the pre-acceptance letter. At this stage, you need to pay the deposit within 20 days. This is necessary to secure your place.

View deposits and payment plans



## STEP 5: MAKE TWO VERY IMPORTANT APPOINTMENTS

- Contact Campus France to validate your application.
- Apply for your visa with the embassy in your (nearest) country of residence.

## GETTING IN TOUCH

If you need any further help or information or have any accessibility issues during your application, please **contact us**



## BSB PROGRAMMES

- Bachelor in Management
- Master in Management – Grande Ecole Programme
- MSc Artificial Intelligence & Digital Technology Management
- MSc Arts & Cultural Management
- MSc Climate Change & Corporate Finance
- MSc Corporate Finance & Investment Banking
- MSc Data Science & Organisational Behaviour
- MSc Green Tech & Sustainable Societies
- MSc Luxury Management & Innovation
- MSc Sustainable Wine Tourism & Gastronomy
- MSc Wine Management
- MS Commerce International des Vins et Spiritueux
- MS Management des Entreprises Culturelles et Industries Créatives
- MBA Wine & Spirits Business

## CONTACT

info-international@bsb-education.com

## CAMPUSES

DIJON CAMPUS  
29 rue Sambin - BP 50608  
21006 Dijon Cedex  
Tel. +33 (0)380 725 900

LYON CAMPUS  
37 rue Saint Romain - 69008 Lyon  
Tél. +33 (0)428 297 720

## FOLLOW BSB

@bsb.international



## APPLY NOW ON OUR WEBSITE

