



Master in Management Grande École Programme



Burgundy School of Business Programmes

■ **Bachelor Marketing & Business** taught in French or in English

■ **Master in Management Grande École Programme** taught in French or in English

■ **MSc** taught in English

- Advanced Corporate Finance
- Global Entrepreneurship
- Global Marketing & Negotiation
- International Business Development
- Wine Business
- Wine Management

■ **Specialised Masters (MS)** taught in French

- Wine and Spirits Trade
- Management of Cultural and Creative Industries

■ **Executive Education** taught in French

- Executive ESC
- Executive MBA
- Executive Coaching Program

02 Editorial

04 Build your profile

06 Choose excellence specialisations

07 The Campus and Dijon

08 Key figures

10 Develop your international profile

12 Live club and society life to the fullest

14 Getting to Dijon / Life in Dijon

Embrace your destiny



Stéphane BOURCIEU,
Dean

At this very moment, you are probably wondering about your future. Studying at a Grande École business school means that you are going to obtain a broad-based degree which will allow you to custom build your professional project in-line with your ambitions.

To lead you to it, Burgundy School of Business bases its degrees on three fundamental pillars of success: academic excellence, international focus and personalised student mentoring.

Our international focus prepares you for an ever increasing globalised job market. 45% of our graduates work internationally and use English as their professional language. Mobility, living and working abroad, double degrees, international faculty, multi-cultural campus, academic networks and international companies all guarantee extensive international exposure.

Burgundy School of Business means academic excellence. You will experience exceptional pedagogy in courses taught by professors well-known in their fields of expertise.

Add a competitive edge to your degree by choosing one of our expert-specific programmes:

- MSc Wine Management programme, a growing sector in which the School is recognised throughout the world;
- Double degree programmes.

Lastly, personalised student mentoring is a highly regarded added value at Burgundy School of Business.

Whether in-class or through individual appointments, you will benefit from close contact with professors, their continuous pedagogical follow-up, as well as departmental teams and facilities which help pave the way to success.

- Thanks to the activities in the Personal Development Department, learn more about yourself and perfect your leadership skills.
- The Career Centre prepares you for the workplace (CV workshops, personalised advice, job interview preparation).
- Develop your skills and learn how to optimise them on the job market with the BSB "Building up Skills for Business®" approach.
- Our International Relations and Internship/ Apprenticeship Departments prepare and accompany you both abroad and in companies.

Academic excellence, international focus and personalised student mentoring:

Three fundamental values that will give you all the keys for your future professional success.

Embrace your destiny

Accreditations and networks

The Master's in Management Grande École Programme degree is recognised by the French Ministry of Higher Education. It is also EPAS accredited by the EFMD (European Foundation for Management Development), which guarantees across the board programme excellence (faculty, international focus, corporate relations, etc.)

Burgundy School of Business' Specialised Master's degrees (MS) as well as some of the MSc degrees are recognised by the Conférence des Grandes Écoles.

Burgundy School of Business is a member of the **Conférence des Grandes Écoles**, **Chapitre des écoles de Management**, the EFMD (European Foundation for Management Development).



“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.



Faculty and Research

Our faculty

- 60** faculty members with academic or professional profiles
- 1/3** international faculty members
- 2/3** of faculty members are PhD holders
- 250** professionals

Our research

- 41** faculty members hold a PhD and 5 Certifications to Lead Research
- 4** Research Chairs (Evaluation of Medical Claims of Health Foods, Corporate Governance, Microfinance, Responsible Management and Innovation)
- 1** Laboratory in Experimentation of Social Sciences and Consumer Behaviour (LESSAC)
- 1** Corporate Research Centre (CEREN)

Choose excellence specialisations

Specialisations: two phases

■ In the second semester of Master 1, you choose 4 closely-related in-depth modules in Marketing, Finance, Management or International Business (in English) and 5 high-flyers modules from a choice of 35.

■ In Master 2 year, you choose a specialisation in the first semester from September to December or opt to do a double MSc degree, a Burgundy School of Business Master's in Management, or a full-year Master's, MSc or MBA at one of our partner universities.

Master 2 specialisations taught in French

- Audit Expertise Conseil (Expert Audit Consulting)
- Banking and Asset Management
- Corporate Finance
- Marketing and Sales Communication
- Marketing Distribution Purchasing
- Product Development and Marketing
- Cultural and Creative Industries
- Entrepreneurship and SME Management
- Human Resources

Master 2 specialisations taught in English

■ International Business

A specialisation in the field of international business tied to management, marketing and finance.

■ International Finance

A major that leads to jobs in international finance thanks to in-depth knowledge you will acquire in international business and more specifically in international finance.

■ Global Marketing

This specialisation offers in-depth knowledge in international business and more particularly in international marketing and lead to jobs in this field.

New!*

In partnership with **Grenoble School of Management** you can specialise in Internet Strategy & Web Management in year 3.

In partnership with **Normandy Business School** you can specialise in Supply Chain Management as well as IT Management.

Doubles degrees MSc / Master's from Burgundy School of Business

In your Master 2, you can opt to do the 2 semesters to obtain a double degree. You receive a Master's Grande École and a Master's or MSc in the specialisation of your choice.

■ Master's in Management of Cultural Organisations and Creative Industries at the Paris campus* (taught in French)

This degree gives you solid training in the field of culture and creative industries: living arts, cultural heritage, cultural and creative industries (entertainment and medias), events organisation/cultural tourism.

The degree is part of a large network with our partners.

■ MSc Advanced Corporate Finance (taught in English)

The MSc in Advanced Corporate Finance aims to develop skills and theoretical advanced knowledge in corporate finance. The programme is organized in 5 blocks: core management classes, financial economics, advanced accounting and controlling, advanced corporate finance, advanced market finance.

■ MSc Global Entrepreneurship (taught in English)

You will acquire in-depth knowledge in entrepreneurship in a global environment.

■ MSc Global Marketing & Negotiation (taught in English)

The MSc in Global Marketing & Negotiation will give you a wide range of skills and technique for problem solving and decision making. You will develop your knowledge and practical application of marketing and negotiation tools, and implementation techniques.

■ MSc International Business Development (taught in English)

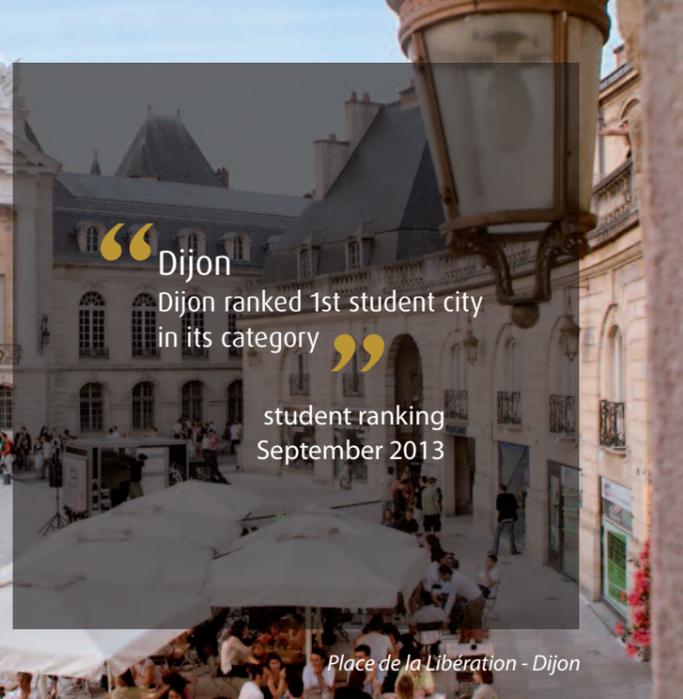
This degree will train you in international business and prepares you for jobs in all kinds of international companies.

■ MSc Wine Management (taught in English)*

You will acquire the skills necessary for operational and managerial functions in the worldwide sector of wine and spirits.

This degree programme is part of BSB's School of Wine and Spirits Business and is taught by well-known wine management experts and professors.

*For a selected number of students



“Dijon ranked 1st student city in its category”

student ranking
September 2013

Place de la Liberation - Dijon

Key figures at Burgundy School of Business

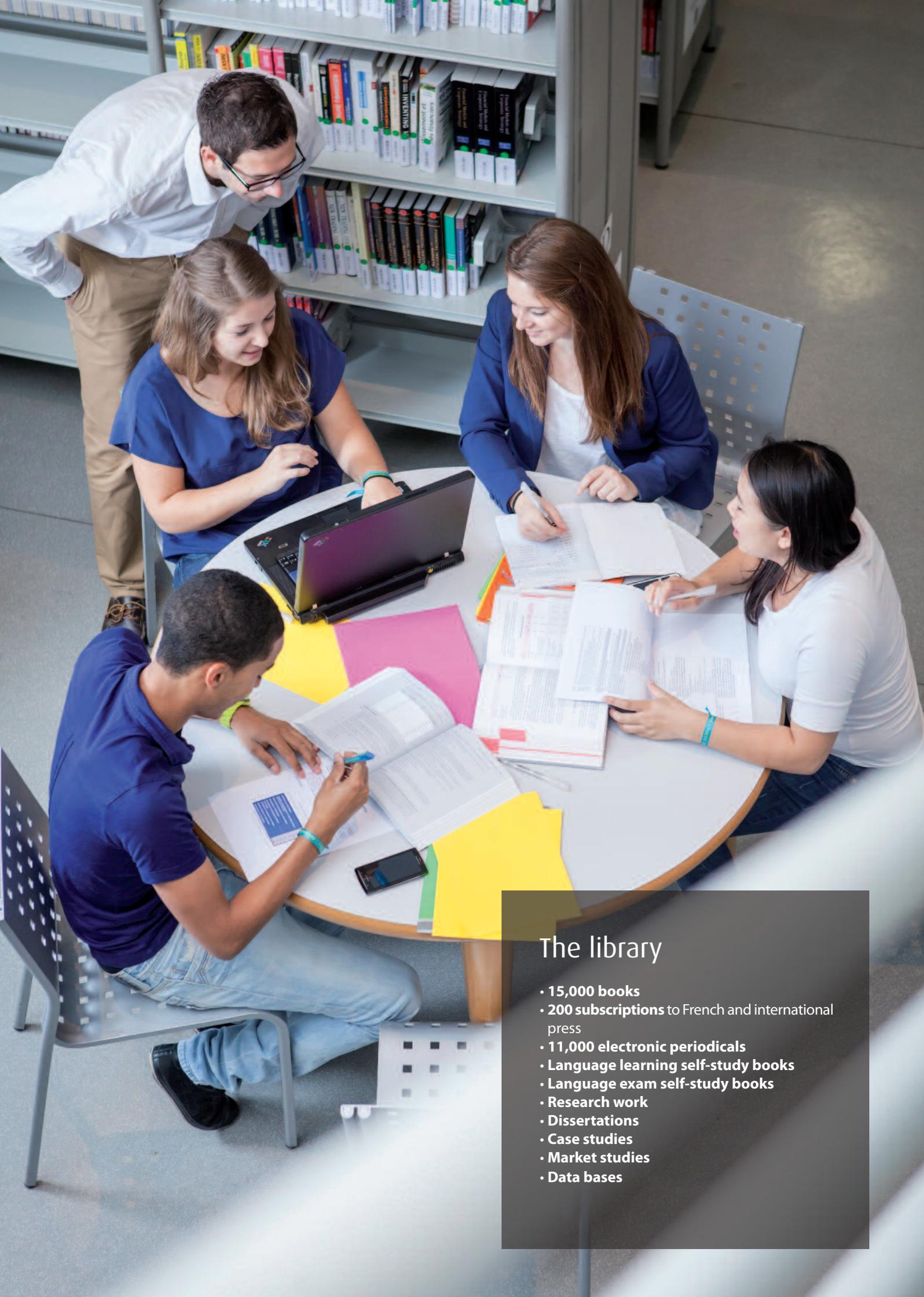
- 1,800** students
- 9,500** alumni
- 60** faculty members
- 250** professionals
- 115** international academic partners
- 1,100** company partners
- 4** research chairs
- 1** research centre (CEREN)
- 1** laboratory in experimentation of social sciences and consumer behaviour (LESSAC)
- 1** School of Wine and Spirits Business
- 1** incubator

Campus - Windowed Walls & Ceiling Burgundy School of Business



The Campus at Burgundy School of Business

- 1** campus ideally located in the city-centre
- 3** lecture halls
- 50** classrooms
- 3** IT labs
- 1** stock exchange room
- 1** library
- 1,000** m² for 30 student clubs
- 1** gym and sport facilities
- 1** cafeteria
- 1** courtyard green



The library

- **15,000 books**
- **200 subscriptions** to French and international press
- **11,000 electronic periodicals**
- **Language learning self-study books**
- **Language exam self-study books**
- **Research work**
- **Dissertations**
- **Case studies**
- **Market studies**
- **Data bases**

Develop your international profile

International environments are also in Dijon!

■ 100% of degree programme taught in English

Opt for the English track and take 100% of your classes in English, then leave to do a double degree at one of our partner universities or do your 3rd year on Dijon's campus. There are two possibilities: choose a major in English for one semester or do a double degree over the entire year: Global Marketing, International Business, International Finance, MSc International Business Development, MSc Global Entrepreneurship, MSc Wine Management, MSc Advanced Corporate Finance, MSc Global Marketing & Negotiation.

■ Learn a 3rd language

In addition to English and your second foreign language, you can learn a 3rd foreign language. 8 are offered: German, Arabic, Chinese, Spanish, Italian, Japanese, Portuguese and Russian.

■ Experience the rich cultural diversity of our campus

Each year more than **500 international students** blend into the campus landscape. You will have the chance to open up to other cultures through classes, pedagogical and club and society based projects. Benefit from rich experiences with them, practice your foreign languages and enhance your communication skills.

■ Study Abroad

Burgundy School of Business offers two opportunities: follow one semester in one of our 115 partner universities or achieve a double degree in one of our 41 programmes offered in our partner universities. There is a wide range agreements of high-level double degrees available (MSc, MBA, MA, etc.) See our website for more information.

Enter the world of work

At Burgundy School of Business, you will spend between 12 and 24 months in companies, in France or abroad. You acquire substantial professional experience which will make all the difference when you look for your first job.

Work placements

Your work placements are content progressive and provide you with the opportunity to put your acquired theoretical knowledge into practice and to gain skills and experience to help you in your choice of professional projects.

■ Job-specific work placements

The objective is to enable you to have an operational job position in relation to the in-depth modules you take in the Master 1 year and/or in relation to the common curriculum courses.

■ Management work placement

Learn how the different company functions complement each other within a strategic framework, learn how to think globally in the medium term, acquire managerial and job-related skills.

Optional professional year

You will experience long-term immersion (2 six-month work placements).

Meeting the professional world

The Corporate Relations department organises numerous company-student meetings: Business Forum, Audit Firms Forum, round tables.

These events are led by professionals and graduates alike and are the perfect opportunity for you to discover the major functions of businesses thus helping in your choice of specialisation: management control, human resources, brand management, category management, etc.

Personal accompaniment: your Career Centre

To reach your professional objective, it is important to have a clear and well-defined professional project. For this to happen, it is necessary to identify your skills and optimise them in a company. BSB's Career Centre guarantees personalised accompaniment throughout your studies with us, and subsequently at each stage of your job search: professional testing, CV and covering letter workshops, individual coaching, preparation for job interviews and negotiating salaries.

Master 1

Highlighting the skills I developed during my work placements.

Master 2

Finding my first job.



Develop your network

A very active network

The RéseauDi Association is a network of 9,500 graduates who have key positions in companies in all sectors in both France and abroad.

Its main missions

- Help graduates to develop life-long relations and business ties.
- Offer base level accompaniment to our students' career evolutions (job offers, coaching, etc.): 5,000 job offers, 20% of which are for young graduates, are selected and made available each year.

Joining a Grande École management school means creating life-long ties.

RéseauDi

Live club and society life to the fullest

Club and society life at Burgundy School of Business is a one of liberty, creativity and responsibility that helps you to **develop your profile of future manager**. You can fully commit to a project or passion that is important to you. Participating in a club or society is a useful way to put your classes into practice and test your professional skills in a team environment.

Feel free to join one of the many Student Clubs & Societies: Student Union, Arts Bureau, Sports Bureau, Junior Entreprise, 4L Trophy, Campus Comedy Tour, etc. **30+ club and society projects** are waiting for you. There are two main groups: **culture, media, sports, businesses, and solidarity and students.**

■ The Student Union

The Fédération des Étudiants is a ten-member team that organises and leads the club and society life at the School. It helps the other School associations to carry out their projects.

■ ESC'prit d'Aventure

Make a road trip to help sustainable development.

■ Junior Entreprise

Join Dijon Études Conseils which is ranked among the 30 best Juniors Entreprises in France and among the 10 best JE of Management Schools in 2013. Become a professional by implementing business plans, carrying out market studies in diverse sectors of activity.

■ MS Developpement

A Job Service association that finds and proposes the best temporary job offers to BSB students.

■ Madnesc

Tailor made for thrill seekers. You will organise the SemiSki and other extreme sports events.

■ Melting Potes

For internationally passionate students who want welcome and help foreign students coming from around the globe easily integrate into school life. You organise trips, evenings and outings to make them discover and appreciate our culture.

■ Vignobl'esc

In the heart of world-renowned Burgundy, test your oenology and gastronomy knowledge.

■ Campus Comedy Tour

You can wear a suit and be funny. This club organises an inter-Grandes École comedy festival.



Clubs & Societies Presidents meeting



ESC'prit d'Aventure



Induction Week

The Induction programme has been designed to familiarise you with all aspects of living and studying in France and to provide you with the background information and practical skills you will need to get the most from your stay. During the Induction week, the International Relations managers and the International Students Association Melting Potes will help you with administrative issues and your integration in Dijon and France. The programme also provides you with a chance to meet other students and make new friends.

Getting to Dijon

How to reach Dijon

■ By car

- Paris - Dijon: 310 km (186 miles) 3 hours
- Lyon - Dijon : 188 km (113 miles) 2 hours
- Lausanne - Dijon : 280 km (168 miles) 2 hours 30 minutes
- Strasbourg - Dijon : 312 km (187 miles) 3 hours 15 minutes



■ By train

The SNCF (French national railways) www.sncf.com (tel.: +33 8 36 35 35 35) links Dijon with the whole of Europe either by TGV (high speed train) or through its regular railway system.

All information can be found on their website. Please note that tickets sent through the postal service may not always arrive on time. The best way is to purchase a ticket upon arrival.

- Paris Gare de Lyon - Dijon : 1 hour 40 minutes (TGV)
- Roissy Charles de Gaulle - Dijon : 1 hour 50 minutes (TGV) - evening train
- Basel - Dijon : 1 hour 30 minutes
- Lyon - Dijon : 2 hours
- Lausanne - Dijon : 2 hours (TGV)
- Strasbourg - Dijon : 2 hours 30 minutes
- Geneva - Dijon : 3 hours

Life in Dijon

Burgundy School of Business is located on a campus just a few minutes' walk from the centre of Dijon. One of the best preserved historic centres in France, Dijon artfully combines tradition and modernity, and is ranked the second most desirable town in France in terms of quality of life.

A city open to the world

Dijon, a university and business centre, is the capital of the Burgundy region. It is situated in the very heart of Europe. Its picturesque and bustling pedestrian streets, flourishing trade, beautiful parks and gardens, all contribute to the town's lively and warm atmosphere.

A historical city

Wandering through the streets of Dijon is like a stroll through centuries of history. From the 12th century to the end of the 15th century, the Dukes of Burgundy bequeathed artistic and architectural treasures to the town, treasures that bear witness to the Dukes' prestige.

The centre of Dijon, France's third largest historical area of national heritage, covers an area of over 100 hectares (more than 250 acres) of churches, built between medieval times and present days, stately town houses dating from the 16th, 17th and 18th centuries, and medieval half-timbered houses.

A cultural city

Between visits and breaks to savour gastronomic delights in Dijon, discover a thousand other pleasures - theatre, concerts, opera, cinema, the annual wine festival, the many summer musical and cultural events and visit Dijon's seven museums, numerous art galleries and exhibition halls.

Climate

Dijon has a continental climate. The winters are cold and the summers warm and sunny, but remember to bring an umbrella and a raincoat!

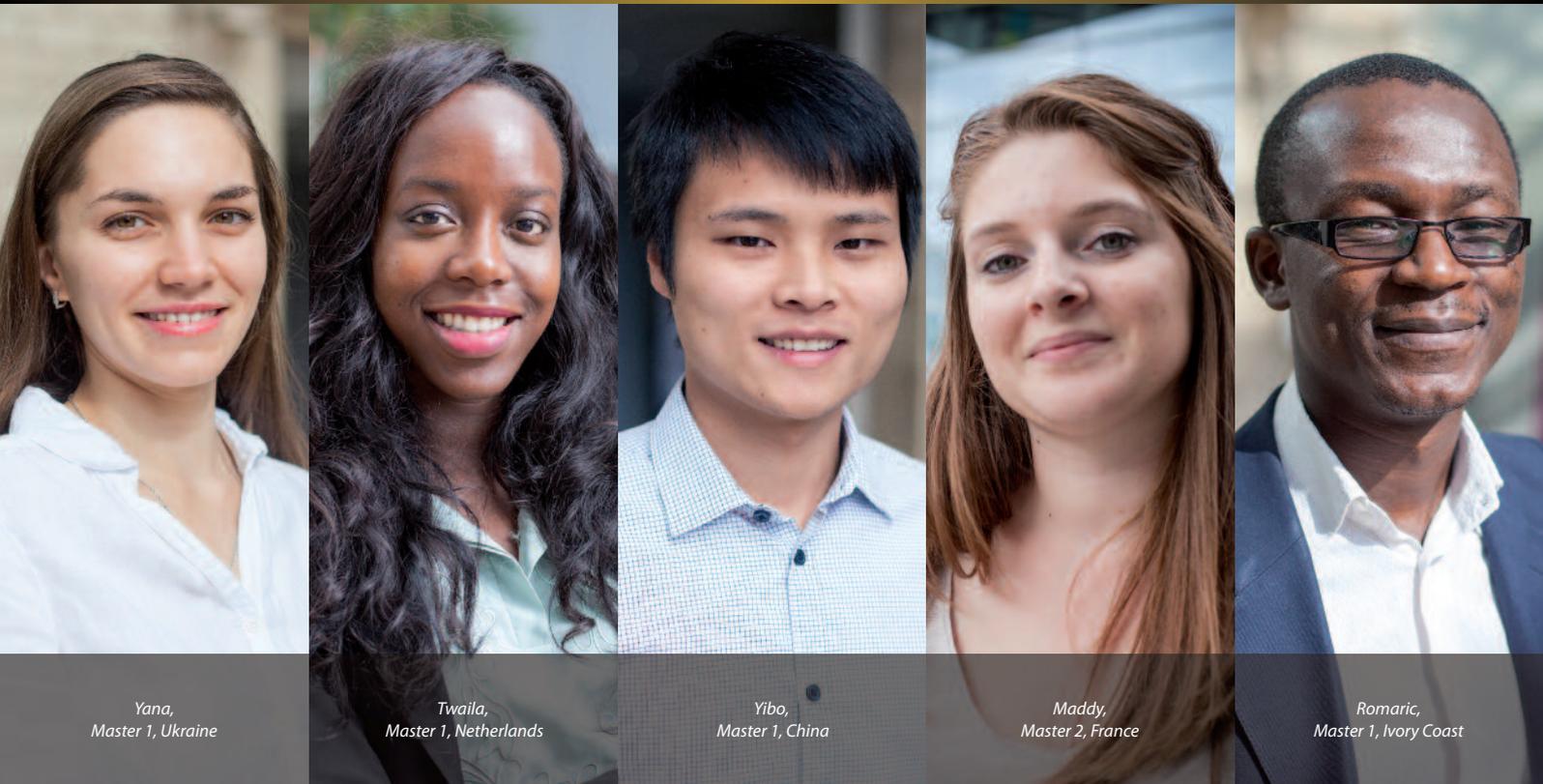
To find out exact weather conditions in Dijon visit: www.meteo.fr/meteonet_en/

A business city

Dijon's enviable situation, in the heart of a European communications network, with a first rate air, motorway and rail transport systems means that many internationally orientated companies have chosen to set up in Burgundy and have a privileged relationship with Burgundy School of Business; there are many opportunities to give and exchange professional advice and to offer work experience for our students.

The wine trade, the pharmaceutical and food-processing industries are notably represented. The following are some industrial companies based in Burgundy: Alstom, Michelin, Barry Callebaut, JTec, Pirelli, Schlumberger, Schneider, Seb, Tetra Pak, Valeo, Johnson & Johnson Santé Beauté France, Merck Medication Familiale, Amora Maille, Laboratoires Uργο, Groupe Boisset, Areva, Sanofi, Plasto.





Yana,
Master 1, Ukraine

Twaila,
Master 1, Netherlands

Yibo,
Master 1, China

Maddy,
Master 2, France

Romarić,
Master 1, Ivory Coast

Many thanks to all of the professors and students in this brochure.

How to apply ?

For exchange students, you will find all information about applying on our website by clicking on "International" then "exchange students"

For freemover and non exchange students please click on "Programmes"

One process admission:

Passworld Process Admission

www.pass-world.com/en/

Contact Burgundy School of Business:

Mrs Bérengère Moindrot

berengere.moindrot@escdijon.eu

**GROUPE
ESC DIJON
BOURGOGNE**
BURGUNDY SCHOOL OF BUSINESS



escdijon.eu



Find us on

facebook

twitter /escdijon

29 rue Sambin - BP 50608
21006 Dijon Cedex
Tel. +33 (0) 380 725 900 - Fax +33 (0) 380 725 999
escdijon@escdijon.eu

