



Degree Programmes



DIJON - LYON - PARIS - BEAUNE



One of the smartest ways
to study in France

Key facts

Founded in 1900, Burgundy School of Business is a leading teaching and research Business School and belongs to the network of top French academic institutions in management. Burgundy School of Business is located in Dijon, the capital of Burgundy, in the heart of Europe.

■ Academic Profile

- A faculty of 60 professors
- 35% international professors
- 250 experts (professors, consultants and company executives)
- 1 Corporate Research Center (CEREN)
- 9 degree programmes in management taught in English or in French.

■ International Perspective

- 2,300 students - 500 international students, 65 nationalities
- An international network of 9,500 alumni
- 60 visiting professors from our partner universities
- 150 international academic partners
- 45 "Double Degree" programmes in 10 countries
- French language classes offered to all international students



Focus



Member of the highly selective French «Conférence des Grandes Écoles»*, Burgundy School of Business is AACSB accredited and recognised by thousands of companies in France and around the world for its high-quality education.

The Master in Management programme is ranked in the Financial Times amongst the Top 80.

*Association of Engineering and Business Schools

Message from the Dean



Dr. Stéphan BOURCIEU
Dean and Director General of
Groupe ESC Dijon-Bourgogne / Burgundy School of Business

Burgundy School of Business, member of the exclusive club of century-old management schools, was founded in 1900. Our strategic plan aims to reinforce our strong international dimension and guarantee a successful student experience through academic excellence and personalised student support.

■ **Burgundy School of Business in short: a commitment to personalised support, international experience and excellence**

• **Personalised support**

We highly value student experience, providing tutorship, coaching and various opportunities to tailor students' programmes to their individual needs. Our Career's Centre offers valuable advice and information for work placement and job opportunities.

• **International experience**

Commitment to internationalisation is essential to Burgundy School of Business through student and faculty mobility as well as research collaboration.

• **Excellence**

Our goal is to provide academic excellence through a high quality faculty composed of research specialists, consultants, managers, management experts and international professors.

■ **What makes Burgundy School of Business different:**

- **Our School of Wine & Spirits Business**, unique on an international scale,
- **Our multiple research chairs** (Microfinance, Corporate Governance, Responsible Management and Innovation, Evaluation of Health and Food Medical Claims),
- **Our state-of-the-art Experimental Economics Laboratory (LESSAC),**
- **Our recognised expertise in :**
 - Management of Cultural and Creative Industries.
 - Accounting, Audit and Consulting.
 - Corporate Finance.
 - Entrepreneurship and Innovation.
 - Marketing and Negotiation.

Burgundy

a gateway to Europe

■ Welcome to Burgundy

Burgundy is known in France as “the land of great art and good living”. It is rich in cultural heritage and famous for its historic architecture, gastronomy, wine and viniculture.

A strong economic region, Burgundy lies within the European “Northern capital cities” areas which account for almost half of the income generated in the European Union and represents a third of the European population. Burgundy is a region which invests in the future, pioneering research in sectors such as pharmaceuticals, chemistry, materials science, food and taste science, virtual reality, the environment, biology and health.



90 minutes from Paris
2 hours from Geneva
4 hours from Brussels
5 hours from London





Why Dijon?

■ Enjoy the French way of life in a beautiful location

Dijon, capital of Burgundy, is a dynamic student city and business centre. A city of art and history, with concert halls, an Opera House and museums, it's lively by day and by night. Dijon also has a packed cultural calendar of events: numerous exhibitions, festivals, concerts and shows. No matter what you are interested in, classical music, sport, music, culture, you have only one option: to enjoy it!

■ Easy to travel

Dijon is very well connected and is linked to all major cities by TGV. There are also transport links to the major European cities. It only takes 1½ hours to get to Paris, 1½ hours to get to Lyon and 2 hours to get to Strasbourg from Dijon.

Enjoy studying on a modern campus

Burgundy School of Business offers its students all the latest education technology including modern facilities, a Learning Resources Centre and state-of-the-art multimedia and computer equipment.

■ The Learning Resources Centre opens up the world of business and management

- 26,496 books, 323 E-books, 150 French and international journal subscriptions, more than 13,390 online periodicals.
- 1,000 European and French market studies, updated on an annual basis.
- Numerous CD-ROM language learning methods.
- Economic, Finance and Marketing information on companies in 70 different countries.

■ The Campus

Burgundy School of Business is located in the centre of Dijon on a 10,000 m² campus.

■ The Market Room

This room offers students and faculty members

various software programmes especially designed for professionals (traders, foreign exchange brokers, managers, analysts, treasurers, etc.)

■ Student Clubs and Societies area

30 different Clubs and Societies offer a wide range of activities: culture, business, media, sport, humanitarian aid, etc.

“Burgundy School of Business is a modern school, with all the facilities, easy access to internet, and above all, very close to the city centre, which is really convenient.”

Yan FANG (China),
Master in Management Programme



Since 1900, a tradition of excellence geared to business

Our faculty members are highly qualified researchers and 35 % are international. More than 75 % of the full-time faculty hold a doctoral degree. Our degree programmes are taught in French and /or in English.

■ Burgundy School of Business's Corporate Research Centre (CEREN)

Our faculty members produce top rate research work and represent Burgundy School of Business at international seminars and conferences. They publish articles and works in four areas of distinct expertise, "innovation, clustering and entrepreneurship", "sustainable development and performance", "experimental economics" and "management of health systems".

■ The Laboratory for Experimentation in Social Sciences and Consumer Behaviour (LESSAC)

The LESSAC is the largest laboratory for experimental economics in Europe. It is widely recognised in the corporate world for its innovative cross-disciplinary methods for consumer behaviour analysis and its contribution to decision making and implementation.

■ The School of Wine & Spirits Business (SWSB)

Burgundy School of Business's long-standing and renowned expertise in wine management has its roots in the region of Burgundy, famous for its excellent wines. SWSB's substantial networks have been developed over decades with more than 600 alumni working in the wine sector in France and abroad. SWSB brings together a range of degree programmes and research activities in wine and spirits business.

■ Corporate links

- 1,500 partner companies.
- Students complete 4 to 9 month work placements in France or abroad.
- Corporate partnerships: career counselling, job fairs, recruitment sessions...

The French higher education system

The French higher education is characterised by the coexistence of two systems: the Universities and the Grandes Ecoles.

Over the years, the Grandes Ecoles have proven their effectiveness in training engineers and managers for business. The Grandes Ecoles are small to medium-sized institutions which are highly selective. They provide high-quality education and maintain close ties with the corporate world. The degrees awarded by the Grandes Ecoles have the same status as public University degrees and are monitored by the French Ministry of Education.

Burgundy School of Business, a Grande Ecole within the French Higher Education System

	University Degree	Grande Ecole Burgundy School of Business	
8 th year	DOCTORAT		
7 th year			
6 th year		Specialised Master / Mastère Spécialisé	
5 th year	MASTER	Master in Management Grande Ecole Programme	MSc
4 th year			
3 rd year	LICENCE	Introduction to Business and Management	Bachelor
2 nd year	2 or 3 year University degree	Preparatory classes	
1 st year			
Baccalauréat (equivalent to "A level")			

(Source : Conférence des Grandes Écoles)

BSB awards degrees which are nationally recognised by the French Ministry of Higher Education and Research. The Bachelor in Marketing and Business and the Master in Management, our flagship programme, have been accredited by the Ministry for the longest period possible. The value of our students' degrees is therefore internationally recognised.

BSB is also a member of the Conférence des Grandes Ecoles that assigns a label of quality to academic programmes that meet certain high requirements in terms of selection criteria, teaching and students support. This label guarantees excellence in education which is highly valued in the workplace.



Burgundy School of Business

Bachelor (taught in English or in French) Two campuses : Dijon and Lyon	<ul style="list-style-type: none">• Bachelor Marketing & Business
Master (taught in English or in French)	<ul style="list-style-type: none">• Master in Management, Grande Ecole Programme
MSc (taught in English)	<ul style="list-style-type: none">• MSc Advanced Corporate Finance• MSc Global Marketing and Negotiation• MSc International Business Development
Specialised Master (taught in French - Paris Campus)	<ul style="list-style-type: none">• Management of Cultural and Creative Industries
Short term programmes (taught in English)	<ul style="list-style-type: none">• Entrepreneurship, Creativity and Innovation• Customised programmes More information about these programmes on our website www.bsbu.eu

School of Wine & Spirits Business

MSc (taught in English)	<ul style="list-style-type: none">• MSc Wine Management• MSc Wine Business
Specialised Master (taught in French)	<ul style="list-style-type: none">• International Wine and Spirits Trade

Bachelor Marketing & Business

Two campuses: Dijon and Lyon

■ Programme objectives

The programme leads to a Bachelor's degree fully recognised by the French Ministry of Education. This internationally oriented programme allows students to acquire knowledge and understanding of different areas of marketing and business, and to develop their professional skills.

■ Academic calendar

The Bachelor in Marketing & Business is a 3-year degree.

- 1st and 2nd year: Core courses, international seminar, a 3-month minimum work placement.
- 3rd year: Core courses, specialisation, possibility of double degree or semester abroad, a 3-month minimum work placement.

■ Specialisations

- International Business Management (in English)
- Commercial Management and Development (in French)
- Wine Tourism (in English)

■ Main courses

- Micro and Macro Economics
- Operational Tools for Marketing
- Sales Methods
- Communication
- Distribution
- Finance & General Management
- Accounting
- Management Control
- Information Systems and Technologies

- English
- Business Projects
- Strategy
- International Business and Management
- Geopolitics
- Political Economy
- A 2nd Foreign Language

■ Career opportunities

Commercial Manager, Sales Manager, Buyer, International Buyer, Area Sales Manager, Export Assistant, Communication Project Manager, Regional Manager, Export Manager for a specific area, Consultant/ Advisor, Logistics Manager, etc.

■ Admission requirements

- High school degree/ A-level or equivalent
- Language proficiency:
 - English track: IELTS (6.0) or equivalent
 - French track: TEF/TCF (4), DELF B1

■ Selection process

1. Application Screening
2. Essay (in English or in French)
3. Logical reasoning and culture test
4. Interview

■ Application deadline

June 30th

Our Bachelor in Marketing & Business degree offers numerous enriching experiences which help students to find their place in today's ever changing world.

Duration: 3 years

Language: English or French

Starting: September

«Now that I am close to the end of my year I can honestly say that I would rather be nowhere else. Burgundy School of Business is a great institution that will challenge you on different levels, both academically and socially. There is always something going on here !»

*Benjamin SAUNDERS (Ireland),
Bachelor's Programme*

Master in Management Grande Ecole Programme

The Grande Ecole Programme aims to train socially responsible managers equipped with technical expertise in all areas of company management.

Duration: 2 to 3 years

Language: English or French

Starting: September

“At Burgundy School of Business, students work in small groups and are well supervised. Moreover, many classes are run by experts and consultants from the corporate world, or by professors with a strong professional background. This is a real added-value for students, as they have much to share with us. Studying at BSB has been a very positive experience.”

Codrin DUMITRU, (Romania)
Master in Management Programme

■ Programme objectives

The Master in Management is a generalist pre-experience programme. It trains future managers to be entrepreneurially-minded, socially responsible, interculturally aware with a global perspective and equips them with professional skills in specific sectors. Students alternate academic periods and work placements. This blend of academic and hands-on training lies at the very heart of the programme.

■ Academic calendar

Master 1:

- Autumn semester: Core courses in Marketing, Management & Finance in English or in French.
- Spring semester: Wide range of electives.
- Summer: 3 month work placement.

Master 2:

- One academic year MSc programme, or
- Autumn semester: Specialisation in French or in English, and
- Spring semester: A 6-month work placement and professional thesis.

■ Specialisations

Taught in French

- 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

Taught in English

- International Business

- International Finance
- Global Marketing

MSc

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

■ Career opportunities

A large proportion of our graduates found employment in Sales & Marketing, Finance & Banking, Human Resources, Production, General Management, IT.

■ Admission requirements

Non-French Bachelor's Degree.
English track: IELTS (6.5), TOEFL (80), or equivalent.
French track: TEF/TCF (4), DELF (B2).

■ Application process

Burgundy School of Business joined the Pass-World network, a consortium of elite French Business Schools recognised by the French Ministry of Education and sharing one common admission procedure.

■ Selection process

1. Application Screening
2. Written test
3. English test
4. Interview

■ Application deadline

June 10th

■ Programme objectives

The MSc in Advanced Corporate Finance aims to develop skills and advanced theoretical knowledge in corporate finance. The programme is organized in 5 blocks: core management classes, Financial Economics and advanced classes in Accounting and Controlling, Corporate Finance, Market Finance.

■ Academic calendar

1st term (September-December): core courses

2nd term (January-April): core courses and project

3rd term (May-August): professional thesis/dissertation

■ Main courses

- Governance
- Business Ethics
- Strategic Management
- Managing Diversity
- Financial Economics
- Accounting & Controlling
- Corporate Finance
- Market Finance
- Research Methods for the Master's Thesis
- International Consulting Project

■ Career opportunities

Graduates can enter a variety of positions in the financial sector at national and international levels within multinational corporations and SMEs: investment banking, private banking, financial and credits risk

management, foreign exchange, consultancy, etc.

They will be able to work in international companies with a large impact in finance, such as investment companies, international banks and multinational corporations.

■ Admission requirements

- A Bachelor's Degree in Business Administration, Economics, Engineering, Mathematics or Statistics.
- An English language certificate - IELTS (6.5) , TOEFL (80), or equivalent - obtained not more than two years before applying.
- A 10 page essay including a literature review based on a financial topic.

■ Selection process

1. Application Screening
2. Essay
3. Interview

■ Application deadline

June 30th

Finance professionals and the financial world need to change and adjust to a new global context. This means addressing today's issues such as corporate social responsibility, governance or Big Data management. Teaching combines behavioural economics, experimental and interactive learning methods.

Duration: 1 academic year
Language: English
Starting: September

MSc Global Marketing and Negotiation

It is our ambition to prepare future managers with strong marketing and negotiation skills for the challenges of implementing efficient marketing strategies in today's evolving and complex business world.

Duration: 1 academic year
Language: English
Starting: September

■ Programme objectives

The MSc in Global Marketing & Negotiation aims to provide a wide range of skills and techniques for problem solving and decision making. Students will develop their knowledge and practical application of marketing, negotiation tools and implementation techniques.

■ Academic calendar

1st term (September-December): core courses

2nd term (January-April): core courses and marketing, project

3rd term (May-August): professional thesis/dissertation

■ Main courses

- Global Marketing Strategy
- Global Market Development
- International Luxury Marketing
- Managing Diversity
- International Business Negotiation
- International Business Project
- Implementing Evidence Based Marketing
- Specialised Cases

■ Career opportunities

Job prospects include product/brand manager, market researcher, marketing manager, sales manager, account manager or one of many other related positions.

■ Admission requirements

- A Bachelor's degree in Business/Management/Marketing with a good knowledge of the basics of marketing.
- A command of English: IELTS (6.5), TOEFL (80), or equivalent obtained not more than two years before submission of the application.

■ Application process

Burgundy School of Business joined the Pass-World network, a consortium of elite French Business Schools recognised by the French Ministry of Education and sharing one common admission procedure.

■ Selection process

1. Application Screening
2. Interview

■ Application deadline

June 30th

MSc International Business Development

This programme is the ideal springboard for future business executives whose ambition is to develop their management skills in an international context.

Duration: 1 academic year
Language: English
Starting: September

■ Programme objectives

The MSc in International Business Development is an English-taught postgraduate programme that aims to train future dynamic and internationally-oriented operational managers who will support business organisations into global market expansion.

■ Academic calendar

1st term (September-December): core courses

2nd term (January-April): International Business courses and project

3rd term (May-August): professional thesis/dissertation

■ Main courses

- International Business Environment
- Managing Business Internationalisation
- Managing Diversity
- Managing International Financial Risks
- Managing International Business Operations
- International Negotiation and Sales
- International Consulting Project

■ Career opportunities

Graduates will be able to hold a large variety of middle management positions within international business organisations, such as: sales manager, export zone manager, import-export manager, international purchaser, executive manager in International SMEs.

■ Admission requirements

- A Bachelor's Degree in Business Administration
- An English language certificate - IELTS (6.5), TOEFL (80), or equivalent - obtained not more than two years before submission of the application.

■ Selection process

1. Application Screening
2. Interview

■ Application deadline

June 30th

Specialised Master in Management of Cultural and Creative Industries (Paris Campus)

Our mission is to help our students to develop successful career plans by giving them the tools to succeed in the cultural industries and by introducing them to a network of experts.

Duration: 2 to 3 years
Language: English or French
Starting: September

«The experience of living in Paris and learning about culture and administration is unique! Our teachers are not only academics but also professionals in their field. I am sure that this course was the best choice for me because it is a substantial experience in culture, French life and the world of work!»

*Beatriz REINGENHEIM (Brazil),
Marketing Manager, Publishing House WMF
Martins Fontes, Brazil*

■ Programme objectives

Our goal is to train professionals who can accompany creators and their works through the stages of financing, production, circulation and negotiation.

■ Academic calendar

The Master is offered in Paris:

1st semester (Mid-October - Mid-April): core courses, seminars, projects

2nd semester (Mid-April - December): Work placement, professional thesis/dissertation

■ Main courses

- Global and European Cultural Issues
- Marketing of Arts and Culture
- Communication, Promotion and Public Relations
- Management of Organisations, Teams and Project
- Management and Law Environment of Cultural Organisations
- Contracts and Intellectual Property Management
- Financial Management

■ Career opportunities

The programme prepares students for managerial positions in organisations and businesses in the fields of the performing arts (music, theater, dance...), heritage (museums, historical sites...), cultural tourism and creative industries (media, films, music, books, video games...).

■ Admission requirements

Master's degree or a Bachelor's degree along with at least three years of significant work experience.

Command of French TEF (4), DELF (C1).

■ Application process

Burgundy School of Business joined the Pass-World network, a consortium of elite French Business Schools recognised by the French Ministry of Education and sharing one common admission procedure.

■ Selection process

Application deadline: Mid-August

1. Application Screening
2. Interview

■ Application deadline

June 30th



ECOLE SUPÉRIEURE DE COMMERCE

The School of Wine & Spirits Business

The School of Wine & Spirits Business, founded in 2013, is an institution dedicated to education and research in the wine and spirits industries. Our programmes prepare graduates to become capable specialists who trade in wines and spirits, market their products innovatively and play managerial roles in all divisions of these demanding industries.

Located in Dijon, the capital of the world renowned wine-growing region of Burgundy, the School of Wine & Spirits Business is part of Burgundy School of Business (Groupe ESC Dijon-Bourgogne).

The School has incorporated three existing wine-industry programmes, the oldest of which was founded in 1988. As these programmes attract candidates from all over the world, the student body is culturally diverse, making for stimulating group assignments and class discussions.

Within Burgundy School of Business's substantial teaching body, eight permanent faculty members dedicate themselves specifically to our programmes and are committed to excellence in teaching and generating intellectual output. Visiting lecturers from both professional and academic fields reflect the international nature of the School in the variety of their countries of origin.



Director's Welcome



Dr. Jérôme GALLO
Director of the School of Wine & Spirits Business
Associate Dean, Burgundy School of Business

Burgundy School of Business (Groupe ESC Dijon – Bourgogne) has launched an exciting project of specialisation, internationalisation and academic and research excellence by founding a unique new institution: the School of Wine & Spirits Business.

After creating the Specialised Master in International Wine and Spirits Trade in 1988, we founded the MSc in Wine Business in 2009 and the MSc in Wine Management in 2012 (for students without prior experience in the wine industry).

Burgundy School of Business's long-standing and renowned expertise in wine management has its roots in the region of Burgundy, famous for its excellent wines.

In September 2013 we consolidated these successful ventures by creating the School of Wine and Spirits Business with its own research centre. The main goal of the research centre is the publication of articles in peer-reviewed journals specialising in the wine and spirits industries as well as other prestigious publications aimed at a scientific community interested in wine marketing - a research field that has come to dominate the field.

My colleagues and I have been delighted with the success these wine-industry programmes have had with an English-speaking public. Our aim is to attract the best students from around the world, students who want to become specialists in a demanding and fascinating field.

Continuous growth and improvement are part of our pledge to the students and graduates who have entrusted - and will entrust - us with their future.

BURGUNDY
SCHOOL
OF WINE & SPIRITS
BUSINESS

MSc Wine Management

The MSc in Wine Management draws upon the expertise of an extensive international network of speakers, professionals and academics with in-depth knowledge of the wine sector.

Duration: 3 semesters including thesis and optional workplacement
Language: English
Starting: September

■ Programme objectives

This one-year programme is aimed at recent graduates from Bachelor programmes who wish to start a career in wine management but have no prior experience in the wine industry.

It combines industry-related teaching modules in administration, finance, sales, logistics and legal issues with oenology, wine tasting and wine tourism to provide students with the knowledge required to sell a product as unique as wine.

Our students obtain a global vision of this singular industry, allowing them to apply with confidence for all managerial openings.

Drawing from an impressive international network of speakers, professionals and academics with in-depth knowledge of the wine sector, the course has a combined theoretical and practical approach.

From financing a wine business to advising consumers on choosing a wine, students are given the full range of tools necessary to sell a product that demands far more versatility than most others.

■ Academic calendar

Autumn Semester (September - December):
core courses

Spring Semester (January - May):
core courses and project

Project: Professional Thesis / Dissertation

■ Main courses

- Viticulture and Oenology
- Wine Economics
- Wine Tourism
- Sales and Negotiation in the Wine Industry

- Wines of the World
- Project Management in the Wine Industry
- Finance in the Wine Industry

■ Career opportunities

Graduates will be able to apply for managerial positions in all sectors of the wine industry. Some of the managerial positions for which the course will prepare you are:

- Brand Manager
- Import - Export Manager
- Sales Executive
- Distributor
- Commercial Agent
- Communications Manager
- Public Relations Manager
- Finance and Administration Manager

■ Admission requirements

To be considered for admission to the MSc in Wine Management, applicants must satisfy the following minimum requirements:

A Bachelor's degree in any kind of major. A command of English: IELTS (6.0) or equivalent obtained not more than two years before submission of the application.

■ Selection process

1. Application Screening
2. Interview

■ Application deadline

Mid-July

■ Programme objectives

To train future managers in developing wine business skills for:

- Wine estates
 - Managing the estate
- Merchandisers
 - Managers of cooperative wine cellars
 - Wine merchants
- Distribution and Marketing
 - Agents
 - Importers / Exporters
 - Service Providers

To train tomorrow's managers for the growing international wine market.

■ Academic calendar

- Autumn Semester (September - December): core courses
 - Spring Semester (January - May): core courses and project
 - Professional Semester: June - December
- Work placement or personal business plan (if accepted by the School's Incubator Programme) and professional dissertation or research dissertation.

■ Main courses

The programme is designed for the student to apply theory to current business practices. Theory is drawn from the four key disciplines of wine business:

1. Wine Culture
2. Marketing
3. Management
4. Finance and Law

Each discipline is learnt through the use of case studies and group workshops in classes that are taught in face-to-face or with on-line teaching methods. For the first year of this

programme's delivery, the use of emerging media has been a focus of the programme. A diverse range of professionals and academics provide up-to-date experiences and invaluable information for demanding students. We expect all graduates to have exercised their skills through a range of practical experiences, including on-line community management, visits to wine regions and interactions during professional exhibitions.

■ Career opportunities

Graduates will be able to hold a large variety of senior management positions at an international level, such as Export Manager, Product Manager, Marketing Manager, Buyer, Estate Manager, Online Community Manager, Cooperative Winery Manager, Wine Broker, etc.

■ Admission requirements

Candidates holding a Bachelor's degree with an academic background in management or technical fields (vine, wine, agrifood), international trade, and seeking to pursue a career in the wine sector and connected activities (facilities, wine tourism, etc). Command of English: IELTS (6.5), TOEFL (88), or equivalent certificate obtained no more than 2 years before application.

■ Selection process

1. Application Screening
2. Essay
3. Interview

■ Application deadline

Mid-July

Our first graduates are running their own enterprises and driving the changes required in wine business to succeed in tomorrow's wine market. Take the MSc in Wine Business to find out how you are going to make the difference.

Duration: 3 years

Language: English or French

Starting: September

«The programme places a particular importance on innovation, with courses that are industry relevant and give you the grounding to talk wine. The several trips you make are also a relevant part of your experience. Going to wine fairs, wineries and discovering this industry that is a great one to work in.»

Dean David OXENHAM (Mauritius),
Sales & Export Manager E.C Oxenham & Cy Ltd,
Mauritius

Specialised Master in International Wine and Spirits Trade

Full time and part time executive

It is our ambition to participate in wine industry challenges and to supply the market with professionals who meet company requirements.

Duration: 11 to 15 months including work placement (full-time), 18 months (part-time)
Language: French
Starting: November

«With challenging coursework geared toward the viticultural, oenological, commercial and financial imperatives of the wine trade, the master programme provides all students with the analytical tools, insights and networks to succeed as a professional in the trade. I heartily recommend the degree to anyone who harbours a passion for wine and a taste for business.»

Alistair PINE (United Kingdom),
Area manager for Gerard Bertrand wines, USA

■ Programme objectives

The Mastère Spécialisé in International Wine and Spirits Trade, created in 1988, is a specialised training programme for those intending to take up various positions in the wine trade. The goal is to provide training for managerial staff in the fields of export, marketing, purchasing, public relations, estate management, etc. This programme combines managerial training (marketing, international commerce and management) and product training (viticulture, œnology, knowledge about winemakers and key players in the field). This dual training allows students to acquire real knowledge about production and, at the same time, develop their managerial skills.

A five week study trip along with teaching from numerous professionals allows students to develop effective professional networks.

■ Academic calendar

This programme is offered on a full time basis in Dijon, with 7 months of classes plus work placement, or on a part time basis in Paris (2 days a month over 18 months and 4 seminars).

Courses begin:

- Full time: First Monday in November
 - Part time: Each new module begins every other month.
- Project:

Throughout the course, students have to manage several projects and demonstrate their ability to organize events.

Main courses

- Wine making
- Wine Tasting and Viticulture

- Wine Environment
- Management of the Wine Industry: Trade, Marketing, Law, Finance, Purchasing, etc.

■ Career opportunities

Graduates will be able to work in all areas of the wine sector, and in particular as Export Manager, Marketing Manager, Buyer, Estate Manager, Wine Broker, etc.

■ Admission requirements

The programme is open to candidates with a Master's degree or a Bachelor's degree with professional experience.

Exceptions can be made for students with a diploma in oenology or for those who don't meet requirements but have a strong motivation and /or a serious project. Command of French TEF (4), DELF (B2).

■ Selection process

1. Application Screening
2. Essay
3. Interview
4. Oral test of English

■ Application deadline

- Full time: mid-August
- Part time: Applications are examined throughout the year





BSB BURGUNDY SCHOOL OF BUSINESS

DIJON - LYON - PARIS - BEAUNE

29 rue Sambin
BP 50608
21006 Dijon Cedex

Tel +33 (0) 380 725 900
Fax +33 (0) 380 725 999
contact@bsb-education.com

bsbu.eu

09/2016 - Photos : Thierry Kuntz, Jean-Marc Schwartz, Amaud Dauphin et BNB
The information in this leaflet is correct at the time of going to print.

