



**BURGUNDY  
SCHOOL OF  
BUSINESS**

**LEAD  
FOR  
CHANGE**

**MANAGEMENT DES HOMMES  
ET DES ORGANISATIONS**




# ZOOM SUR...



## MANAGEMENT DES HOMMES ET DES ORGANISATIONS

### Parcours

- International Manager
- Data Science 

### Spécialisations

- International Business 
- Ressources Humaines
- Data Science and Organizational Behavior 

### Master of Science (MSc)

- MSc International Business Development and Entrepreneurship 
- MSc Data Science and Organizational Behavior 

### Semestres et Doubles Diplômes à l'international



#### Jean-Guillaume DITTER

PhD in International & European Economics  
Centre Universitaire de Recherches Européennes et Internationales (CUREI), Université Pierre Mendès-France (UPMF), Grenoble  
jean-guillaume.ditter@bsb-education.com



#### Catherine POURQUIER

PhD, Doctorat in Private Law Université Montpellier I  
catherine.pourquier@bsb-education.com



#### Angela SUTAN

PhD in Experimental Economics, Université Louis Pasteur, Strasbourg  
Accreditation to supervise research (HDR), Experimental Social Sciences Université de Montpellier I  
angela.sutan@bsb-education.com

# SUCCESS STORIES

## INTERNATIONAL BUSINESS/ INTERNATIONAL MANAGER



YVES SAINT LAURENT

Amandine - BSB'12

Dubai and Middle East Buyer



AUS KHMER

Julien - BSB'12

Development Director



Parlamentum Europaeum

Marion - BSB'14

Senior Clerical Officer  
Assistant

## RESSOURCES HUMAINES

**HAYS** Recruiting experts  
worldwide

Laura - BSB'14

Responsable Ressources Humaines



DANONE

Jade - BSB'14

Talent Manager

**randstad**

Elyse - BSB'15

Consultante en Recrutement

### Jessica CLAUDEL, BSB'10

Après avoir effectué le Bachelor puis le Master en apprentissage à BSB, j'ai débuté ma carrière dans le recrutement. J'ai travaillé pendant plus de 5 ans en tant que recruteur et chasseur de tête en Suisse et au Luxembourg. Mon travail consiste à décliner la stratégie de l'entreprise en prenant en compte le capital humain. Je dois faire en sorte que les objectifs stratégiques et économiques de l'entreprise soient respectés tout en intégrant les dimensions sociale et sociétale. Je suis à la fois un partenaire du business et un support terrain.

À BSB, chacun est libre et a la possibilité de tracer sa voie. L'école permet d'ouvrir de multiples portes et ce même si les étudiants choisissent certaines spécialisations ou directions. J'ai fait une spécialisation Management Marketing Produit, et je ne suis clairement pas dans cette branche aujourd'hui. >>



# PARCOURS INTERNATIONAL MANAGER

## OBJECTIFS

- Acquérir des compétences académiques internationales différenciatrices du parcours international « classique » (un semestre d'études ou un parcours « double diplôme ») en combinant :
  - 1 semestre (MGE2 - S3 obligatoirement) dans un établissement partenaire dans un pays
  - 1 parcours diplômant (MGE3) dans un autre établissement partenaire et un autre pays.
- Cette combinaison peut être « unilingue » et/ou « multi continents »  
Exemples :
  - S3 en Espagne + parcours diplômant en Amérique Latine ou « multilingue » et/ou « multi continents »
  - S3 en Asie + parcours diplômant en Amérique du Nord ou en Europe.

## CONTENU DU PARCOURS

Modules supplémentaires, séminaires, coaching, participation à des événements extérieurs.

- Préparation intensive aux tests de langue (IELTS, CECRL...) et au GMAT dès la première année du MGE. Planification du passage de ces tests

## JUSQU'À 30 MOIS D'EXPÉRIENCE À L'INTERNATIONAL

Découvrez l'éco-système des grandes régions économiques du Monde et cumulez 30 mois d'expériences académiques et professionnelles.

### PARCOURS INTERNATIONAL MANAGER

| 6 mois                           | 12 mois                                | 12 mois                                 |
|----------------------------------|--|---|
| <b>Échange à l'international</b> | <b>Année professionnelle</b>           | <b>Double diplôme à l'international</b> |
| dans un établissement partenaire | Stages en entreprise à l'international | dans un établissement partenaire        |
| (semestre 3)                     | (entre semestres 3 et 4)               | (semestres 5 et 6)                      |

Selon vos choix de destinations, vous pourrez combiner une expérience dans plusieurs pays sur plusieurs continents, et ainsi acquérir la maîtrise de plusieurs langues.

### CONTACT

**Claudia SAMPEL**

claudia.sampel@bsb-education.com

Campus Dijon

# PARCOURS DATA SCIENCE

---

## OBJECTIVES

- The track in Digital Behavior trains future leaders and academics in (digital) management to a high level of expertise in the intersection between management, behavioral tools and digital technologies.
- We form experts able to put in practice effective tools to understand and modify decision making and deal with digitalization in organizations;

professionals/academics with a strong and useful research background likely to act in functions such as global strategists, analysts in counselling companies, chiefs in marketing services, management consultants, government officials, economists in banks and financial organizations, human resources managers, etc...

---

## PROGRAMME

The track prepares to the specialisation or MSc in Data Science and Organizational Behavior.

### **SEMESTER 2 OR SEMESTER 3**

2 additional modules

### **SEMESTER 4**

- 5 excellence module to choose
- 2 additional modules

### **SEMESTERS 5 ET 6**

The track continues with the specialisation or the MSc in Data Science and Organizational Behavior.

### **CONTACT**

**Angel SUTAN**

angela.sutan@bsb-education.com

**100% English track**  
**Dijon Campus**



# SPECIALISATION

# INTERNATIONAL BUSINESS

---

## OBJECTIVES

The specialisation in International Business aims to train future internationally-oriented operational managers who will support business organizations into global market expansion

---

## PROGRAMME

### **BLOCK 1: GLOBAL BUSINESS STRATEGY**

Know why, how and where business organisations expand overseas.

### **BLOCK 2: ENVIRONMENT OF THE INTERNATIONAL MANAGER**

Be exposed to key issues in today's global economy and their business implications.

### **BLOCK 3: GLOBAL BUSINESS LAW**

Provide students with an understanding of the legal framework within which international business organisations operate.

### **BLOCK 4: GLOBAL SUPPLY CHAIN MANAGEMENT**

Be acquainted with efficient management of international business operations.

### **BLOCK 5: INTERNATIONAL MARKETING MANAGEMENT**

Introduce students to the task of building and implementing an international marketing policy and succeeding in its implementation.

### **BLOCK 6: INDUSTRIAL RELATIONS & INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

Understand the nature, players and recent evolution of relationships between management and labour in the context of globalization.

### **BLOCK 7: INTERNATIONAL FINANCE**

Know the key tasks in international financial management

### **BLOCK 8: GLOBAL BUSINESS AND THE DIGITAL ECONOMY**

Understand how digital technologies impact global business organisations on various levels.

Total face to face classes: 160 hours

---

## TARGETED JOBS

- Graduates will be able to hold a large variety of middle management positions within internationalized business organisations: sales manager, export zone manager, import-export manager, international purchaser, executive manager in international SMEs.
- The aim of this specialisation is to provide students general tools to be able to work in any international company.

---

# SKILLS DEVELOPMENT

- Understand key issues in communication across cultures
- Understand the economic/social/legal/cultural environment of international business
- Use the adequate tools for getting the right information
- Work and communicate in an international context
- Analyse an organisation in an international context
- Communicate with foreign colleagues in business English
- Know how to behave in a multicultural group

---

# REQUIREMENTS

- English language certificate: TOEIC 750 or IELTS 6.5
- Students should demonstrate a personal interest/experience and/or have a professional project in the sector.

---

# DISTINCTIVE FEATURES OF THE PROGRAMME

- A «Competitiveness of Firms and Nations» class based on the Harvard Business School case method (from the Institute for Strategy and Competiveness founded by Michael Porter)
- The opportunity to develop cross-cultural skills by working on a real-life consultancy project
- Multicultural competencies: understanding and working effectively across cultures
- Mastering international business models and strategy

## CONTACT

**Jean-Guillaume DITTER**

jean-guillaume.ditter@bsb-education.com

**100% English track**  
**Dijon Campus**



# SPÉCIALISATION

# RESSOURCES

# HUMAINES

---

## OBJECTIFS

Cette spécialisation prépare les élèves aux métiers des Ressources Humaines sous tous leurs aspects : gestion du personnel, social, recrutement, formation, communication interne...

---

## CONTENU DU PROGRAMME

### **MODULE 1 : MANAGEMENT RH**

- Audit Social
- Recrutement
- Formation
- Entretien d'évaluation
- Intelligence émotionnelle et management des talents

### **MODULE 2 : DROIT DU TRAVAIL ET RELATIONS SOCIALES**

- Droit du travail
- Relations sociales
- Conférences et animations avec des représentants syndicaux

### **MODULE 3 : CONDUITE DU CHANGEMENT**

- Conduite du changement
- Enquête terrain
- Conférences sur le thème du changement

### **MODULE 4 : GESTION PRÉVISIONNELLE DES EMPLOIS ET DES COMPÉTENCES (GPEC)**

Connaître et comprendre une politique de GPEC (Gestion Prévisionnelle des Emplois et Compétences) en entreprise ainsi que ses différents acteurs. Approche basée sur des études de cas.

### **MODULE 5 : POLITIQUE DE RÉMUNÉRATION**

- Stratégie de rémunération
- Connaître et comprendre les enjeux d'une politique de rémunération sur la performance de l'entreprise

### **MODULE 6 : QUALITÉ DE VIE AU TRAVAIL**

Connaître et comprendre les enjeux du management des conditions de travail (stress, sécurité, ergonomie).

Volume horaire total de la spécialisation : 164 heures de cours en face à face.



---

## DÉBOUCHÉS

- Direction des Ressources Humaines
- Responsable des Ressources Humaines
- Responsable formation
- Responsable gestion des carrières
- Conseil en recrutement
- Conseil en organisation...

---

## COMPÉTENCES VISÉES

- Être le référent en matière de réglementation sociale
- Accompagner un changement organisationnel
- Réguler les relations sociales
- Conduire un plan de communication interne
- Gérer le processus de recrutement et de formation
- Mettre en place/utiliser/améliorer la GPEC

---

## LES + DU PROGRAMME

- La pédagogie s'appuie sur une approche pragmatique, les évaluations sont donc majoritairement axées sur des études terrain ou des cas d'entreprises
- Interventions, conférences et visites d'entreprise

### CONTACT

**Catherine POURQUIER**

catherine.pourquier@bsb-education.com

Campus Dijon

# SPECIALISATION

# DATA SCIENCE AND

# ORGANISATIONAL BEHAVIOUR

---

## OBJECTIVES

To train future leaders and academics in data and behaviour management to a high level of expertise in the intersection between management, behavioural tools and data science.

The programme is created to give students programming skills, both by syntax (IT tools) and module (games tools), which is a unique way of teaching the subject.

---

## PROGRAMME

### SEMESTER 1

- Data Science Methods: Introduction to computer sciences applied to data management
- Applied information Analysis: Statistics and qualitative tools for managing and analyzing new data sets (e.g. text messages, images, videos..)
- Behavioural Methods & Applications: introduction to experimental methods and games fundamentals for the analysis of humans behaviour
- Behavioural Tools: designing and developing decision making and behavioural economics experiments

---

## CAREER OPPORTUNITIES

- Data analyst / Data scientist
- Global strategist
- Analyst in counselling companies
- Chief in marketing services
- Management consultant, government official, economist in banks and financial organizations, human resources manager...
- Graduates develop their own company

---

# REQUIREMENTS

- English language certificate equivalent to TOEIC 785, IELTS 6.5 (for non-native speakers)
- No specific technical skill is required to enter the programme

---

## DISTINCTIVE FEATURES

- An exclusive programme in Europe providing a unique knowledge : students will be able to put in practice effective tools to understand and modify decision making and deal with big data in organizations
- Immersion in the professional world at all times: 25% classes provided by experts during the whole year
- The programme is based on the LESSAC (Laboratory for Experimentation in Social Sciences and Behavioral Analysis created in 2008): the largest experimental economics platform in Europe and one of the top players in research

### CONTACT

**Angela SUTAN**

angela.sutan@bsb-education.com

**100% English track**  
**Dijon Campus**



# MSc

# DATA SCIENCE AND ORGANIZATIONAL BEHAVIOR

---

## OBJECTIVES

To train future leaders and academics in data and behaviour management to a high level of expertise in the intersection between management, behavioural tools and data science.

The programme is created to give students programming skills, both by syntax (IT tools) and module (games tools), which is a unique way of teaching the subject.

---

## PROGRAMME

### SEMESTER 1

#### • MSc core courses:

- Data Science Methods: Introduction to computer sciences applied to data management
- Applied information Analysis: Statistics and qualitative tools for managing and analyzing new data sets (e.g. text messages, images, videos..)
- Introduction to experimental methods and games fundamentals for the analysis of humans behavior
- Behavioral Tools: designing and developing decision making and behavioral economics experiments

### SEMESTER 2

#### • MSc advanced courses:

- Recent Topics in Data Science: Understand the main concepts of Machine Learning, Object oriented programming, Mobile Apps Creation...
- Big Data Practical Applications: professionals in data management will present successful applications of Big Data, from the idea to the business

- Behaviour in Organisations and Markets study of human behaviour in organisations and markets and how insights from behavioral sciences can help (managers to make better decisions)
- Behavioural Strategies for Business and Management: evaluate business needs, develop field interventions on specific industry problems)

### PROFESSIONAL THESIS

A project lead in the LESSAC laboratory (in BSB premises), under supervision for programming, design and tests, with researchers from the lab. A company gives a real life problem to be solved by May.

### TEACHING METHODS

- Experimental and simulation labs
- Virtual organizations
- ICT tools
- Statistics
- Programming
- Econometrics
- Machine learning

Total face to face classes: >450 hours

---

# CAREER OPPORTUNITIES

- Data analyst / Data scientist
- Global strategist
- Analyst in counselling companies
- Chief in marketing services
- Management consultant, government official, economist in banks and financial organizations, human resources manager...
- Graduates develop their own company

---

# REQUIREMENTS

- English language certificate equivalent to TOEIC 785, IELTS 6.5 (for non-native speakers)  
No specific technical skill is required to enter the programme
- Oral motivation interview

---

# DISTINCTIVE FEATURES

- An exclusive programme in Europe providing a unique knowledge : students will be able to put in practice effective tools to understand and modify decision making and deal with big data in organizations
- 2 field trips included to the programme:
  - Visit of IBM Data Center in Luxembourg
  - Participate in the "Southern Experimentalist Meeting"
- Immersion in the professional world at all times: 25% classes provided by experts during the whole year
- The programme is based on the LESSAC (Laboratory for Experimentation in Social Sciences and Behavioral Analysis created in 2008): the largest experimental economics platform in Europe and one of the top players in research

## CONTACT

**Angela SUTAN**

angela.sutan@bsb-education.com

**100% English track**  
**Dijon Campus**



# MSc

# INTERNATIONAL BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

---

## OBJECTIVES

The MSc International Business Development provides students with a blend of practical skills and academic knowledge to train internationally oriented managers. The main goal is to train internationally-oriented operational managers that will support business organizations into global market expansion. It is the ideal springboard for future business executives whose ambition is to develop their management skills in an international context.

---

## PROGRAMME

### SEMESTER 1 COURSES

#### **BUSINESS INTERNATIONALISATION MANAGEMENT**

#### **ENVIRONMENT OF THE INTERNATIONAL MANAGER**

Be exposed to key issues in today's global economy and their business implications.

#### **INTERNATIONAL FINANCIAL RISK MANAGEMENT**

#### **GLOBAL SUPPLY CHAIN MANAGEMENT**

Be acquainted with efficient management of international business operations.

#### **INTERNATIONAL MARKETING MANAGEMENT**

Introduce students to the task of building and implementing an international marketing policy and succeeding in its implementation.

#### **INDUSTRIAL RELATIONS & INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

Understand the nature, players and recent evolution of relationships between management and labour in the context of globalization.

#### **MANAGING DIVERSITY**

#### **GLOBAL BUSINESS AND THE DIGITAL ECONOMY**

Understand how digital technologies impact global business organisations on various levels.

#### **THE COMPETITIVERESS OF FIRMS AND MARIOUS MICROECONOMICS OF COMPETITIVERESS**

## SEMESTER 2 COURSES

### BLOCK 1: INTERNATIONAL BUSINESS SEMINAR

### BLOCK 2: CONSULTING PROJECT

### BLOCK 3: INTERNATIONAL BUSINESS DEVELOPMENT

- Country risk analysis
- Economic intelligence
- European Business Environment
- International Business Law
- International Monetary System
- International Sales / Negotiation
- Managing International Business Operations
- Economic Intelligence

---

## CAREER OPPORTUNITIES

Graduates will be able to hold a large variety of middle management positions, such as:

- Sales Manager
- Export zone Manager
- Import-Export Manager
- International Purchaser
- Executive Manager in International SMEs

---

## REQUIREMENTS

- English language certificate: TOEIC 750 or IELTS 6.5
- Students should demonstrate a personal interest/experience and/or have a professional project in the sector
- Interview with the Head of Programme

---

## DISTINCTIVE FEATURES

- A «Competitiveness of Firms and Nations» class based on the Harvard Business School case method (from the Institute for Strategy and Competitiveness founded by Michael Porter)
- The opportunity to gain professional experience and develop cross-cultural skills by working on a real-life consultancy project
- Multicultural competencies: understanding and working effectively across cultures
- Mastering international business models and strategy

### CONTACT

**Jean-Guillaume DITTER**

jean-guillaume.ditter@bsb-education.com

**100% English track**  
**Dijon Campus**





# SEMESTRES ET DOUBLES DIPLÔMES À L'INTERNATIONAL

## **DÉCOUVRIR UN SECTEUR ET/OU VOUS SPÉCIALISER À L'INTERNATIONAL (EXTRAIT)**

Sport Management, Tourism Management, Green Economy Management, Corporate Social Responsibility Management, International Business, Human Ressources, Business Administration...



# SEMESTRES À L'INTERNATIONAL (SEMESTRE 3 OU 4)

- Sport Management, JAMK University of Applied Sciences - Jyväskylä, Finland
- Sport Management University of Hertfordshire - Hatfield, United Kingdom
- Tourism Management, Universität Bayreuth, Germany
- Green Economy Management, Umeå University – Sweden
- Corporate Social Responsibility Management, CBS Copenhagen Business School – Denmark
- Corporate Social Responsibility Management, Lappeenranta University of Technology - Finland
- International Business, Nanyang Technological University - Singapore
- International Business, Pontificia Universidade Católica do Paraná, Brazil
- Human Ressources, HTW - Berlin, Germany
- Human Ressources, CBS Copenhagen Business School - Denmark

# SPÉCIALISATIONS DE MASTER 2 À L'INTERNATIONAL (SEMESTRE 5 OU 6)

- Sport Management, Corvinus University of Budapest - Hungary
- Management & Leadership, University of Stellenbosch Business School - South Afrika
- Sustainability Management, The University of Nottingham - United Kingdom
- International Business, Wilfrid Laurier University - Waterloo, Canada
- International Business, Instituto Tecnológico y de Estudios Superiores de Monterrey – Mexico
- Human Ressources, Reykjavik University - Iceland
- Business Administration, Ewha Womans University - Seoul, South Korea
- Business Administration, Nagoya University of Commerce and Business – Japan
- Business Administration, National Cheng Chi University - Taiwan

# DOUBLES DIPLOMES

---

## MASTER OF SCIENCE (MSc) BUSINESS WITH HOSPITALITY AND TOURISM MANAGEMENT

**NORTHUMBRIA UNIVERSITY - NEWCASTLE, UNITED KINGDOM**

### LANGUAGE OF INSTRUCTION

- English

### PROGRAMME DESCRIPTION

This is a business-focused Master's degree aimed to enhance graduates' employability. The course develops broad business skills while also offering a specialist pathway in hospitality and tourism management that starts after the first semester. Specialist modules cover topics such as responsible tourism, tour operations, and managing attractions and destinations.

You'll also explore the issues facing international hospitality organisations. Your studies will equip you for roles in the hospitality and tourism industries, which need well-qualified professionals, as well as in general management.

The course culminates in either a Master's dissertation or a consultancy project tackling an issue faced by a real client.

- **Duration:** 1 year of 3 academic semesters
- **Dates:** Mid-September to mid-September

### PROGRAMME STRUCTURE

The program consists of 5 core courses, 2 electives and a thesis or Consultancy Project.

- **Semester 1: Core Curriculum Course**

- Developing Global Management Competencies I
- Strategic Management for Competitive Advantage

- **Semester 1 et 2: Core Curriculum Course**

- Academic and Professional Development
- Dissertation preparation and Research Methods

- **Semester 2: Core Curriculum Course**

- Developing Global Management Competencies II

- **Semester 2 : 2 modules du «Pathway» Hospitality and Tourism Management**

- Contemporary Hospitality Management
- Tourists and Tourism

- **Summer : thesis**

- Either the newcastle business school business school masters dissertation: approved and relevant topic for MSc Business with Hospitality
- Either a Masters Consultancy Project

### REQUIREMENTS

- IELTS: 6.5 (min 5.5 in each part)
- Academic average BSB: 12.5 / 20

---

# LAUREA MAGISTRALE IN ECONOMIA AZIENDALE E MANAGEMENT (MSc IN BUSINESS AND MANAGEMENT)

UNIVERSITÀ CARLO CATTANEO – LIUC - CASTELLANZA, ITALY

## LANGUAGE OF INSTRUCTION

- English (with the possibility of taking courses in Italian if level B2)

## PROGRAMME DESCRIPTION

Forms individuals with in-depth economic and business knowledge; mathematical-statistical and legal knowledge, equipping students with the skills and vision to develop internationalization strategies in business. The application of analytical skills, strategic and operational diagnoses is extended to various industrial and service sectors.

- **Duration:** 1 year of 2 academic semesters
- **Dates :** early September to mid-June

## PROGRAMME STRUCTURE

If your level of Italian allows it (B2), you will then have the opportunity to take courses in Italian as one of the options offered during the second semester.

- **Semester 1**
  - Corporate Governance
  - Intercultural Competences
  - International Business Law
  - International Strategy and Multinational Corporation
- **Semester 1 and 2**
  - Electives to choose from in International Business Management
- **Semester 2**
  - Thesis according to LIUC methodology

## SPECIFICITIES OF THE PROGRAM

In Italy there is a tax to be paid related to the graduation which amounts to 242€ which are at the student's expense.

## REQUIREMENTS

- IELTS: 6.5 (min 5.5 in each part)
- Academic average BSB: 12.5 / 20

---

# MBA PROGRAM IN INTERNATIONAL MANAGEMENT (ImMBA)

FU JEN CATHOLIC UNIVERSITY, TAIWAN

## LANGUAGE OF INSTRUCTION

- English

## PROGRAMME DESCRIPTION

The ImMBA is a generalist programme that aims to provide both theoretical and practical education in an international perspective. It enables knowledge to be acquired in all management disciplines by understanding their interconnections. It is particularly aimed at students wishing to build their professional careers in international companies.

- **Duration:** 1 year
- **Dates:** September to July

## PROGRAMME STRUCTURE

- **Autumn semester**
  - Strategic Management : A Global Viewpoint
  - International Business Management
  - Supply Chain and Operations Management: A Global Viewpoint
  - Innovation and Product Management
  - Business Ethics
  - Applied Professional Research (I)
  - Thesis

- **Summer semester**

- Organization Design and Management : A Global Viewpoint
- Marketing Management : International Perspectives
- Human Resources and Knowledge Management : International Perspectives
- Financial Management : International Perspectives
- Applied Professional Research (II)
- Thesis

## PROGRAMME FEATURES

The writing of a Master's thesis in accordance with the requirements of Fu Jen Catholic University and its oral defense are graduation requirements for the ImMBA

## REQUIREMENTS

- TOEIC 750 or IELTS 6.5 or TOEFL IBT 80 (caution: FLCU reserves the right to regularly review its requirements and modify them if necessary. The scores indicated are those of 2017/2018).
- GPA 3.0/4.5

---

# MASTER OF SCIENCE (MSc) GLOBAL LOGISTICS, OPERATIONS AND SUPPLY CHAIN MANAGEMENT

**NORTHUMBRIA UNIVERSITY - NEWCASTLE, UNITED KINGDOM**

## LANGUAGE OF INSTRUCTION

- English

## PROGRAMME DESCRIPTION

This course combines management studies with a strong specialist focus on operations, logistics and supply chain management (LCSM).

The specialist LCSM modules cover strategic procurement, sustainable supply chains, improving the supply chain, and strategic partnerships. The course culminates in either a master's dissertation or a consultancy project tackling an issue faced by a real client.

The course is accredited by the Chartered Institute of Purchasing and Supply (CIPS).

- **Duration:** 1 year of 3 academic semesters
- **Dates:** Mid-September to end of September

## PROGRAMME STRUCTURE

The program consists of 8 core courses and a thesis or Consultancy Project.

- **Semester 1: Core Curriculum Course**
  - Developing Global Management Competencies I
  - Strategic Partnerships and Value Creation
  - Operations and Supply Chain Improvement
- **Semester 1 et 2: Core Curriculum Course**
  - Academic and Professional Development
  - Dissertation preparation and Research Methods

- **Semester 2: Core Curriculum Course**

- Developing Global Management Competencies II
- Sustainable Supply Chain Management and Risk
- Strategic Procurement and Logistics

- **Summer : thesis**

- Soit The Newcastle Business School Masters dissertation : Sujet approuvé et pertinent au MSc Global Logistics, Operations and Supply Chain Management
- Soit un Masters Consultancy Project

## REQUIREMENTS

- IELTS: 6.5 (min 5.5 in each part)
- Academic average BSB: 12.5 / 20

---

# MASTER OF BUSINESS ADMINISTRATION (MBA)

## IMT DUBAI

### LANGUAGE OF INSTRUCTION

- English

### PROGRAMME DESCRIPTION

- **Duration:** 9 months

### PROGRAMME STRUCTURE

- **Semester 1**
  - Strategic Management
  - Legal Aspects of Business
  - Company Project
  - Four Electives
  - Career Dynamics and Self-assessment Workshop
  - Business Simulation Workshop
- **Semester 2**
  - International Business Strategy
  - Business Ethics and Corporate Governance
  - Four Electives
- **Electives Courses**
  - Financial Markets and Institutions
  - International Finance
  - Advanced Corporate Finance
  - Mergers and Acquisitions
  - Investment Analysis and Portfolio Management
  - Derivatives Securities
  - International Banking Management
  - Risk Management and Insurance
  - Advanced Marketing Research & Analysis
  - Brand Management
  - International Marketing
  - Customer Relationship Management
  - Consumer Behavior
  - Marketing of Services
  - Digital Marketing Strategy

- Integrated Marketing Communication
- Business to Business Marketing
- Retail Management
- Supply Chain Management
- Total Quality Management
- Project Appraisal & Financing
- Project Management
- Operations Strategy
- Business Analytics
- Logistics Management
- Service Operations Management

### SPECIFICITY OF THE PROGRAMME

To conclude this program you must validate the final thesis and an 8-week internship and the «Compagny project».

### REQUIREMENTS

- TOEIC 750 or equivalent (IELTS 6.0 / TOEFL 79).
- BSB academic average equal to or greater than 12/20

---

# MASTER OF BUSINESS ADMINISTRATION (MBA)

OKLAHOMA STATE UNIVERSITY - STILLWATER, USA

## LANGUAGE OF INSTRUCTION

- English

## PROGRAMME DESCRIPTION

- **Duration:** 3 academic semesters
- **Dates:** Mid-August to December

## PROGRAM STRUCTURE

The program consists of 13 core courses and 4 elective courses.

- **List of all courses: core curriculum courses**
  - Financial Reporting
  - Managerial Accounting
  - 1 cours parmi : External Environment of Business OU Legal Environment of Business OU Business Ethics
  - Managerial Economics
  - Business Finance
  - Theory & Practice of Financial Management
  - Intro to Marketing Analytics
  - Business Intelligence Tools & Techniques
  - Corporate Strategy
  - Management and Organizational Theory
  - Marketing Management
  - Prescriptive Analytics
  - Professional Development

## SPECIFICITY OF THE PROGRAMME

Student status: It is not possible for OSU to give its diploma to an exchange student, hence the following status evolution:

- Fall and Spring Year 1 semesters: you will have the status of an exchange student and

therefore do not pay any tuition fees.

- Fall Year 2 Semester: you are no longer considered an exchange student and tuition fees apply. But you will get an assistant ship (paid work for a teacher or a department of the Spears School of Business). This assistant ship gives you the opportunity to cancel certain tuition fees. Only the fee programs that you will cover with the salary of your assistant ship remain at your expense.

Requirement to maintain a minimum FAM of 3 during the program

## REQUIREMENTS

- IELTS: 6.5 (5,5 in each part)
- TOEFL IBT: 89 (42 minimum in combination on the reading and listening subscores, minimum 22 in writing and minimum of 20 in listening, speaking and reading)
- OR IELTS: 6.5
- GMAT: 550
- GPA: 3

# SE SPÉCIALISER À BSB

- **FINANCE COMPTABILITÉ  
AUDIT EXPERTISE CONSEIL**
- **MARKETING**
- **MANAGEMENT DES ARTS ET DE LA CULTURE**
- **ENTREPRENEURIAT ET INNOVATION**
- **MANAGEMENT DES HOMMES ET DES ORGANISATIONS**
- **WINE & SPIRITS MANAGEMENT**

## CONTACT

**Pauline LAPERTOT**

Tél. +33 (0) 380 725 866

[pauline.lapertot@bsb-education.com](mailto:pauline.lapertot@bsb-education.com)

**BSB - BURGUNDY SCHOOL OF BUSINESS**

29 rue sambin - 21000 Dijon

+33 (0) 380 725 900

[contact@bsb-education.com](mailto:contact@bsb-education.com)



**LEAD  
FOR  
CHANGE**

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

