



**No. 1 IN STUDENT
SATISFACTION**
IN 2022, 2023 & 2025

HappyIndex®AtSchool

The Happy at School survey, conducted by ChooseMyCompany from January 15 to February 21, 2025, aims to objectively measure the quality of the student experience in business schools.

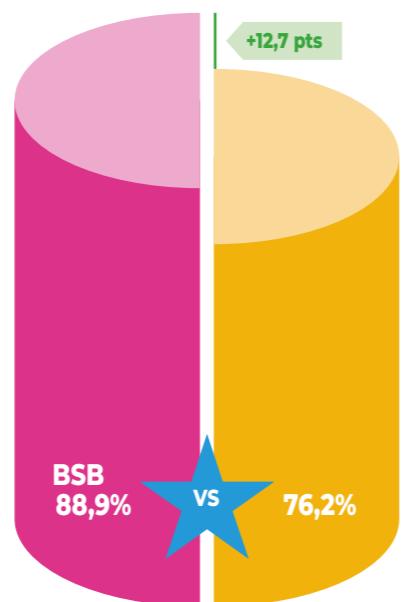
35,482 business school students from Bachelor's, Master's Grande École, MSc, and Specialized Master's programs participated in this survey. It is based on 20 questions divided into five key areas, covering essential aspects of academic and extracurricular life.

BSB
Average business schools

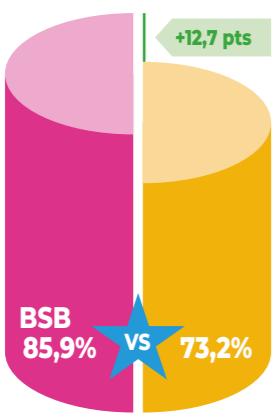
ENVIRONMENT EDUCATION & STUDENT LIFE



BSB No. 1 IN STUDENT SATISFACTION



TEACHING/EDUCATION



EMPLOYABILITY



SUSTAINABLE DEVELOPMENT



5 CRITERIA FOR EVALUATING THE QUALITY OF THE STUDENT EXPERIENCE

1 EDUCATIONAL ENVIRONMENT & STUDENT LIFE

This dimension assesses the overall quality of the student experience in relation to the educational environment and campus life. It encompasses the performance of facilities (campus, premises, infrastructure) and their suitability for the school's educational ambitions, as well as the institution's ability to digitize to reflect the latest innovations. It also takes into account the wealth of opportunities and extracurricular activities offered, such as events, conferences, sports, and clubs, as well as the quality of support. Finally, it measures the attractiveness of the educational project through its pedagogical approach, the quality of the teaching staff, the spirit of school life, the career vision, and relationships with companies.

2 TEACHING/EDUCATION

This pillar measures the relevance of the pedagogical approach and the availability of the academic staff. It is based on the ability of teaching to articulate theory and practice and the accessibility of teachers outside of class (support, advice, follow-up, etc.). This pillar also takes into account the quality of the teaching environment, including the availability of resources and facilities. It is based on the ability of teaching to articulate theory and practice and the accessibility of teachers outside of class (support, advice, follow-up, etc.).

3 EMPLOYABILITY

This dimension analyzes the means implemented to promote the professional integration of its students. It is based on access to a stimulating professional environment (network, companies, events, etc.) and the quality of support in the search for assignments (preparation, selection, placement, etc.).

4 CONFIDENCE IN THE FUTURE

This section assesses students' level of confidence in their professional future. It is based on their expectations of finding a job that matches their aspirations and skills, and the recognition of their degree by employers.

5 SUSTAINABLE DEVELOPMENT

This pillar measures the institution's commitment to social and environmental responsibility. It takes into account equal opportunities in access to opportunities (admission, teaching, community life, financial aid, etc.) and concrete actions in favor of the environment.



BSB, No.1 EN STUDENT SATISFACTION

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At BSB, the student experience is everything that happens outside of class: campus life, clubs, meetings, projects, well-being, and support for professional integration.

It is an essential dimension that complements academic learning.

We want to offer every student a fulfilling experience, because it is important to feel good and thrive in stimulating environment in order to succeed in your studies.

And to achieve this, our Pathfinder™ program supports each student in building a coherent and ambitious career path. ”

Delphine Bertin
Director of Student Experience, BSB



PATHFINDER™ SUPPORT FROM DAY ONE TO YOUR FIRST JOB

BSB offers a genuine experience during which each student is challenged and supported in an innovative way to find their own path.

Each student benefits from unlimited individual coaching to co-create a coherent path, aligned with their aspirations and the expectations of the professional world.

This unique program allows students to make the right choices at the right time (professional experience, academic experience, international experience, etc.) while building their self-confidence.



“

My teachers and academic advisors are available to me when I need them (consultations outside of class, academic feedback, career guidance, individual support, etc.). ”

“

I received excellent support in my search for a work-study program: preparing my resume and interviews, choosing offers, placement, etc. ”

“

BSB's teaching approach combines theory and problem solving in a motivating way, using real-life cases. ”