

Master in Management – M1
Course catalogue
Spring Semester
DIJON CAMPUS

2026-2027

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IMPORTANT INFORMATION

In this catalogue, you will find all the courses of the Master in Management 1st Year (MIM1) in the **Spring semester**. It comprises **Core Courses**, **Elective modules**, and **French & Culture Courses** modules.

In the **Core Courses** section, you can choose the English track **(all core courses in English)** or the French Track **(all core courses in French)** and you can select as many modules as you want. The French track requires a fluent level in French.

ATTENTION: You are required to choose the English core courses track OR the French core courses track. It is impossible to mix English and French tracks because of schedule clashes.

However, in the section of **Elective modules**, you can choose only one course per elective week due to course clashes.

In the **French & Culture Courses** section, you can choose only one French Language course, depending on your level.

All course descriptions are provisional and can be subject to change.

Would you like to take part exclusively in the Excellence in Pedagogy Modules? The dedicated course catalogue will be available soon HERE.

ATTENTION: Below 12 students, the course will not open.

This document gives a non-contractual presentation of the courses. Academic and pedagogical adjustments may result in changes to the courses.

Your choices bind you to follow the selected courses for the duration of the semester.



Clara Letierce

Associate Dean of the Grande Ecole Program

Fabienne Durand

Associate Dean of Studies and Student Affairs of the Grande Ecole Program

INFORMATIONS IMPORTANTES

Dans ce catalogue, vous trouverez l'ensemble des cours proposés sur le **semestre de Printemps** du Master in Management 1ère année (MIM1) comprenant : des modules de **Tronc Commun**, des modules **Electifs**, et des modules de **Français et Culture.**

Dans la liste des modules **Tronc Commun**, vous pouvez choisir autant de modules que vous le souhaitez dans le parcours anglophone **(tous les cours de tronc commun en anglais)** ou le parcours francophone **(tous les cours de tronc commun en français).** Le parcours francophone nécessite un niveau de français fluent. En revanche, dans la liste des modules **Electifs**, vous ne pouvez choisir qu'un seul module par semaine dédiée pour des raisons d'emploi du temps.

ATTENTION : Vous devez obligatoirement choisir soit le parcours anglophone, soit le parcours francophone. Il est impossible de mélanger les cours de ces deux parcours puisque les emplois du temps se chevauchent.

Dans la section « **Français et Culture** », vous ne pouvez choisir qu'un seul module de Langue Vivante Française, en fonction de votre niveau.

Ce document donne une présentation non contractuelle des cours. Des ajustements académiques et pédagogiques sont susceptibles de faire évoluer les enseignements.

Vous souhaitez suivre uniquement les Modules d'Excellence ? Retrouvez prochainement le catalogue dédié ICI.

ATTENTION : En dessous de 12 étudiants, le groupe concerné n'ouvrira pas.

Ce document donne une présentation non contractuelle des cours. Des ajustements académiques et pédagogiques sont susceptibles de faire évoluer les enseignements.

Vos choix vous engagent à suivre les cours sélectionnés pendant toute la durée du semestre.



Clara Letierce

Directrice adjointe de programme MGE

Fabienne Durand

Directrice adjointe des Études MGE

COURSES AND ECTS CREDITS
MODULES ET CRÉDITS AFFECTÉS

Department	Course coordinator	English Courses	Modules Français	ECTS credits
CORE COURSES				
DM	**BLANCHET V.**	CSR	RSE	**5**
DM	**CASORIA F.**	Data collect and analysis techniques	Techniques de collecte et d'analyse de données	**5**
FCD	**ABD EL AZIZ J.**	International Business Law	Droit de l'entreprise	**5**
FRENCH & CULTURE COURSES / FRANÇAIS ET CULTURE				
LC	**TALPAIN I.**	Français Langue Etrangère	-	**2**
LC	**TALPAIN I.**	Doing Business In France	-	**4**
LC	**TALPAIN I.**	Intercultural Communication	-	**4**
LC	**TALPAIN I.**	Business English Level 2	-	**3**
LC	**TALPAIN I.**	Business English Level 3	-	**3**

COURSES AND ECTS CREDITS
MODULES ET CRÉDITS AFFECTÉS

Department	Course coordinator	English Course	ECTS credits
ELECTIVE COURSES 01 / MODULES ÉLECTIFS 01 Taught from 10th – 12th February			
FCD	**TRAN H.**	Financial Market	**2**
FCD	**STEF N.**	Corporate Financial Policy	**2**
MKG	**ATWAL G.**	Communication Strategy	**2**
MKG	**BONESCU M.**	E-commerce and retail management	**2**
MKG	**BARDEY A.**	Psychology of Fashion	**2**
MKG	**ATWAL G.**	Introduction to Luxury Marketing	**2**
MSE	**TAVAKOLI M.**	Entrepreneurial Mindset	**2**
ESS	**JOURDAN B.**	Intercultural Differences in Negotiation	**2**
ESS	**LENTZ F.**	Introduction to Python for Data and AI	**2**
WNE	**GALLAIS A.**	Introduction to Wine, Spirits and Beer Management	**2**
HMA	**WARE N.**	Cultural & Creative industries	**2**
ESS	**LENTZ F.**	Introduction to Power BI	**2**

COURSES AND ECTS CREDITS
MODULES ET CRÉDITS AFFECTÉS

Department	Course coordinator	English Course	ECTS credits
ELECTIVE COURSES 02 / MODULES ÉLECTIFS 02 Taught from 23rd – 25th February			
MKG	**ATWAL G.**	Global Marketing	**2**
HMA	**WARE N.**	Creative Economy	**2**

CORE COURSES ENGLISH TRACK



TRONC COMMUN PARCOURS ANGLOPHONE

BSB
BURGUNDY SCHOOL OF BUSINESS

Data collect and analysis techniques

Course Coordinator	**CASORIA Fortuna**	**Email: fortuna.casoria@bsb-education.com**
Academic Department:	Digital Management	
Campus:	Dijon	

LEARNING OBJECTIVES

By the end of this course, students will be able to:
• Formulate a clear, operationalizable research question from a managerial problem
• Select and justify a qualitative, quantitative, or mixed approach
• Design a data collection instrument (survey or interview guide) consistent with the research question
• Apply an appropriate analytical approach and produce structured, readable results
• Present and interpret results in response to the research problem

DESCRIPTION

This course prepares students to design and conduct a qualitative or quantitative study. Starting from a managerial problem, students learn to formulate a research question, select and justify a data collection method (survey, interview), analyze the collected data, and present results that address the research question.

Assessments	Group continuous assessment - Collective oral presentation 40% Individual final exam - Written exam 60%

CORE COURSES FRENCH TRACK



TRONC COMMUN PARCOURS FRANCOPHONE

BSB
BURGUNDY SCHOOL OF BUSINESS

Techniques de collecte et d'analyse de données

Course Coordinator	**CASORIA Fortuna**	**Email: fortuna.casoria@bsb-education.com**
Academic Department:	Digital Management	
Campus:	Dijon	

OBJECTIFS D'APPRENTISSAGE

À l'issue de ce cours, les étudiants seront capables de :

• Formuler une question de recherche claire et opérationnalisable à partir d'un problème managérial
• Choisir et justifier une approche qualitative, quantitative ou mixte
• Concevoir un outil de collecte de données (questionnaire ou guide d'entretien) cohérent avec la problématique
• Mobiliser une démarche d'analyse appropriée et produire des résultats structurés et lisibles
• Présenter et interpréter les résultats en réponse à la problématique

DESCRIPTION

Ce cours prépare les étudiants à concevoir et conduire une étude qualitative ou quantitative. À partir d'un problème managérial, les étudiants apprennent à formuler une problématique, à choisir et justifier une méthode de collecte de données (questionnaire, entretien), à analyser les données recueillies et à présenter des résultats qui répondent à la problématique

Assessments	Examen continu en groupe - Présentation orale Collective 40% Examen individuel final – Examen écrit 60%

FRENCH AND CULTURE COURSES

FRANÇAIS ET CULTURE



BSB
BURGUNDY SCHOOL OF BUSINESS

Français Langue Etrangère

Course Coordinator	**Iryna TALPAIN**	**Email: iryna.talpain@bsb-education.com**
Academic Department:	Languages and Culture	
Campus:	Dijon	

LEARNING OBJECTIVES

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien.
Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel.
Level 3 (= natifs/bilangues et C1-C2) : Un perfectionnement de la langue française.

Assessments	▪ Individual continuous assessment - Cours - Grand amphithéâtre 100%
Teaching Method	▪ Apprentissage "blended": face-à-face + auto-apprentissage avec la plateforme en ligne Global Exam + feedback permanent

Doing Business in France

Course Coordinator	**Iryna TALPAIN**	**Email: iryna.talpain@bsb-education.com**
Academic Department:	Languages and Culture	
Campus:	Dijon	

LEARNING OBJECTIVES

At the end of this module, students will be able to understand the way French society works, the values and beliefs held by the French, and the cultural differences in business between their native country and France.

DESCRIPTION

A panorama of contemporary French culture and society, with a comprehensive exploration of the French professional world. This module covers French customs and traditions, family and work environments, entertainment, religion, education, and institutions. Special focus is given to the economic landscape, corporate structures, labour laws, management styles, and the etiquette required to succeed in the French business environment. Optional: a guided tour (Dijon or Lyon).

Assessments	▪ 60% Cultural synthesis (a diary/PPT on cultural differences between France and your home country). ▪ 40% Final Quiz
Teaching Method	▪ As interactive as possible. ▪ A hybrid case-study and intercultural simulation model.

Intercultural Communication

Course Coordinator	**Iryna TALPAIN**	**Email: iryna.talpain@bsb-education.com**
Academic Department:	Languages and Culture	
Campus:	Dijon	

LEARNING OBJECTIVES

To facilitate social integration of foreign students at BSB through a better understanding of the cultural differences between France and their home countries To increase awareness of differences among business people (values, customs, traditions, etc.) from other cultures to pave the way for successful intercultural management and communication To respect other cultures within an international context To make students more communicative in a foreign culture and team building To learn how to lead global organizations with a diversity of profiles To show the importance of inclusive language

DESCRIPTION

Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They can therefore approach intercultural management during the sessions through exercises and situations from other cultures. Main topics: Intercultural management, communication in a foreign culture and team building. Inclusive language. Cultural differences.
Each class: lectures, discussions, critical incidents, role plays, case studies, group communication via Teams, mini-tests & assignments via Forms A group project followed by a group presentation (e.g. a FlipGrid video) Topics: Culture shock, values and heroes, discrimination, cultural differences and communication in Management, Inclusive language, critical incidents in management, Diversity and how to manage it, etc

Intercultural Communication

Assessments	▪ Group continuous assessment - Cours - Grand amphithéâtre 30% ▪ Individual continuous assessment - Cours - Grand amphithéâtre 40% ▪ Individual continuous assessment - Cours - Grand amphithéâtre 30% ▪ Group continuous assessment - Cours - Grand amphithéâtre 30% ▪ Individual continuous assessment - Cours - Grand amphithéâtre 40%
Teaching Method	▪ As interactive as possible. ▪ ·A hybrid case-study and intercultural simulation model
References	BERNARD Jean-Pierre (2014), Cross-cultural management : a French perspective, [S.l.] : Emotion primitive, 111.73 BER HOFSTEDE Geert (2010), Cultures et organisations : comprendre nos programmations mentales, Paris : Pearson Education, 111.73 HOF AOUN Joseph (2004), Gérer les différences culturelles : pour communiquer plus efficacement avec les diverses cultures du monde, [S.l.] : MultiMondes, 111.73 AOU GOULVESTRE Laurent (2008), Les clés du comportement à l'international, La Plaine Saint-Denis : AFNOR (Association française de normalisation), 222.34 GOU

Business English Level 2

Course Coordinator	**Iryna TALPAIN**	**Email: iryna.talpain@bsb-education.com**
Academic Department:	Languages and Culture	
Campus:	Dijon	

LEARNING OBJECTIVES

- To become familiar with the format of the TOEIC exam and its different components
- To become familiar with additional resources you can use to prepare for the exam of your choice
- To improve your reading, writing, listening and speaking skills
- To simulate life-like testing conditions with mock exams and online platforms
- To be prepared to succeed in the real TOEIC exam (TOEIC = 785+)
- To improve your Business communication skills: active listening, understanding and interaction in business-related situations

DESCRIPTION

Level 2 course is a 100% exam focused preparation working intensively on the grammar, vocabulary, reading, writing, listening and speaking skills necessary for the exam of students' choice. This complete focus on TOEIC + Global Exam online platform for self-study and drilling + your regular work outside the class + the teachers' support and lead, provides a winning combination to succeed in the chosen exam.

Assessments	• Individual continuous assessment 30% • Individual continuous assessment 30% • Individual continuous assessment 40%
Teaching Method	▪ As interactive as possible. ▪ A hybrid case-study and intercultural simulation model.

Business English Level 3

Course Coordinator	**Iryna TALPAIN**	**Email: iryna.talpain@bsb-education.com**
Academic Department:	Languages and Culture	
Campus:	Dijon	

LEARNING OBJECTIVES

- Students will express themselves fluently and spontaneously
- Students will participate in a dynamic and engaging manner
- Students will use language flexibly and effectively to raise global awareness and to formulate ideas and opinions appropriately
- Students will present clear, detailed descriptions of complex subjects and design visuals to enhance their message
- Students will handle difficult questions and develop audience awareness
- Students will build mutual respect and raise self-esteem (working in small groups)

DESCRIPTION

Level 3 classes have been designed to foster critical thinking, creativity, cultural awareness, and effective communication skills in advanced English learners. 1. Our Level 3 (Advanced) program has been developed to meet the needs for effective communication in your future, as well as developing key skills for the international environment. The main objective is to foster future-oriented thinking and equip students with understanding of how their world perception may be affected by global changes, preconceived ideas, ignorance, artificial intelligence, the media, etc. The main focus is on SPEAKING.

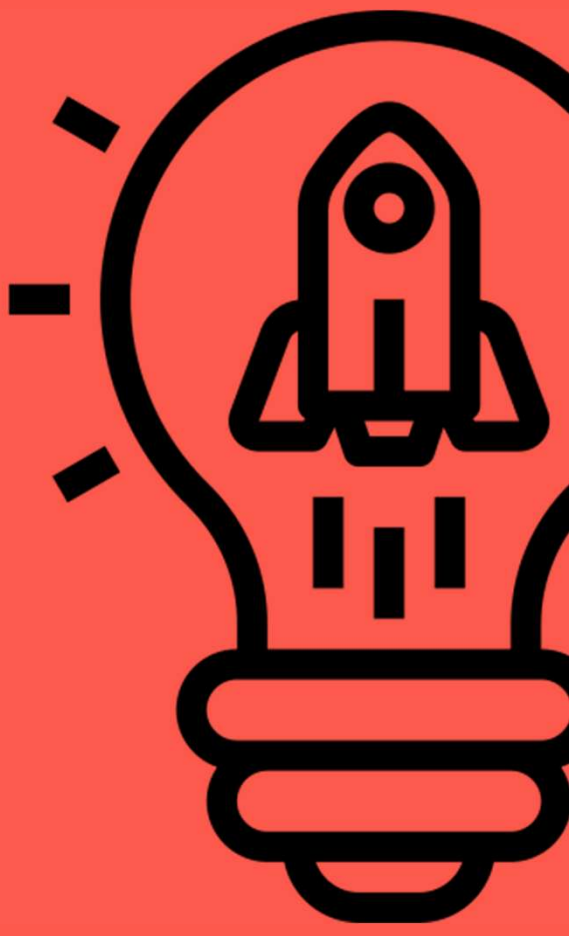
Assessments	•Individual continuous assessment 60% •Individual continuous assessment 40%
Teaching Method	▪ As interactive as possible. ▪ A hybrid case-study and intercultural simulation model.

ELECTIVE COURSES 01

-

MODULES ÉLECTIFS 01

FROM 10/02/2027
TO 12/02/2027



BSB
BURGUNDY SCHOOL OF BUSINESS

Financial Market

Course Coordinator	**Tran HENRI**	**Email: henri.tran@bsb-education.com**
Academic Department:	Finance, Accounting and Law	
Campus:	Dijon	

DESCRIPTION

This course provides an applied introduction to the structure and functioning of modern financial markets. Students explore market architecture, including exchanges, over-the-counter markets, clearing and settlement mechanisms, and regulatory frameworks. The course also covers major asset classes and introduces basic investment strategies and risk management, using Bloomberg terminals or alternative online financial resources.
Learning objectives:
- Understand how financial markets connect savers and investors within the financial system.
- Describe the main types of financial instruments (money market, bonds, equities, funds, derivatives).
- Identify key financial institutions (banks, insurance companies, investment funds, central banks) and their roles.
- Explain how markets are regulated and supervised to maintain trust and stability.
- Use Bloomberg or online tools to find simple information on companies, bonds, and ETFs.
- Discuss how investors make decisions based on risk, return, and market information.
- Apply basic concepts of investment strategies and risk management.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Corporate Financial Policy

Course Coordinator	**Stef NICOLAE**	**Email : nicolae.stef@bsb-education.com**
Academic Department:	Finance, Accounting and Law	
Campus:	Dijon	
Course Coordinator	Aucun	

DESCRIPTION

This course develops the financial skills required to assess key corporate financial policies. Students examine decisions related to dividend distribution, risk management, firm valuation, and executive compensation. The course emphasizes analytical frameworks and financial tools used to evaluate strategic financial choices within organizations.
Learning objectives:
- Understand the main corporate financial policy decisions.
- Analyze dividend policy and its implications for firm value.
- Evaluate financial risk and its impact on corporate strategy.
- Apply valuation methods to assess firms and financial decisions.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Communication strategy

Course Coordinator	**Glyn Atwal**	**Email: glyn.atwal@bsb-education.com**
Academic Department:	Marketing	
Campus:	Dijon	

DESCRIPTION

This course aims to provide students with a theoretical and practical understanding of communications theory with the objective to manage the development of integrated marketing communications strategies. Learning Objectives:
- Understand marketing communications theory and concepts.
- Apply and use effective marketing communications tools.
- Evaluate the components of the communications mix.
- Recommend a marketing communications strategy of a given brand.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

E-commerce and retail management

Course Coordinator	**Mihaela Bonescu**	**Email : mihaela.bonescu@bsb-education.com**
Academic Department:	Marketing	
Campus:	Dijon	
Course Coordinator	Aucun	

DESCRIPTION

Ce cours vise à introduire l'utilité des analyses statistique, faire connaitre des outils communs et donner de l'expérience dans la création et l'interprétation des descriptions statistique de données.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Psychology of Fashion

Course Coordinator	**Stéphanie SIRE**	**Email: aurore.bardey@bsb-education.com**
Academic Department:	Marketing	
Campus:	Dijon	

DESCRIPTION

This module examines how psychological processes shape fashion consumption and translate into business value. Students explore how identity, emotions, cognition, and social influences affect style choices, trends, and purchasing behavior. Through cases and applied exercises, the course connects consumer psychology to branding, product development, retail design, and responsible fashion strategies.
Learning objectives:
- Understand key psychological theories applied to fashion consumption.
- Analyze individual and social drivers of fashion-related decisions.
- Evaluate the influence of digital platforms and cultural norms on trends.
- Apply psychological insights to branding, marketing, and responsible fashion strategies.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Introduction to Luxury Marketing

Course Coordinator	**Glyn ATWAL**	**Email: glyn.atwal@bsb-education.com**
Academic Department:	Marketing	
Campus:	Dijon	

DESCRIPTION

This course is designed to provide students with an understanding of the fundamentals of luxury marketing with the overall objective to plan, develop and execute effective luxury marketing strategies.
Learning Objectives:
- Understand the history and culture of luxury
- Understand the key concepts of luxury marketing
- Assess the key principles of luxury brand management
- Apply the luxury marketing mix within an cross-cultural context
- Demonstrate a critical understanding of contemporary luxury marketing related issues.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Entrepreneurial Mindset

Course Coordinator	**Mohsen TAVAKOLI**	**Email: mohsen.tavakoli@bsb-education.com**
Academic Department:	MSE	
Campus:	Dijon	

DESCRIPTION

This course develops the attitudes and skills associated with entrepreneurial thinking. Students learn how to identify opportunities, experiment with ideas, and manage uncertainty in dynamic environments. The module emphasizes creativity, initiative, and learning through action.
Learning objectives:
- Understand the principles and behaviors associated with an entrepreneurial mindset.
- Identify opportunities and generate innovative ideas.
- Develop resilience and adaptability in uncertain contexts.
- Apply entrepreneurial thinking to business and personal projects.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Intercultural Differences in Negotiation

Course Coordinator	**Benoit JOURDAN**	**Email: benoit.jourdan@bsb-education.com**
Academic Department:	ESS	
Campus:	Dijon	

DESCRIPTION

This course examines how cultural backgrounds, values, communication styles, and social norms influence negotiation processes across different cultural contexts. Students explore how culture shapes negotiation strategies, expectations, and interpretations of behavior. Through case studies and simulations, the module develops practical skills for negotiating effectively in international and multicultural environments.

Learning objectives:
- Understand how cultural differences influence negotiation behaviors and outcomes.
- Identify variations in communication styles, values, and norms across cultures.
- Develop strategies for effective negotiation in multicultural contexts.
- Reflect on one's own negotiation style in intercultural situations.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Introduction to Python for Data & AI

Course Coordinator	**Frank LENTZ**	**Email: frank.lentz@bsb-education.com**
Academic Department:	ESS	
Campus:	Dijon	

DESCRIPTION

This beginner-friendly module introduces Python as a tool for data analysis and AI applications in a business context. Students learn the fundamentals of working with data using libraries such as NumPy and Pandas, while also exploring basic interactions with Large Language Models (LLMs). The course is designed for non-technical students seeking to understand and apply data-driven and AI-enhanced approaches.

Learning objectives:
- Understand the basic principles of Python programming for data analysis.
- Manipulate and analyze datasets using libraries such as NumPy and Pandas.
- Interact with Large Language Models (LLMs) for simple AI-enhanced tasks.
- Apply data-driven and AI-supported approaches to business-related problems.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Introduction to Wine, Spirits and Beer Management

Course Coordinator	**Alicia GALLAIS**	**Email: alicia.gallais@bsb-education.com**
Academic Department:	WINE	
Campus:	Dijon	

DESCRIPTION

This module explores how wine, beer, and spirits operate as products in global markets. Students examine the cultural, economic, and symbolic dimensions of these beverages as well as the meaning of these products in an evolving market. Additionally, it will explain the peculiarities of the wine industry, including wine distribution and marketing wine at a national and international level.
Learning objectives:
- Understand the global markets for wine, beer, and spirits.
- Analyze the cultural and symbolic value associated with alcoholic beverages.
- Identify key management and marketing challenges in these industries.
- Compare and contrast marketing adaptation strategies for international markets, specifically regarding regional regulations and cultural sensitivities.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Cultural & Creative industries

Course Coordinator	**Nick WARE**	**Email: nick.ware@bsb-education.com**
Academic Department:	HMA	
Campus:	Dijon	

DESCRIPTION

This course examines several of the cultural and creative industries, and in particular how platformization is reshaping production, distribution, and consumption. Students will learn how digitalisation is transforming business models, audience engagement, and cultural visibility. The module explores how digital ecosystems influence creators, intermediaries, and cultural markets.
Learning objectives: Evaluate how changing audeince demabds are reshaping cultural businesses.
- Understand the digitalisation of the creative industries and how platformization reshapes them
- Analyze the role of social media in cultural production and distribution.
- Develop a critical perspective on the opportunities and risks of platform-based ecosystems.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Introduction to Power BI

Course Coordinator	**Franck LENTZ**	**Email: Frank.lentz@bsb-education.com**
Academic Department:	ESS	
Campus:	Dijon	

DESCRIPTION

This course provides an introduction to data visualization and business intelligence using Microsoft Power BI. Students explore the fundamentals of data modeling, dashboard creation, and interactive reporting. The module combines theoretical concepts with hands-on exercises to develop both analytical and practical skills in transforming raw data into actionable insights.
Learning objectives:
- Understand the core principles of business intelligence and Power BI's role within data analysis workflows.
- Identify and manipulate key elements of data modeling, including relationships, measures, and data cleaning.
- Develop basic skills in building interactive dashboards and visualizations.
- Analyze how data-driven insights support decision-making across business contexts.

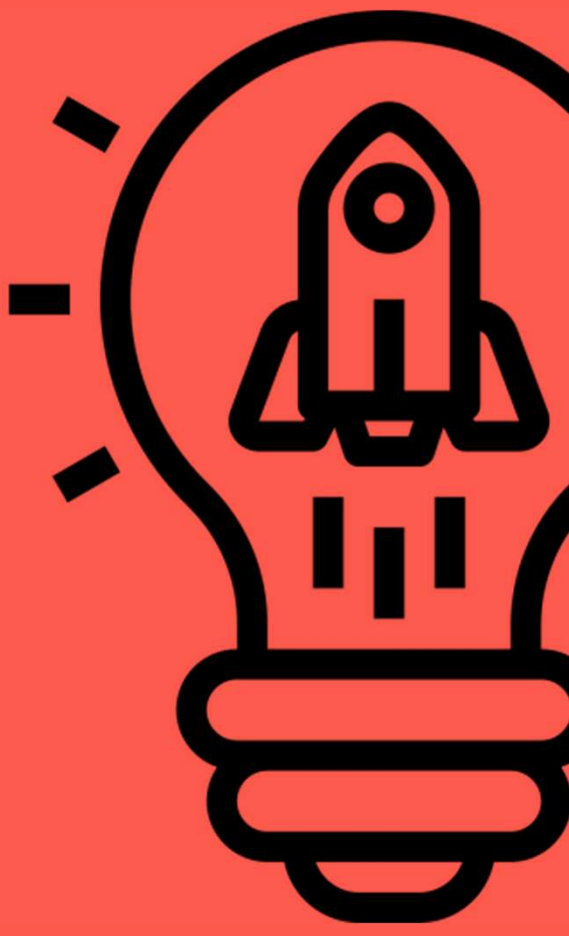
Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

ELECTIVE COURSES 02

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MODULES ÉLECTIFS 02

FROM 23/02/2027
TO 25/02/2027



BSB
BURGUNDY SCHOOL OF BUSINESS

Global Marketing

Course Coordinator	**Glyn ATWAL**	**Email: glyn.atwal@bsb-education.com**
Academic Department:	Marketing	
Campus:	Dijon	

DESCRIPTION

This course introduces the key principles of global marketing and the strategic challenges of operating in international markets. Students learn to analyze international environments, identify market opportunities, and design effective global marketing strategies. The module also explores market entry modes and the adaptation of the marketing mix across countries.
Learning objectives:
- Understand the key principles and frameworks of global marketing.
- Analyze international marketing environments and identify opportunities and risks.
- Evaluate alternative foreign market entry strategies.
- Design an effective international marketing mix.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

Creative Economy

Course Coordinator	**Nick WARE**	**Email : Nick.ware@bsb-education.com**
Academic Department:	HMA	
Campus:	Dijon	
Course Coordinator	Aucun	

DESCRIPTION

This course explores how creative industries contribute to major social, economic, and environmental transformations. Students examine the role of creative enterprises as drivers of innovation, cultural value, and sustainable development. The module adopts a global perspective, with particular attention to emerging creative ecosystems in Asia and Africa.
Learning objectives:
- Understand the economic and social role of creative industries.
- Analyze how creative businesses contribute to societal and environmental change.
- Explore global creative ecosystems with a focus on Asia and Africa.
- Assess the opportunities and challenges of the creative economy in a global context.

Assessments	Assessment methods will be conducted during class sessions and will be outlined by the module coordinator during the first session.
Teaching Method	Delivered in an intensive three-day format, this module fully immerses students in the topic, allowing them to engage directly with real-world business challenges and develop a deeper understanding of the issues faced by relevant organizations.

For any question regarding this course catalog and the associated choice campaign, please contact

scolarite.master@bsb-education.com

Pour toute question concernant le contenu de ce catalogue et la campagne de choix concernée, vous pouvez contacter

scolarite.master@bsb-education.com

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