

BACHELOR IN MANAGEMENT

Three years to discover the corporate world, learn the basics and acquire generalist skills.



Delphine BERTIN
Director of the Bachelor in Management Programme


By choosing BSB, you join a school in constant progress, where we place great value on the academic, professional and personal support of our students. Our Bachelor in Management programme is generalist, internationally oriented and adapted to the business needs. It will enable you to reveal your potential, build your own career path and acquire professional and people-oriented skills. This is how you will boost your employability.

At BSB, we will give you the necessary keys to shape your project and grow with enthusiasm, passion and commitment.


| | YEAR 1 | YEAR 2 |
|--|---|--|
| 2 TRACKS 100% ENGLISH OR FRENCH WITH PROGRESSIVE ENGLISH | CORE COURSES FUNDAMENTALS OF MANAGEMENT MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT • Market research and consumer behaviour • Dashboards and commercial strategy • BtoC sales methods MANAGEMENT / STRATEGY / ENTREPRENEURSHIP • Entrepreneurship • Introduction to organisational management ECONOMICS / HUMANITIES • Microeconomics - Macroeconomics • Quantitative methods • Business communication tools • Information Technologies for managers • Humanities and critical thinking FINANCE / ACCOUNTING / LAW • General accounting • Law GENERAL KNOWLEDGE • Learning Bootcamp • Working methods workshop FOREIGN LANGUAGES* | CORE COURSES FUNDAMENTALS OF MANAGEMENT MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT • Communication • Distribution • Product & services • Purchasing • Digital communication • BtoB sales method MANAGEMENT / STRATEGY / ENTREPRENEURSHIP • Entrepreneurship • Human resources • Artificial Intelligence in business • Management challenge ECONOMICS / HUMANITIES • International issues • Public speaking and eloquence FINANCE / ACCOUNTING / LAW • Introduction to Corporate Finance • Management control • Law FOREIGN LANGUAGES* • English tutoring |
| | INTERNATIONAL EXPERIENCE 4-week intensive English course in Ireland, Canada, South Africa or Malta. Or a 4-week French language seminar for native English speakers in Nice | OPTIONAL MODULES • Impact (citizen project) • Art and culture • Coding and web-design |
| | PROFESSIONAL EXPERIENCE UP TO 13 MONTHS OF PROFESSIONAL EXPERIENCE | Internship or humanitarian mission 2 to 4 months |

| YEAR 3 |
|---|
| Option : join the programme directly in the 3 rd year CORE COURSES + SPECIALISATIONS (1 SEMESTER) MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT • Marketing Case Studies MANAGEMENT / STRATEGY / ENTREPRENEURSHIP • Strategy, SME and entrepreneurship • Leadership and project management ECONOMICS / HUMANITIES • Organisational behaviour • Ecological transition FINANCE / ACCOUNTING / LAW • Economic and financial news INTRODUCTION TO RESEARCH • Academic Research methodology • Academic Research Paper CAREER DEVELOPMENT FOREIGN LANGUAGES* SPECIALISATIONS • International Business Management • Digital Marketing • Wine Tourism • Business Development (in French) • Marketing du Luxe (in French) • Data and Web** • Sustainable Finance** |
| International semester or Double Degree |
| Optional internship 3 to 5 months |


NEXT STEPS



MASTER IN MANAGEMENT – GRANDE ECOLE PROGRAMME BAC +5



BACHELOR



CAREER CHOICES AFTER A BACHELOR DEGREE

- Business Developer
- Area Manager
- Communication Executive
- Marketing Assistant
- Product Manager
- Export Zone Manager
- Purchaser
- Customer Advisor



* English, German, Chinese, Spanish, French, Italian
 ** Opening in September 2026