

Master « 1 semester exchange »
program

at Dijon

From January, 2021 to May , 2021

Eligible students: 1st & 2nd year master students CUEB
School of Economics only

Advantages & requirements

- Dijon b.school is member of the French Ivy league (Grande Ecole). It is in the top 10
- Advantages of French Business schools for Foreign (Chinese) students:
 - Programs are designed to provide value for future company managers, very practical and based on projects
 - Long experience welcoming international students
 - Medium sized school, with small sized class (each student is followed individually), individual support for all administrative issues
- Requirements:
 - be a master student enrolled at CUEB 2nd year
 - Minimum score at IETLS 6.0 TOEFL IBT 80 or equivalent English test or Duolingo 105
 - Students will have to study 60 hours of French (no level required) before going to France (CUEB will organize for you)
 - strongly suggest to have “management” experience (at least a long internship) and excellent English level

Curriculum in Dijon fall semester

Master in Management starting date Jan, 2021

free pick up train station on jan. 2021
integration days, jan., 2021

Core modules:

Marketing analytics & Digital resources
Philosophy of Management
Corporate Finanrench language

Elective modules (choose 3 from the list below- see next page)

Excellence modules (choose 5 from the 40, below some examples) :

- Luxury Branding Management
- Leadership, Strategy and decision making
- Becoming a cultural leader
- Corporate strategy and sustainability ...Etc

Specialization (choose 2 max):

- Finance
- sales strategy
- entrepreneurship & innovation

Elecive modules

- Luxury Marketing and Premium Products
- Digital Content Marketing
- Sports Marketing
- Cultural and Creative Industries
- Financial & Economic News
- Financial Markets
- Artificial Intelligence
- Game Theory
- Product and Branding Strategy
- SME Management and Intrepreneurship
- Performance Management
- Marketing Analytics & Digital Ressources
- Philosophy of Management
- Information System Management and Management Tools
- Corporate Finance
- Organisation and Strategy

Process details

- **Details of fees:**
- NO tuition fees
- living expenses: we estimate 800 euros per month is enough to cover accommodation and daily expenses in Dijon

- Can apply for a scholarship in China

- **Application form documents needed:**
 - English test.
 - Certificate of registration at CUEB
 - certificate from CUEB with the list of courses attended and grades in the 1st year
 - motivation letter
 - Resume
 - Copy of passport/ID card

 - Only 2 students admitted for each program

 - **ATTENTION , there will be a test Online to check your level**