

SUMMER PROGRAM 2016

**LUXURY PRODUCTS MANAGEMENT
JUNE 13TH - JULY 1ST 2016**



SUMMER SESSION 2016

LUXURY PRODUCTS MANAGEMENT

JUNE 13TH - JULY 1ST 2016

DURATION

- 3 weeks

ADMISSION REQUIREMENT

- 2 years of higher education or Bachelor degree or equivalent
- English proficiency: Minimum TOEIC score 785 or Minimum TOEFL score 79
- Participants are usually between 20 – 60 years old coming from all parts of the world.

ECTS CREDITS

- Students will collect 6 credits for the courses taken during the Summer Session.

OBJECTIVES

ISC Paris offers its students high quality teaching in one of the best Master's programmes in Marketing and Management of Luxury Products. In 2010, ISC Paris decided to open a Summer Session dedicated to Luxury Management, to give international students the benefits of a strong network and partnership with other schools and companies specialized in Luxury Management. In Paris, city of lights, world capital of the Luxury industry and the world's best city to be a student, you will develop your skills and competencies in order to understand a sector based on values such as modernity and tradition, innovation and know-how. You will be able to meet the demands of the new market that is emerging from the creation of global brands in developing countries.

THIS PROGRAMME WILL

- Give you strong expertise in Luxury Management, as required by a growing number of companies that need managers with specialized skills and understanding of the luxury market;
- Instruct you in the management techniques in Luxury Management and help you become adaptable and effective in the sector;
- Allow you to meet professionals to better understand and access the world of Luxury and Fashion.

TEACHING METHODS

- Case studies
- Role-playing, group work and workshops
- Corporate site visits
- Interactive learning

The course will also include lectures, wine tasting and corporate site visits to prestigious luxury companies, a luxury hotel, a luxury fashion boutiques, and cultural attractions.

Business attire is mandatory for corporate site visits.

ACCOMMODATION

ADAGIO ACCESS PARIS CLICHY:

(7 minute walk to ISC Paris):

19-23 rue Anatole France, 92110 Clichy

+33 (0)1 46 39 93 50

- Brand-new residence hotel
- 6 minutes by train from the center of Paris
- 600 meters from the train station
- Free Wi-Fi

Rates DURING the UEFA European Football Championship (through July 10, 2016)

Two-person studio = 161 € /night = 80.50 € /night, per student+ tourist tax

One-person studio = 149 € /night /+ tourist tax

TUITION AND FEES

Application: € 350

(€50 Non Refundable for application fees)

Tuition: € 1.700

EARLY BIRD SPECIAL: €1.490

if application is sent by APRIL 30th 2016

Application deadline: May 15th 2016

Cancellation: refund of the deposit

is allowed by May 18th 2016

(30 days before the programme starts)

Tuition fees include:

- Course materials and company visits.
- The tuition fees do not cover air tickets, accommodation, local transportation, cultural visits and visa processing fees. All visa related issues are the responsibility of the participants.

CONTACT

Christelle Dombasi

International Manager –
Incoming students.

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"The learning environment was interactive, I found the courses very valuable to my personal development. I learnt a lot within a short timeframe from the amazing lecturers who are very specialised in their fields".
Ibifuro, University of Bedfordshire - Nigeria

PROGRAM

LUXURY PRODUCTS MANAGEMENT

JUNE 13TH - JULY 1ST 2016

WEEK 1

Monday - June 13

09:00 ■ **Welcome Speech** – Christelle Dombasi

09:30 - 12:30 ■ **Leather goods and accessories: Business, Fashion and Trends**

14:00 ■ **Boat cruise on the Seine river**

Tuesday - June 14

09:30 - 12:30 ■ **The French culture and luxury culture**

14:00 - 17:00 ■ **Corporate site visit**

Wednesday - June 15

09:30 - 12:30 ■ **Event Management – Perfumes and Cosmetics**

14:00 - 17:00 ■ **Discovery of the luxury fragrance brand – corporate site visit**

Thursday - June 16

09:30 - 12:30 ■ **The History of Haute Couture**

14:00 - 17:00 ■ **Corporate site visit**

Friday - June 17

09:30 - 12:30 ■ **Product Manager in the luxury industry**

14:00 - 17:00 ■ **Leather goods and accessories/ Survey by group** (no lecture at ISC Paris in the afternoon)

Saturday - June 18

Cultural visit: Château de Versailles

Sunday - June 19

Free day

WEEK 2

Monday - June 20

09:30 - 12:30 ■ **Luxury industry and the economy**

14:00 - 17:00 ■ **Cultural visit**

Tuesday - June 21

09:30 - 12:30 ■ **Leather goods and accessories/ Survey by group** (no lecture at ISC Paris in the afternoon)

14:00 - 17:00 ■ **Finance in the luxury industry**

“FÊTE DE LA MUSIQUE”

Annual Music Festival

Wednesday - June 22

09:30 - 12:30 ■ **Advertising in the luxury field and communication strategies**

14:00 - 17:00 ■ **Trend Forecasting Agencies**

Thursday - June 23

09:30 - 12:30 ■ **Inside the business fashion revolution**

14:00 - 17:00 ■ **Inside the business fashion revolution /case study**

Friday - June 24

09:30 - 12:30 ■ **Luxury and art market**

14:00 - 17:00 ■ **Corporate visit**

Saturday - June 25

Cultural visit

Sunday - June 26

Cultural visit

WEEK 3

Monday - June 27

09:30 - 12:30 ■ **Managing luxury cars**

14:00 - 17:00 ■ **Guest speaker or corporate site visit**

Tuesday - June 28

09:30 - 12:30 ■ **Hotel quality management**

14:00 - 17:00 ■ **Corporate site visit**

Wednesday - June 29

09:30 - 12:30 ■ **International e-marketing and web design**

14:00 - 17:00 ■ **International e-marketing and web design**

Thursday - June 30

09:30 - 12:30 ■ **Collection Development & Private line/ wrapping up** (no lecture at ISC Paris in the morning)

14:00 - 16:00 ■ **How to study children as consumers?**

Friday - July 1

09:30 - 12:30 ■ **Collection Development & Private line presentation**

14:00 - 17:00 ■ **The wine industry and wine tasting**

Saturday - July 2

Departure

“Well done!

The programme, teachers, everything is perfect”.

Richie, RMIT University - Vietnam



ABOUT ISC PARIS

■ Established in 1963, ISC Paris - Business School is committed to providing business students with the high level management skills necessary to operate and perform in a global environment. ISC Paris is part of the highly selective French "Grandes Écoles" and member of the prestigious "Conférence des Grandes Ecoles" (CGE). Awarded by ISC Paris, the Master Degree is endorsed by the French Ministry of Education.

■ The Campus is located in Paris, where the majority of leading French multinational corporations are based, and the world's best city to be a student. The school benefits from the business reputation of the French capital, a major location where professional forums, conferences and trade fairs are held. Studying at ISC Paris can open doors to multiple careers in a variety of areas, in fashion, finance, high tech, hospitality, information systems, international trade, luxury, distribution, technology, and multimedia.

■ All our programs in Business and Management Studies, with 20 different areas of specialisations, give students access to unlimited competences which will surely boost their careers. With a network of more than 155 partner universities and institutions over 51 countries, ISC Paris not only provides unlimited career opportunities for students, but also makes them familiar with a diversity of cultures to help them gain an international perspective. Most of the programs are bilingual - English / French. ISC Paris also offers international programs entirely in English.

If your ambition is to secure an international career and study in one of the most fascinating and dynamic cities in the world, ISC Paris is the right place for you.



ISC PARIS
BUSINESS SCHOOL

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