

MBA

Master in Business Administration specialized in
Luxury Goods & Fashion Industries

In partnership
with a French
University

Get a
University
Diploma



The choice of excellence

To choose the excellence of the MBA in "Luxury Goods and Fashion Industries" programme is to give oneself the chance to integrate, at international level, an executive post in Fashion Management. Resulting from a partnership between Mod'Art International, Perpignan University and many companies from the Luxury and Fashion world the MBA specialised in "Luxury Goods and Fashion Industries" cultivates and develops even more each students basic knowledge:

■ A triple aim:

- To build up a global vision of the different roles present in the heart of the Luxury and Fashion trade in order to create links and improve the understanding of the most significant problematic in each professional family for creation, production, marketing and administration / management.
- To prepare the participants for the techniques and methods of management in a complex industry which is undergoing massive changes in order to give them the means to integrate quickly the different worlds of the luxury industry and to bring an added value to the companies in that area.
- To develop a spirit of 'entrepreneurship'. The MBA reinforces the desire to take on projects : the students show their capacity to undertake, to develop their entrepreneurial personality by acquiring the specific know-how (development plans, project management, coaching, human resources, real life experiences, ...).

■ Solid, sound assets:

- A unique programme as much for the contents (knowledge of Fashion and Luxury products, essential in the Bridging programme) as for the educational view-point and the integration it generates.
- An academic guarantee recognised by the universities authentication.
- The significance of an English taught programme guaranteeing bilingual candidates essential in the Luxury sector.
- The strength of the entrepreneurial approach, indissociable with the future executive role.

■ The expertise and the vocation:

The vocation of the MBA programme in Luxury Goods & Fashion Industries is to train future professionals who will take on their responsibilities as experts within the companies of the luxury and Fashion world, as well as in the 'art of living' sector.

The desired excellence of this programme and the strong competition between the companies to attract the best are the explications for the strong involvement of the firms in the every day implications and the evolution on a long term basis of this MBA.

A scientific committee for the programme confirms these intentions. It is set up to validate and control the programme from the point of view of the projects and needs in training necessary within the companies in the sector.

The committee is actually made up of the following personalities :

- **Jacques Bahbout**
Chairman of the Tivoli Group
- **Agnès Barret**
President Agent Secret Executive Search
- **Claire Cohen**
Director of the Sonia Rykiel Boutique Network
- **Ulrik Garde Due**
CEO Georg Jensen
- **Philippe Le Mout**
Director of Institutional Relations Christian Dior
- **Pascal Perrier**
President Burberry Far East
- **Denis Terrien**
President 3 Suisses
- **Véronique Thouvenin**
Public Relations Manager of SAFI
(International & French Decoration Exhibitions)
Dominique de la Tournelle
President Bruno Saint Hilaire
- **Dominique Vernet**
General Manager Vernet Creation, Textile Design
- **Sophie Villepigue**
President Design Sophie Villepigue



□ **A programme issue of a successfully completed reflection with different actors from the Luxury world**

The programme is administratively in partnership with the University of Perpignan (STHI Faculty). Courses take place in Paris.

□ Two semesters (60 Credits) divided up in :

□ **Basic courses in Economics and Management**

1st and 2nd semesters: Diagnosis and positioning of the Company – Foreign language (FLE or Italian) – Financial (budget) management – Negotiation – Setting up a company – Personal development – Social psychology – Conceptual Design – Social Sciences – Intercultural aspects – Economy and management Business law environment – Customers comportment – Team management – International Management Social Analysis of Companies – Multi-media – E-Business.

□ **Fundamental courses in Luxury and Fashion**

Understanding of the Luxury and Fashion environment

Consumer and market recognition (luxury, fashion and art of living) – Internationalisation of Fashion and makes – Structures and new organisations: Division of the sector and its evolution – The brands and their image: definition and historic of luxury.

Command and expertise of the trades and the functions of the Luxury, Fashion and art of living firms

Prospective strategies in the Luxury / Fashion world : how to ensure differentiation – Financial analysis and budget elaboration – Marketing (products and services) : Brand management, Sales promotion and direct marketing, Advertising, media planning and creative advertising, Innovation and product launching, Services Marketing (creation) - Industrial management: process of manufacturing and quality management – Business law environment : Law of makes and industrial property – Creation Management – Human resources management and Personnel development.

Widen one's sphere of activity for a better integration in the organisation

The employment market and the evolution of company recruitment methods : Cartography of employment and prospects of being employed – Viewpoint concerning groups and societies – The strategies for finding a job – Setting up one's own business, creation of a successful Business Plan.

□ **A group project**

Project Management in multicultural teams

(direct case study in the luxury world)

The aim of the project is to develop an experience of team work, in the context of an assignment which should reach a successful conclusion with recommendations likely to be used. A multicultural team works on authentic case studies, closely supervised by a tutor.

□ **An expert's report**

The expert's report supervised by a teacher is a piece of work connected to a particular professional project. A written report or project for the future, which helps to structure ideas by studying in depth a real company problematic.

□ **An assignment in a fashion firm.**

An assignment lasting 4 to 6 months is obligatory to validate the programme.

■ **Prerequisites:**

The entry conditions are selective :

- **A Higher Education Diploma (equivalent to Bac +4)**
- A professional experience of at least 1 year (work experience included)
- Fluent English, TOEFL iBT (76-80) or IELTS (6.5)
- Enrolment papers (cf annex) with C.V., motivated letter and copies of diplomas
- Two letters from referees (cf annex)

■ **Career prospects:**

The world of luxury, fashion and accessories or on an even wider range the art of living sector regroup today more and more activities and several trades, all quite distinct. A qualified candidate can fill so many different roles depending on his personality and his own interests. He becomes Product, Project or Brand Manager on a national or European level, responsible for merchandising or promoting, direct marketing (retail) or again marketing manager...He takes part in the organisation of the events directly connected with this area, he can evolve within a company or in the international groups and also make a career in the specialised distribution groups or in the consultant agencies working in the advertising field or the media. The double qualifications are greatly sought after in the different departments of the cosmetics and beauty / care firms.

■ **Tuition Fees 2010/2011 :**

- U E : 9 850 € (+100 € enrollment fees)
 - Non European Union : 11 650 € (Including 600 € enrollment fees)
- Student STATUS