Luxury Certificate

By ISG
International Business School
Paris
The luxury sector is a key asset in France.

Its top position has been confirmed recently by an exceptional increase in sales of the global luxury goods industry, which includes “haute couture”, accessories, jewelry, watches, perfumes, wines and spirits, hotels, travel, gastronomy, the art market, real estate, services…

In 2014, retail sales of luxury goods totaled €16.8 billion, a figure that is expected to climb to €19.8 billion by 2018.
The luxury sector is a key asset in France. Since its founding in 1967, ISG, International Business School has been developing a unique learning model based upon its strong identity and core values: Entrepreneurship Spirit, Creativity, Open-mindedness, Responsibility and Personal and multicultural development.

Its situation near several locations dedicated to Fashion, luxury and design (Champs-Elysées, Avenue Montaigne, Faubourg St Honoré) and the heart of Paris, its partnership with chief luxury economic players, worldwide brands and prestigious institutions enable ISG, International Business School, to provide exclusive and top-level conditions of training for this extraordinary and ever-changing sector.
ISG, International Business School offers an exclusive certificate that is recognized by the luxury industry and gives participants genuine skills in luxury Management, so that they can go on to better understand and access the world of luxury and operate as a professional in that field of activities.
For three weeks, participants will have the opportunity to be trained through the combination of both the French Luxury image and the ISG, International Business School expertise!

Participants will have a global synopsis of the luxury sector, and learn how to manage in this very challenging industry.

This summer session has been created for anyone who is interested in:
- Getting the skills and the understanding of a Luxury industry based on modernity and tradition, innovation and know how
- Learning different ways of doing business

The flexible program also allows participants to enjoy the Parisian life style through well-known companies and cultural visits which add an action-oriented perspective to the program.

*Participants may come from different qualifications (Bachelors or Masters students, professionals), but they must have a desire to work in a demanding sector that necessitates inventive talents, and speak sufficient English to follow the program).*
THE LUXURY CERTIFICATE BY ISG, International Business School allows the participants to:

- Achieve familiarity with the culture and codes of the luxury industry
- Acquire and apply specific techniques in terms of management practices and decision making

COURSE CONTENT

- Luxury – history and a global overview
- Trends and consumer behaviors
- International markets, brands, market opportunities
- Luxury distribution, travel retail and merchandising strategy
- Brand Management
- E-business
- Communication and sponsoring

TEACHING METHODS

- Case studies
- Group assignments and simulations

Participants will also have the chance to meet experts, participate in conferences, and visit various luxury stores, companies and monuments.

LANGUAGE OF INSTRUCTION

English
ENROLMENT PROCEDURE

Applications are subject to an initial selection procedure

Apply on-line
http://www.isg.fr/bba-mba/application

DATES
FROM JUNE 18TH TO JULY 6TH, 2018

TUITION FEES
2100 euros