**SUP DE LUXE**

**MBA in Global Luxury Management**

**September 2014- July 2015**

**Academic Program Content**

www.supdeluxe.com

**In depth expertise in business management (120 hours)**

* Accounting control, reporting and budgeting (30 hours)
* Corporate financial management (30 hours)
* Global international strategy (30 hours)
* Global business policy (30 hours)

**Luxury marketing management (165 hours)**

* Consumer analysis and consumer behavior; market research (30 hours)
* Product policy and management (15 hours)
* Brand management (15 hours)
* International distribution systems (30 hours)
* Communication and advertising (30 hours)
* Social networks and digital marketing (60 hours)

**Luxury retailing and merchandising (60 hours)**

* Basic retailing economics and management (30 hours)
* Store location and concept development (15 hours)
* Merchandising and visual merchandising (15 hours)

**Management of creation (60 hours)**

* Art management and specificities (15 hours)
* Design management and managing the creative team (30 hours)
* Introduction to product design and communication design (15 hours)

**Luxury talent management (60 hours)**

* Organizational development (30 hours)
* Talent management (15 hours)
* Executive careers in luxury (15 hours)

**Manufacturing, supply chain and procurement. Logistics (45 hours)**

* Worldwide procurement sources (15 hours)
* Quality management (15 hours)
* Logistics, supply chain and planning processes (15 hours)

**Luxury legal issues (15 hours)**

* Brand registration and intellectual property. Contract negotiation and follow up (15 hours)

**Sectorial analysis (80 hours)**

* Perfumes and cosmetics (10 hours)
* Jewelry and watches (10 hours)
* Fashion management (10 hours)
* Wine and spirits (10 hours)
* Hospitality management (10 hours)
* The challenges of the Chinese market (10 hours)
* Opportunities in other energy markets (10 hours)
* The place of other BRICS markets (10 hours)

**Study trip (45 hours)**

* Each year students will decide on a study trip destination. The school will pay the airfare and students will cover their own living expenses.

**For more details or informations :**

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