

# MSc LUXURY MANAGEMENT & INNOVATION

- **Start Date:**  
September 2021
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
60 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Language requirements:**  
IELTS 6.0 or TOEIC 785
- **Fees:**  
€14,000

## OBJECTIVES

The Master of Science Luxury Management & Innovation is a unique postgraduate programme that transforms students into confident managers in the global luxury industry.

Utilising a rich variety of modules, you will enhance your knowledge, development and application of critical thinking skills as well as practice negotiation skills, problem-solving techniques, and effective decision making.

## WHAT YOU WILL LEARN

The MSc Luxury Management & Innovation provides more than 450 hours of teaching in:

- International luxury marketing
- Persuasive communication and consumer psychology
- Reinventing luxury
- Global marketing strategy
- Detecting and implementing business opportunities
- Trade negotiation



# DISTINCTIVE FEATURES

## STRONG PARTNERSHIPS

The MSc Luxury Management & Innovation is offered in partnership with the prestigious Curtin university, recognised for being the number one University for Luxury Management programmes and in the top five for Marketing programmes worldwide\*. We are especially proud that the Head of the Marketing School at Curtin attends BSB to deliver his expert opinion, teaching complex material to our students.

## ACTIVE PEDAGOGY

Our outstanding professors and industry experts provide detailed training with an active pedagogy approach involving group projects, case studies and role-playing, enabling you to gain real-world experience and apply transferable skills when entering the luxury industry.

## FIELD TRIPS

Thanks to the strategic location of our Dijon campus, students can easily visit top luxury centres in industries such as automotive, fashion, wine, jewellery or perfumery in France, as well as famous watchmakers and hospitality companies in Switzerland.

## EXCELLENT TEACHING FACULTY

Over the years, BSB has developed long-lasting contacts and partnerships with leading international and national brands. These relationships give you the unique opportunity to receive professional training from top-performing companies ahead of your graduation and employment.

\*Eduniversal Best Masters Ranking 2019



# CAREER OPPORTUNITIES

**Dior**

**Julia**  
BSB'12  
Area Retail Manager

**CLARINS**

**Annabelle**  
BSB'12  
Product & Communication Manager

**SEB®**

**Catherine**  
BSB'15  
Project / Product Manager