



INTERNATIONAL MASTER IN LUXURY MANAGEMENT



Masters of Science

Full Time

NEOMA
BUSINESS SCHOOL

REIMS • ROUEN • PARIS

Engage for the world

Join an innovative and inclusive French business school that nurtures students' passion and envisions each individual as tomorrow's leader, driving transformation in business and society.

150 years of history

3 campuses: Reims, Rouen and Paris

400 prestigious
international partners

76,200 graduates
in **127** countries

1 month on average
for graduates to find their first job

Recognised
excellence:

Ranked **6th**
in France
Challenges 2024

In the **TOP 30**
worldwide
Master in Management
Financial Times 2024

A triple accredited school
among the **top 1%** worldwide



International Master in Luxury Management

GAIN AN INSIDER'S UNDERSTANDING OF FRENCH AND ITALIAN LUXURY MANAGEMENT

The International Master in Luxury Management is a unique double-degree programme created jointly by NEOMA Business School and POLIMI Graduate School of Management.

Combining French and Italian expertise and calling on the support of the School's prestigious partnership with the iconic luxury house Louis Vuitton, the programme covers value creation and management in the luxury sector, from product design to distribution.

Programme highlights

Gain hands-on knowledge in luxury management in two complementary countries renowned for their expertise: France and Italy

- ♦ Discover both Italy and France, two countries recognised as the birthplaces of the luxury industry.
- ♦ **Immerse into the specificities of the luxury industry**, rely on the core know-how of both schools:
 - At NEOMA, learn how to elevate luxury brands using strategic storytelling, develop a wide-ranging skillset encompassing consumer behaviour, financial management and technology integration in the digital age.
 - At POLIMI, acquire versatile professional skills in operations, quality management, supply chain, communication, digital marketing and retail sales, alongside a flair for innovative product design.
- ♦ **Obtain an internationally recognised double master's degree** from NEOMA Business and POLIMI Graduate School of Management.

Acquire a global luxury outlook: Understand the foundations of value creation

- ♦ In Milan, master the intricacies of luxury management, focusing on global luxury outlook, value creation and value delivery. Learn product design, idea transformation, brand narratives and integrated marketing.
- ♦ Explore sustainability, Corporate Social Responsibility, innovation and multiculturalism in the luxury industry.
- ♦ In Reims, cover the essentials of luxury management through four modules: marketing, finance, accounting and law, strategy, and learning from industry experience.
- ♦ Gain international perspectives, strategic insights and hands-on knowledge to excel in the dynamic field of luxury management.

Build your executive skills thanks to diverse projects and experiences in the professional world

- ♦ Benefit from NEOMA's exclusive partnership with Louis Vuitton and POLIMI's partnerships with Bulgari and Ferrari.
- ♦ Gain real global perspective on key challenges and excellence in luxury management, collect insights into the experiences of managers working for luxury companies such as Parfums Christian Dior, Royal Champagne Hotel & Spa, Gucci, L'Oréal Luxe, Guerlain, etc.
- ♦ Develop leadership and managerial skills through dedicated workshops.
- ♦ Expand your network and career opportunities, meet with employers.

Benefit from an experiential & immersive learning approach

- ♦ **Experience diverse luxury perspectives** through online and offline corporate presentations and visits, highlighting the French and Italian approaches.
- ♦ **Immerse yourself in the Champagne ecosystem** during the first semester in Reims. Develop a thorough understanding of this sector thanks to project work, company visits and conferences hosted by professionals.
- ♦ **Dive into the luxury sector with an experiential week in Paris.** Attend master classes covering various aspects of luxury: jewellery, hospitality, automobiles, innovative customer experience, as well as wines & spirits and different aspects of business (retail, merchandising, product creation, etc.).



Tanja BOŽIČ, Head of Programme

is a full-time marketing lecturer and the head of the International Master in Luxury Management (IMLUX). With managerial experience in boutique hotels, exclusive events for prestigious clients like Diners Club International, Mercedes-Benz, Porsche, the government of Slovenia and high-end restaurants, as well as a background in higher education, she brings a wealth of expertise to her role. Having held various positions in New Zealand, Austria, Germany, Switzerland, the United Kingdom and France, Tanja has insight into international business and the nuances of multicultural business-client relationship dynamics.

Programme fact sheet



- ♦ **Master of Science***
- ♦ **"Grade de Master"**
- ♦ **From 15 to 18 months**
- ♦ **100% in English**
- ♦ **Reims campus & Milan**

*Level 7 Qualification on the RNCP (French Register of Professional Certifications) / RNCP sheet No. 37684, Advanced degree in international management
Registration date: 01/09/2023 - NEOMA

Programme structure

International Master in Luxury Management

COURSES (15-18 MONTHS)	
AT POLIMI GRADUATE SCHOOL OF MANAGEMENT, MILAN October > February	AT NEOMA, REIMS February > July
CREATING & DELIVERING VALUE	NAVIGATING GLOBAL DYNAMICS & MANAGEMENT IN LUXURY
<ul style="list-style-type: none"> ♦ Turning Design Culture into Luxury Products & Collections ♦ Turning Superior Craftsmanship into Operational Excellence ♦ Creating Luxury Experience through Communication & Retail ♦ Exploiting Assets in Luxury Markets: Defining the Potential for Growth 	<ul style="list-style-type: none"> ♦ Discovering Strategic Luxury Management ♦ Discovering Geopolitics of Luxury Markets ♦ Understanding & Exploiting Luxury Assets ♦ Analysing CSR Issues in the Luxury Sector ♦ Exploring Luxury Consumer Behaviour ♦ Leadership Seminar
<div style="text-align: center;">  Dissertation or Project Work </div>	

PROFESSIONAL EXPERIENCE (OPTIONAL)
July > December 4-to-6 months (internship, short- or long-term contract job, or business creation)

Note: Above information is subject to change.

NEOMA
ACT
ENGAGE FOR SOCIETY

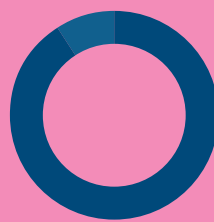
Take your career to the next level

The IMLUX programme prepares participants for various positions within international luxury companies, including roles in brand management, sales, customer service, retail management, export, licensing, and more.

Graduates often pursue roles such as:

- Product Manager
- Project Development Manager
- Merchandising Manager
- Buyer
- Management Controller
- Supply Chain Specialist
- Packaging & Development Manager

WHERE DO GRADUATES WORK?



- Marketing, Communications, Digital.... 91%
- Audit, Consulting..... 9%

On average, graduates of NEOMA find a job within

1 month of graduation.

€46,000/year
Average base salary.



Get inspired by our student's story

This MSc has equipped me with the necessary skills and knowledge to pursue a multifaceted career within the luxury industry. I was excited to learn about various areas such as luxury brand management, marketing, strategy, operations, supply chain management and finance through a combination of coursework, case studies, and practical projects.

The programme also provided me with a rare opportunity to learn from top-notch industry experts and visit luxury companies during our week-long Paris Study Tour, allowing me to gain firsthand insights into the workings of the industry. The programme gave me the opportunity to network with like-minded professionals and develop strong relationships that will benefit me throughout my career.

In light of my experience, I strongly recommend this programme to anyone seeking a comprehensive and distinctive curriculum in luxury management. I am confident that the insights and real-world experiences that I gained from this programme will enable me to excel in my career. Overall, I am convinced that the IMLUX programme was the perfect opportunity for me to take a significant step forward in my professional path towards achieving my goals.



Hazel APPLETON
Class of 2023

Admissions requirements

1-YEAR MSc:

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 1 year of professional experience
- Proof of English language proficiency is required during the application process (TOEIC, TOEFL iBT, IELTS, Cambridge, Duolingo)*

**Contact the Admissions team to learn more about required scores.*

Admissions process

- Complete the online application: apply.neoma-bs.fr
- Provide scanned copies of all original documents in English or French (CV, motivation letter, transcripts, etc.)
- Candidates who meet the admissions requirements will be asked to complete an online interview
- Admissions decisions are communicated by email within two weeks of the interview
- Application fee: €100

Admissions calendar

Applications are accepted on a rolling basis, from September with a final deadline for submissions in mid-July.

However, given the limited number of places, candidates are advised to apply as early as possible.

Contact us

Feel free to contact our Admissions team by email at:
admissions@neoma-bs.fr

*Make a personalised
appointment with our team*



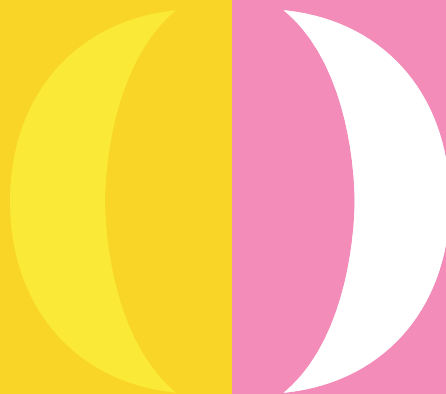


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**Be passionate.
Shape the future**

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