

MSc LUXURY MANAGEMENT & INNOVATION

This unique postgraduate program enables students to become confident managers in the global luxury industry. The holistic approach is undertaken in order to apply best practices of luxury management and innovation underpinned by an active learning pedagogy.

Students are empowered to develop skills with the objective of designing and implementing effective competitive strategies in the luxury marketplace. They will gain real-world experience and knowledge from academic professors and industry experts through several pedagogical scenarios: group projects, case studies, consultancy missions, and business competitions.

WHAT YOU WILL LEARN

SEMINAR COURSES

- Retail safari field trip
- Foundations of luxury management

SEMESTER 1 COURSES

- **Disruptive strategic management:**
Operational tools and methods to design
- **Consumer behavior and psychology of luxury**
- **Digital project consulting**
- **Global marketing strategy**
- **International luxury marketing:**
Principles of luxury brand management,
Designing and implementing international
luxury marketing strategies
- **Online & remote negotiation**
- **Research methods**

SEMESTER 2 COURSES

- **Advanced luxury track:** Fashion forecasting,
Sustainable development, Emerging Markets,
Gastronomy and Hospitality
- **Detecting and implementing business opportunities**
- **Reinventing luxury:** Disruptions to Luxury
Fundamentals, Role of Digitalization,...
- **Luxury entrepreneurship**
- **International business project**
- **Business cases**
- **Closing field trips**
- **Research methods**



AT A GLANCE

- **Start Date:**
September 2025
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
An international bachelor's degree in any
subject or a French Master 1 (240 ECTS)
- **Language requirements:**
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or
TOEFL IBT: 80
- **2025 Fees:**
€16,000
- **Campus:**
Dijon

DISTINCTIVE FEATURES

- Dijon being at the heart of a luxury nest in the Bourgogne-Franche-Comté region, you are to study close to major luxury hubs (Paris, Switzerland, Milano).
- Join a retail safari in France and benefit from a field trip to Switzerland to visit top luxury centres in automotive, fashion, jewelry, perfumery, or watchmakers.
- Get a 360° approach of the luxury industry to understand cultural differences, consumer behaviour and the role of innovation.
- Enhance your in-depth knowledge of the luxury industry through our strong partnership with Curtin University and the University of Monaco's Mark Challenge.
- Solve real case studies from partner companies with academic, pragmatic and disruptive approaches.

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* FT 2024 Master in Management ranking



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2 CAMPUSES IN DIJON & LYON
Stimulating environments to study with top-notch facilities



AT BSB, YOU ARE NOT A NUMBER
Face-to-face teaching, small classes of 40 students maximum, unlimited coaching sessions

*Source: CGE professional integration study 2024

CONTACT US

In need of advice for your career path?
Book a free call with our team and discuss your needs and plans.

