

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 to design and implement effective competitive strategies in the luxury marketplace. They gain real-world experience and knowledge from academic professors and industry experts through group projects, case studies, consultancy missions, and business competitions.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027) **For 18-month programme**

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

SEMESTER 1 (September - December 2027) **For 18-month programme and 12-month programme**

- ✦ Disruptive strategic management
- ✦ Consumer behavior and psychology of luxury
- ✦ Digital project consulting
- ✦ Global marketing strategy
- ✦ Luxury brand management
- ✦ International luxury marketing
- ✦ Research methods

SEMESTER 2 (January - June 2028) **For 18-month programme and 12-month programme**

- ✦ **Advanced luxury track:** Fashion forecasting, Sustainable development
- ✦ **Detecting and implementing business opportunities**
- ✦ **Reinventing luxury**
- ✦ **Luxury entrepreneurship**
- ✦ **International business project**
- ✦ **Business cases**
- ✦ **Luxury in Switzerland**
- ✦ **Research methods**



CHOOSE YOUR PATHWAY

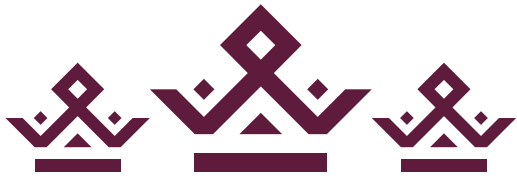
18-month programme or 12-month programme, full-time

- ✦ **Start Date:**
 - 18-month programme: March 2027
 - 12-month programme: September 2027
- ✦ **Credits:**
 - Credits for the 18-month programme: 120 ECTS
 - Credits for the 12-month programme: 60 ECTS
- ✦ **Eligibility for the 18-month programme:**
An international bachelor's degree or 180 ECTS validated in any discipline
- ✦ **Eligibility for the 12-month programme:**
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- ✦ **Language requirements:**
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- ✦ **2027 Fees:**
 - 28,100€ for the 18-month programme
 - 17,000€ for the 12-month programme
- ✦ **Campus:**
Dijon

DISTINCTIVE FEATURES

- ✦ **World-Class Guest Speakers:** The MSc in Luxury Management & Innovation benefits from outstanding connections with luxury industry experts and leading academics who share their unique insights with students.
- ✦ **Real-Life Brand Experience:** Students participate and gain practical experience by working on real-life consultancy projects, which they present to senior executives.
- ✦ **Global Best Practices:** The program emphasizes the development and implementation of luxury marketing strategies with a global perspective, including high-growth markets such as India and the Middle East.
- ✦ **BSB students compete in The Mark Challenge,** a prestigious international business plan competition in which MSc LMI students have been winners of the Special Prize in Fashion & Accessories.

STUDY IN ENGLISH AT A TOP BUSINESS SCHOOL IN FRANCE



Less than 1% of business schools in the world are triple accredited

BSB RANKED IN THE GLOBAL

TOP 50

**BUSINESS SCHOOL
IN THE WORLD***



* FT 2025 Master in Management ranking



**N°1
IN STUDENT
SATISFACTION**
HappyIndex@AtSchool
2022 & 2023
Speak & Act 2025



PATHFINDER™
A unique
support system
based on a
3-dimensional
coaching plan



**EMPLOYABILITY
BOOSTER**
85% of our students
find their first job in
less than 4 months after
their graduation**



**INTERNATIONAL
FACULTY**
11 programmes fully
taught in English
80+ nationalities
on campus



**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.

