



SUMMER SESSION 2012

LUXURY PRODUCTS MANAGEMENT
FROM JUNE 18TH TO JULY 8TH 2012
LIMITED NUMBER OF PARTICIPANTS

GRADE DE MASTER
MEMBRE DE LA CONFÉRENCE
DES GRANDES ÉCOLES
ET DU CHAPITRE
DES ÉCOLES DE MANAGEMENT

SUMMER SESSION 2012

LUXURY PRODUCTS MANAGEMENT

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GOOD REASONS TO STUDY AT ISC PARIS – SCHOOL OF MANAGEMENT

Established in 1963, ISC Paris School of Management is committed to providing business students with the high quality management skills necessary to operate and perform in a global environment.

ISC Paris is part of the highly selective French “Grandes Ecoles” recruiting system, which groups higher education establishments that operate outside the sphere of Universities. In France, only 50 management schools are entitled to run a “Grande Ecole” program (Master in Management), and a mere 30 of these are, like ISC Paris, members of the prestigious Conférence des Grandes Ecoles.

GOOD REASONS TO COME TO PARIS DURING THE SUMMER

Paris is a city renowned for its art and architecture and celebrated for its wine, cuisine and fashion... It is one of the great cultural and intellectual centres of the West. It is felt by many to be the heart, soul, and inspiration of France. Innumerable monuments built to reflect the glory of France and its rulers stand as testimonies to the city's rich history. The Louvre, a former palace and current home to the world's largest and finest art collections, is only one of the many great museums of Paris. The city is also the administrative, commercial, and industrial centre of France.

You will enjoy cafes and restaurants throughout the city and explore the artistic and architectural heritage of Paris with visits to world-class museums like the Louvre, the Orsay Museum and the Pompidou Centre, and monuments like the Arc de Triomphe, the Eiffel Tower and Notre-Dame...



DURATION

■ 3 weeks

ADMISSION REQUIREMENT

■ 2 years of higher education or Bachelor degree or equivalent
■ English proficiency: Complete a TOEIC English exam (minimum score 785) or a TOEFL iBT (minimum score 213)

ECTS CREDITS

■ Students will be granted 6 credits for the courses taken during the Summer Session...

OBJECTIVES

ISC Paris offers to its students a high quality level of teaching in one of the best Master's programs in Marketing and Management of Luxury Products.

In 2010, ISC Paris decided to open a Summer Session dedicated to Luxury Management, thus to give international students the benefits of a strong network and partnership with other schools and companies specialized in the field of Luxury Management.

In Paris, city of light and world capital of the Luxury industry, you will strengthen your skills and competencies in order to understand a sector based on values such as modernity and tradition, innovation and know-how. You will be able to meet the demands of the new market that is emerging from the creation of worldwide companies in developing countries.

This valuable program will:

- Give you a strong knowledge base Luxury Management required from a growing number of companies who need managers with specialized skills and understanding of the luxury market;
- Prepare you for to the management techniques in Luxury Management and help you become adaptable and effective in the sector;
- Allow you to meet professionals for you to reach and understand the world of Luxury and Fashion.

Application: 350 €

(50 € Non Refundable for application fees)

Tuition: 1.700 €

SPECIAL EARLY BIRD: 1.490 €

if application is sent by APRIL 30th 2012

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THREE WEEKS ORGANISED IN THREE MODULES:

- Introduction to the prestigious Luxury industry
- Key factors
- Sales and Marketing Management

SUBJECTS COVERED:

- Introduction to the Luxury Fields
- Creation of Value and Shareholder Wealth in the Luxury Goods Industry
- Managing Fashion, Perfumes and Cosmetics
- Managing Jewellery and Watch making
- The Wine Industry

TEACHING METHODS:

- Case studies
- Simulations
- Group work
- Active learning

Courses will be completed by conferences, Wine Tasting and company visits each in prestigious companies: a luxury hotel, a famous fashion store, and cultural visits.

Business dress code is mandatory during company visits.

ACCOMMODATION

With a roof-top terrace garden, the Citadines Montmartre hotel lies at the foot of Montmartre, famous for its maze of narrow streets and staircases, its vineyard and its authentic village atmosphere, where imposing Haussmannian and 1930s buildings rub shoulders with houses and tiny gardens. The neighbourhood is also renowned for its night life with its multitude of cabarets, including the Moulin Rouge, cafés, cinemas and bars ensure that partying never ends...

Citadines Montmartre:

16, rue Rachel, 75018 Paris
Tel: + 33 1 44 70 45 50 / www.citadines.com
Twin Rooms: 61 € / night / person
+ 1 € tourist tax / day / person

Important:

Please inform us if you plan to stay at the Citadines Montmartre hotel or if you have accommodation. The meeting point for all visits will be in front of the Citadines Montmartre hotel.

TUITION AND FEES

Tuition fees include :

- Course materials and company visits
- Coffee breaks
- Icebreaker cocktail

The tuition fees do not cover air tickets, accommodation, local transportation, cultural visits and visa processing fees. All visa related issues are the responsibility of the participants. Along with the application form, please send a 350 € deposit.

Application deadline: MAY 15th 2012

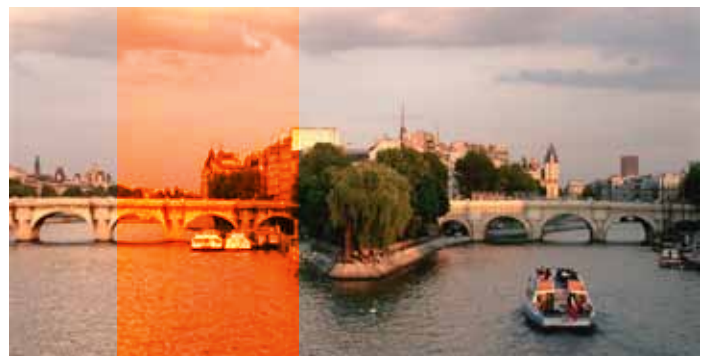
Cancellation: reimbursement of the deposit fee is allowed by May 18th 2012 (30 days before the program starts)

Example of current prices in Paris

- a meal at a fast-food restaurant : 7 €
 - a meal at a local restaurant : from 10 to 20 €
 - a cinema ticket: student rate : 10 €
 - museum entrance : 12 €
 - one month public transportation ticket: 62 €
 - a sandwich : 4.50 €
 - a coffee : 2.50 €
 - a baguette : 1.20 €
 - a croissant : 1.20 €
 - a postage stamp : 0,60 €
- A walk along the Seine... Free

CONTACT

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PROGRAM

LUXURY PRODUCTS MANAGEMENT FROM JUNE 18TH TO JULY 8TH 2012

WEEK 1

MONDAY - JUNE 18

- 09:30 - 12:30 > **Luxury Hospitality / Management Industry**
- Michel Goetschmann
- 14:30 - 16:30 > **Paris Fashion Walk: Chanel**
and the rue St Honoré
- 18:30 - 20:00 > **ICEBREAKER COCKTAIL**

TUESDAY - JUNE 19

- 09:30 - 12:30 > **International Negotiation Cross Cultural**
Management - Marc Sinnassamy
- 14:00 - 17:00 > **Organisation and logistics**
in the luxury industry:
the example of NESPRESSO
- Stéphane Betschitch

WEDNESDAY - JUNE 20

- 09:30 - 12:30 > **LVMH Growth Strategy**
and its Leading Brand,
Louis Vuitton - Catherine Girard
- 13:30 - 16:30 > **The Luxury Goods Industry**
- Isabelle Lazarus

THURSDAY - JUNE 21

- 09:30 - 12:30 > **"From Transactional**
to Relational Marketing:
Customer Relationship Management
Introduction to HBS Case Studies
(Gucci, Burberry, Dior, etc)>
- Gwarlann de Kerviler
- 13:30 - 16:30 > **Luxury and Fashion**
at the Royal Court at Versailles Palace
- Annette Bonnet-Devret

"FÊTE DE LA MUSIQUE"... Annual Music Festival

FRIDAY - JUNE 22

- 09:30 - 12:30 > **Understanding auctions -**
the Hôtel Drouot - V. Chuimer
- 13:30 - 16:30 > **Visit to the Hôtel Drouot Sales Rooms**

SATURDAY - JUNE 23

Cultural visit: Château de Versailles

SUNDAY - JUNE 24

Boat Ride

WEEK 2

MONDAY - JUNE 25

- 09:30 - 12:30 > **Guest Speaker**
- 13:30 - 16:30 > **Introduction to the Luxury Fields**
- Michel Chevalier

TUESDAY - JUNE 26

- 09:30 - 12:30 > **International Negotiation**
Cross Cultural Management
Part I - Marc Sinnassamy
- 13:30 - 16:30 > **HBS Case Study Discussion /**
Consumer Behaviour
and Brand experience
- Gwarlann de Kerviler

WEDNESDAY - JUNE 27

- 09:30 - 12:30 > **Luxury products**
and Sustainable Development
- Jean-Michel Quantier
- 13:30 - 16:30 > **Luxury products**
and Sustainable Development
- Jean-Michel Quantier

THURSDAY - JUNE 28

- 09:30 - 12:30 > **HBS Case Study Discussion /**
Consumer Behaviour
and Brand experience
- Gwarlann de Kerviler
- 13:30 - 16:30 > **The new professional language**
of Luxury - Annette Bonnet-Devret

FRIDAY - JUNE 29

- 09:30 - 12:30 > **Luxury Hospitality /**
Management Industry -
Michel Goetschmann
- 13:30 - 16:30 > **HBS Case Study Discussion /**
Marketing Management
and Brand Portfolio
- Gwarlann de Kerviler

SATURDAY - JUNE 30

Cultural visit: Louvre Museum

SUNDAY - JULY 1

Cultural visit: Sacré Coeur

PROGRAM (SUITE)

LUXURY PRODUCTS MANAGEMENT FROM JUNE 18TH TO JULY 8TH 2012

WEEK 3

MONDAY - JULY 2

09:00 - 12:30 > **Organisation and logistics
in the luxury industry:
the example of NESPRESSO**
- Stéphane Betschitch

13:30 - 16:30 > **Company visit**

TUESDAY - JULY 3

09:30 - 12:30 > **Managing Fashion, Perfumes
and Cosmetics - Michel Chevalier**

13:30 - 16:30 > **Luxury in China - Michel Chevalier**

WEDNESDAY - JULY 4

09:30 - 12:30 > **Luxury goods
in the Wine Industry - Guillaume Puzo**

13:30 - 16:30 > **Luxury goods in the
Wine Industry - Guillaume Puzo**

THURSDAY - JULY 5

09:30 - 12:30 > **International Negotiation Cross
Cultural Management Part II**
- Marc Sinnassamy

13:30 - 16:00 > **International Negotiation Cross
Cultural Management Part III**
- Marc Sinnassamy

FRIDAY - JULY 6

09:30 - 12:30 > **Luxury goods in the
Wine Industry - Guillaume Puzo**

14:00 - 16:30 > **Luxury goods in the
Wine Industry - Guillaume Puzo**

17:00 - 19:00 > **Introduction to
Wine Tasting - Guillaume Puzo**

SATURDAY - JULY 7

Cultural visit: Orsay Museum

SUNDAY - JULY 8

Departure

INTERVENANTS

M. Michel GOETSCHMANN	6
M. Marc SINNASSAMY	12
M. Stephane BETSCHITCH	6
Ms. Catherine GIRARD	3
Ms. Isabelle LAZARUS	3
Ms. Gwarlann de KERVILER	12
Ms. Annette BONNET-DEVRET	6
Ms. Virginie CHUIMER	6
M. Michel CHEVALIER	9
M. Jean-Michel QUENTIER	6
M. Guillaume PUZO	13

TOTAL WORKING HOURS 82
ECTS CREDITS 6



PROGRAM (SUITE)

LUXURY PRODUCTS MANAGEMENT FROM JUNE 18TH TO JULY 8TH 2012

Paris is not just a historical city. Its riverbanks and neighbourhoods – some of which retain a village atmosphere, are an invitation to stroll and sightsee.
www.parisinfo.com

CULTURAL PROGRAM

You will have the opportunity to take part in guided visits especially organized for you:

Louvre Museum

The Louvre is the largest museum in the world and the former residence of the kings of France. It exemplifies traditional French architecture of the Renaissance, and it houses a magnificent collection of ancient art and artifacts.

Orsay Museum

Installed in the extraordinary building that was the former Orsay train station, this national museum presents Western art from 1848 to 1914 in all its diversity inside a huge, open, luminous space on the banks of the Seine.

Notre-Dame Cathedral

The cathedral, a masterpiece of Gothic art, has witnessed some of the greatest events in history.

Versailles Palace

The personality of the "Roi Soleil" shines throughout the dazzling Gallery of Mirrors in the Château and the magnificent French gardens designed by Le Notre.

OUR SUGGESTIONS

Art Décoratif Museum

From its opening in 1905, the Musée des Arts Décoratifs has major collections of textiles which are continually enriched with silks, embroidery, printed cotton, costumes, lace, tapestries...

Visite de la galerie des Gobelins

Metro station: Les Gobelins, Mobilier National & Manufactures Nationales des Gobelins, de Beauvais et de la Savonnerie.

Fête de le Musique on June 21st is entirely free with concerts taking place in the streets of Paris where professional musicians and amateurs take part and play all kinds of music.

THE EIFFEL TO WER SPARKLES AGAIN!

SHOPPING

For sublime shopping

Beneath their fabulous Art Nouveau glass domes, the Parisian department stores of Lafayette and Haussmann have become must-see monuments. Considered to be the leading shopping centre of Europe with 120 million visitors each year, the boulevard Haussmann is a city within the city. But let's not forget the stores on the rue de Rivoli, on the Left Bank or at the Madeleine. All together, they are a sparkling reflection of Paris, where all your shopping wishes can be granted.

Fashion, beauty, decoration, leisure and the art of entertaining...

Galleries Lafayette

Shopping / Department stores
Metro station: Grands boulevards

Printemps Haussmann

Shopping / Department stores
Metro station: Grands boulevards



APPLICATION FORM

Last name First Name(s)

E-mail (*very important*)

(ISC Paris will contact you via this address in order to provide assistance)

Gender female male

Citizenship

Passport number Valid until

Date of birth. / / Place of birth

(Day/Month/Year)

PRESENT ADDRESS

Street

ZIP code City

Country

Present telephone number (*international*) +

Mobile phone (*international*) +

PARENTS OR PERSON TO BE CONTACTED IN CASE OF EMERGENCY

Name

Street

Postal or ZIP code City

Country

Phone number (*international*) +

E-mail

Name of your university

Current level of studies

Major

Arrival date in Paris Departure date

ACCOMMODATION

- I don't need help with housing.
- I prefer to search for housing on my own.
- I already have a French address, it is:.....
.....
.....
.....

- I would like to rent a shared room at Citadines Hotel.

In that case, I send the dates of arrival and departure.

IMPORTANT

Send us your detailed flight information as soon as possible. You can arrive sooner or stay longer at the Citadines Montmartre Hotel at the same preferential rate but you should contact the hotel directly for "extra nights".

Application form check list:

- >> Application form
- >> 2 ID pictures
- >> CV / resume and cover letter
- >> Proof of your English proficiency
- >> Certificate of Insurance
- >> Letter of approval from your home university to attend the program which also certifies your level of studies

CERTIFICATE OF INSURANCE

I, the undersigned certify that I'm fully covered for medical insurance and in case of repatriation needed during my study period in Paris (June 18th – July 8th 2012)

Please sign and date here

«According to the website Intelligence Unit,
Paris is ranked first city worldwide
for the best place to study.»



ABOUT ISC PARIS – SCHOOL OF MANAGEMENT

■ **Established in 1963, ISC Paris - School of Management** is committed to providing business students with the high quality management skills necessary to operate and perform in a global environment. ISC Paris is part of a highly selective French “Grandes Écoles” recruiting system, which groups higher education establishments that operate outside the sphere of universities. In France, only 50 management schools are entitled to run “Grande Ecole” programs (with a Master in Management), and a mere 30 of these are, like ISC Paris, members of the prestigious Conférence des Grandes Ecoles. Awarded by ISC Paris, the Master Degree is endorsed by the French Ministry of Education.

■ **ISC is located in Paris**, where the majority of leading French multinational corporations are based. The school benefits from the business reputation of the French capital, a major location where professional forums, conferences and trade fairs are held. It follows that studying at ISC Paris can open doors to multiple careers in a variety of areas, including those involved in fashion, finance, high tech, hospitality, information systems, international trade, luxury goods, retail distribution, technology, and multimedia.

■ **All our programs in Business and Management Studies**, with 20 specialisations, give our students access to unlimited competences which will surely boost their careers. With our network of more than 163 partner universities and institutions in a total of 51 countries, we not only provide unlimited career opportunities for our students, but also help them plunge into a diversity of cultures so as to help them gain an international perspective. Most of our programs are bilingual - English / French. We also offer international programs entirely in English.

We are sure that if you are ambitious to have an international career and want to study in one of the most fascinating and dynamic cities in the world, ISC Paris - School of Management is the right place for you.

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