

MSc International Master in Luxury Management

In partnership with
PRADA Group  CHAMPAGNE
TAITTINGER
Reims

DOUBLE-DEGREE WITH MIP POLITECNICO DI MILANO



« *Gain a double degree and complementary expertise from the cradles of luxury!* »



DILIP SUBRAMANIAN,
HEAD OF PROGRAMME



FABRIZIO MARIA PINI,
HEAD OF PROGRAMME

DEVELOPING ESSENTIAL SKILLS



The programme is a **unique double-degree** programme created jointly by NEOMA Business School and MIP Politecnico di Milano. It delivers a curriculum specialised in how to understand, create and manage value in the luxury sector.

5 GOOD REASONS TO CHOOSE THE PROGRAMME

- 1 Obtain an internationally-recognised double Master's degree (NEOMA BS and MIP Politecnico di Milano). Within the master, the two business schools are honoured to collaborate with two top luxury companies, **Prada Group** and **Champagne Taittinger**
- 2 Discover Italy and France, recognised as the cradles of the luxury industry and benefit from the complementary expertise of both schools and faculty
- 3 Enhance your professional skills thanks to different professional projects
- 4 Benefit from the contributions of luxury industry professionals and discover the wealth of crafts in companies of various sizes
- 5 Ensure employability: 94% of graduates are employed within 6 months of graduation

PROGRAMME LAYOUT

Students have the opportunity to gain hands-on knowledge of the major aspects of luxury management. They will be in close contact with companies thanks to the unique partnership with Champagne Taittinger and the PRADA Group.

FUNDAMENTAL COURSES

IN REIMS AT NEOMA October to February

UNDERSTANDING VALUE CREATION FOUNDATION

- ▶ Discovering strategic luxury management
- ▶ Discovering geopolitics of luxury markets
- ▶ Understanding and exploiting luxury assets
- ▶ Analysing CSR issues in luxury sector
- ▶ Exploring luxury consumer behaviour
- ▶ Leadership Seminar

IN MILAN AT MIP POLITECNICO DI MILANO February to July

CREATING AND DELIVERING VALUE

- ▶ Turning design culture into luxury products and collections
- ▶ Turning superior craftsmanship into operational excellence
- ▶ Creating luxury experience through communication and retail
- ▶ Exploiting assets in luxury markets: defining the potential for growth

PROFESSIONAL EXPERIENCE July to December

THE END-OF-STUDIES MISSION

Project work
This experience can be an internship (4-6 months), a job, or the creation of a start-up company in France or abroad.

Academic research work

PROGRAMME HIGHLIGHTS



THE INTERNATIONAL DUAL EXPERIENCE

in two complementary countries renowned for their expertise in the field of luxury: France and Italy. Students are plunged into the specificities of the luxury industry relying on the core know-how of both schools: leadership and management delivered by NEOMA and production and transformation of products delivered by MIP Politecnico di Milano.

PARIS STUDY TOUR

A unique two-week long opportunity to attend masterclasses conducted by luxury industry professionals. Students will be exposed to different luxury sectors (fashion, perfumes and cosmetics, jewellery, watches and hospitality) and different aspects of the business (retail, merchandising, product creation, etc.)

IMMERSION IN CHAMPAGNE ECOSYSTEM

During the first semester in Reims, the champagne capital of the world, students will develop a thorough understanding of this sector thanks to project work, company visits and conferences hosted by professionals.

COMPANY BUSINESS PROJECTS

Students will get an opportunity to acquire hands-on experience working on real business case resolutions and collaborating with top corporate executives from the two IMLUX programme partners, Champagne Taittinger and Prada Group, and other firms.

PROFESSIONAL EXPERIENCE (4 TO 6 MONTHS)



An essential opportunity to apply the theoretical and practical skills learnt during the first two semesters in a professional environment. Students are free to carry out the optional internship in France or abroad, subject to approval by the internship director, based on its relevance to the MSc programme and course content.

TAKING YOUR CAREER TO A NEW LEVEL



The programme trains specialist managers in the luxury industry for senior positions in Luxury Goods companies.

A FEW OF THE POSSIBLE JOBS TO WHICH YOU CAN ASPIRE:

- ▶ Product & Brand Manager
- ▶ Retail Merchandising Manager
- ▶ Management Controller
- ▶ Packaging and Development Manager

Graduate Employment Survey 2020

Average base salary: **€45,125/year**

88% of students find a job within 3 months.

100% of students find a job within 6 months after graduating.