

# MSc GLOBAL LUXURY MANAGEMENT

Programme taught in English at the NC State University, Raleigh (fall: from August to December) and at the SKEMA Paris campus (spring: from January to May).  
This MSc is accredited by the Conférence des Grandes Ecoles

**INTAKE:** August

*Dual degree: one degree from SKEMA,  
and one degree from NC State University, USA.*

## CAREER OPPORTUNITIES

The professional orientation of the MSc Global Luxury Management guarantees its relevance and ensures that students are professionally operational by the end of the year.

The MSc Global Luxury Management opens opportunities to pursue careers in a wide range of fashion and luxury fields.

Whilst having a strong disciplinary base in international luxury brand management, its range is such that graduates will be able to work with specialists in other areas, getting involved in creative, marketing or finance positions. Graduates can go on to work in top level management, designing, sourcing, merchandising, budgeting, advertising, global luxury or fashion brand management as well as strategy.

Graduates of this MSc have the education and training to work in a variety of organisations including: commercial and marketing firms, consultancy and research, corporate luxury or fashion institutions.

Graduates take on roles that are essentially strategic, analytical, marketing and planning.

## PROGRAMME OUTLINE

The MSc Global Luxury Management programme's objective is to enable students to achieve their career ambitions by:

- ▶ giving students regular access to experienced fashion and luxury specialists who have both strong academic skills and practical in-company experience;
- ▶ improving and expanding participating students' career prospects by providing them with training in fashion and luxury management as well as understanding the issues in international trends and working across cultures;
- ▶ providing the opportunity for a change in career direction, for those who may be working or studying outside the field of fashion and luxury.

## WHY CHOOSE THIS PROGRAMME

### ► THE ADVANTAGES OF ITS LOCATIONS:

#### ► IN RALEIGH - NORTH CAROLINA

Global Luxury Management (GLM) is a unique academic programme offered as an option in the Master of Global Innovation Management programme at NC State University's Poole College of Management in collaboration with the university's College of Textiles. Poole College's business programmes are accredited by AACSB International, the accrediting body for collegiate schools of business, and the College of Textiles is highly regarded in the industry. Students have access to the NC State Jenkins Career Management Center for career coaching, professional skills development, and luxury industry recruiting support.

The NCSU advisory board interacts with the students for career development, internships and career hiring. In addition, the board participates in faculty/student activities, such as guest lecturing, company tours, and career management functions for internships and career placement.(see *list of members on page 2*)

An important component of the Global Luxury Management programme is the New York City Study Tour. It occurs during Fall Break, providing students with "real world" learning experiences, combined with an opportunity to meet and learn from key global luxury industry executives.

#### ► IN PARIS, THE CAPITAL OF LUXURY

Paris, the City of Lights, is the world's capital for luxury and fashion. This history stretches back centuries.

The city hosts luxury trade fairs, drawing up to 14,000 executives, offering networking opportunities;

Courses are taught entirely in English by industry professionals with significant experience in the luxury market;

The learning tour in Paris combines visits in the Parisian luxury temples with luxury managers' guide. It includes company visits and interactions with professionals from leading brands such as **Louis Vuitton, Dior, Guerlain...**;

Paris is also one of the most interesting cities in the world as a centre of cultural and economic activity. For career-oriented young people, Paris is the place to be.

## ADMISSION CONTACTS

### FRENCH STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988  
France: +33(0)1.41.16.76.71 or +33(0)4.93.95.32.79  
admissionspostgraduate@skema.edu  
[www.skema-bs.fr](http://www.skema-bs.fr) - [www.skema.edu](http://www.skema.edu) - [www.skema-bs.cn](http://www.skema-bs.cn)

### INTERNATIONAL STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988  
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[internationalprograms@skema.edu](mailto:internationalprograms@skema.edu)



# MSc GLOBAL LUXURY MANAGEMENT

Programme taught in English at the Raleigh and Paris campuses

## ► A MULTICULTURAL ENVIRONMENT

► As the MSc Global Luxury Management is a dual degree, candidates will join multicultural students, sometimes from other programmes, studying and living just like NC State students and SKEMA students.

► Small classes with a high international ratio mean students build fruitful inter-cultural relationships with one another and with their teachers; and students get the regular feedback that is vital for effective learning. Students learn from global student peers, with nearly ten countries represented in each class.

## ► INTO THE PROFESSIONAL WORLD OF LUXURY

► Tours to leading luxury companies, retail and locations, participation in trade shows and professional fairs in the USA and France.

► Discussions with executives from all the world around. Our professors and lecturers belong to ten different nationalities and are CEOs, CFOs or CMOs of companies such as **Uniqlo, Coty, Lancel, Nike, Intercontinental Paris, Charabot, Dior** among others.

► Students take part in real life projects. They organise executive conferences, contribute to the launching of new products, write and publish professional and academic articles with their lecturers or professors. Supervisors are available and help them while writing their dissertations.

► The internship period is the culmination of the applied teaching method: in many cases this internship period leads straight to a long-term contract with the very same company.

## ► DO AN NCSU MBA AFTER THIS MSc

The dual degree with NCSU allows students wishing to pursue a MBA to enter in the second year of the NCSU MBA.

## GLOBAL LUXURY MANAGEMENT'S INDUSTRY ADVISORY BOARD

Orit  
The O Group  
President & CEO

Jim Beley  
The Umstead Hotel & Spa  
General manager

Joe Blair  
Individualized Apparel Group  
President & chairman

Jim Brennan  
Boston Consulting Group  
Partner and managing director

Russ Cohen  
Consultant

Lyn Conger  
Taylor Richards & Conger  
Partner & co-founder

Adam Coremin  
Precept Wine  
Vice president

Guillaume De Lesquen  
L'Oréal  
President, Ralph Lauren Fragrances

Hugues De Pins  
Cartier, North America  
Vice president, Marketing & Communications

Gregory Furman  
Luxury Marketing Council  
Founder & chairman

Millie Graham  
Peter Millar  
Vice president, Marketing

David Gwyn  
French | West | Vaughan  
President & principal

Karl Harte  
Luxury Industry consultant

Michael Hommas  
Habersham Home  
Vice president, Sales & Marketing

William Humphries  
Merz, Inc- North America  
President & CEO-Americas

Jim Kerwin  
Kerwin Communications  
President & CEO

Alberto Milani  
Buccellati  
CEO-Americas

Gaurav Patel  
Eschelon Experiences  
President

Anthony Robins  
Global Luxury Industry consultant

Ellen Rohde  
The ELR Group  
President

Bob Shullman  
Shullman Research Center  
Founder & CEO

Heidi L. Steiger  
Private Client Reserve-Us Bank  
President, Eastern Region

Ryan Stone  
Jetpool  
Chairman & co-founder

Edward A. Tognoni  
Nettleton Shoes  
President, CEO and owner

Jim Tognoni  
Nettleton Shoes  
VP –Marketing/Media/E-commerce

J. David Weiss  
Designova Creative Associates  
Founder and president



Paris, the City of Lights



Paris campus

Marie Lavaud, MSc Global Luxury Management,  
2014-15

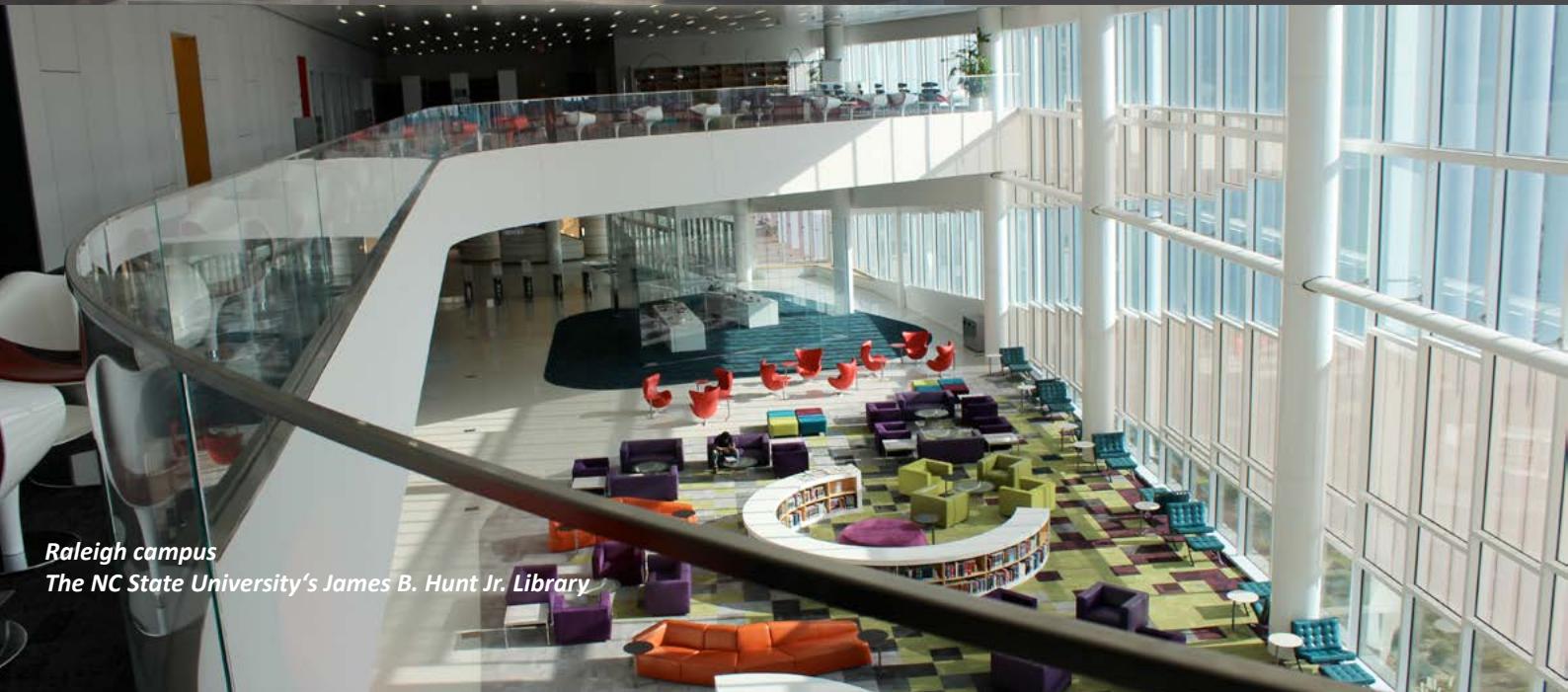
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*I was very keen to do this master because of the dual degree (NCSU and SKEMA), the semester abroad (in the US for me), the opportunity to learn more about the fashion and luxury industry and to meet many professionals.*

*I was not disappointed! My first semester in the MSc GLM programme at NCSU was amazing. I was a student in a prestigious American University, I met people who are now great friends, professors and career management people were very available for us, we had great courses and had the opportunity to network with many professionals. I travelled a lot in the US and always tried to go to events related to the industry, to visit boutiques and showrooms and to meet people.*

*In France, at SKEMA, we had great classes lead by professionals working for luxury companies. We were well prepared to face interviews for internships.*

*Finally, I found a very interesting internship as women's ready-to-wear assistant in Louis Vuitton. I am happy to work for this great company in Paris, part of the LVMH luxury group.* ”



Raleigh campus  
The NC State University's James B. Hunt Jr. Library

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*The MSc programme has been an extremely rewarding experience for me. After working for several years in North Carolina and New York City I knew something was missing and I decided to return to my alma mater to pursue a degree catered towards my passions and future career goals. I have gained a lot of insight into the luxury industry through our study tours in the states and submerging myself in a completely different culture.*

*I have made connections that will not only help me professionally but I have also formed lasting friendships with classmates from all over the world.*

*I've recently accepted a marketing internship position with Peter Millar, a Richemont company and luxury lifestyle clothing brand based in Raleigh, North Carolina. I will be working directly with the VP of marketing, Millie Graham, who is also a representative on the MSc Global Luxury Management advisory board”*

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*We visited several great luxury organisations in North Carolina and in New York City during the week we spent there. We spoke with representatives from Dolce & Gabbana, Ralph Lauren, the Waldorf-Astoria Hotel, and many more.*

*Our Industry Advisory Board served as a great resource for students providing networking opportunities in addition to their wealth of knowledge.*

*SKEMA and NCSU have allowed me to learn from some of the brightest minds in the industry and gain insight into many business functions that I was previously relatively inexperienced with. Overall, it was a tremendous opportunity for me, both personally and professionally.*

*I recently accepted an internship position with Adidas in Portland, Oregon, one of the largest sports apparel brands in the world. I will be working in their marketing department focusing on social media strategy and analytics.”*

## PROGRAMME STRUCTURE

SEMESTER 1 - FALL COURSES IN RALEIGH	CREDITS
Supply Management	5
Entrepreneurship	5
GLM Industry Study Tour	3
Global Luxury Management Seminar	5
Trendspotting Research Methods	3
Analytic Applications to Global Luxury Industry	3
Luxury Projects	3
Social Media in Luxury Industry	3
<b>Total credits S1</b>	<b>30</b>
SEMESTER 2 - SPRING COURSES AT THE SKEMA PARIS CAMPUS	
Operational Marketing for Luxury	5
Strategic Foresight in the Luxury Field	5
Luxury History and Codes: Study tour in Paris	3
Creating Customer Value, Satisfaction and Loyalty in Luxury	3
Advanced Strategy	3
Research Method	3
Finance and Accountability in Luxury and Fashion	5
Employability and Career	1
Trendspotting	2
<b>Total credits S2</b>	<b>30</b>
DISSERTATION	30
	<b>Total credits full year</b>
	<b>90</b>

These details are for information only and may be changed by the school without prior notice.

## EMPLOYMENT RATE FOR GLOBAL LUXURY MANAGEMENT MSc

89%

RATE OF RECRUITMENT  
SIX MONTHS AFTER  
GRADUATION

€53k

AVERAGE SALARY

59% of graduates work outside of France— most of the others work in the Paris region.

Source: SKEMA Career Center 2015 employment survey.

## PROGRAMME DIRECTOR

Raleigh and Paris:  
Isabella Soscia

## TUITION FEES

€25,000

## SCHOLARSHIPS



SKEMA Business School offers a large range of scholarships to exceptionally well-qualified international students