

# THE BUSINESS OF LUXURY

**NICE CAMPUS,  
JUNE 24TH – JULY 5TH 2024**



## *The French Riviera: the perfect location to study Luxury*



Have you ever wondered why **France** is the country of origin of so many **Luxury brands**? Why the **South of France** hosts most of **world-class fragrances** and **ultra-luxury events** and **services**?

Studying **luxury management** in **Nice**, a **UNESCO World Heritage site**, will allow students to experience luxury retail, yachting, fragrances, ultra hospitality, palaces, automobile, private jets, events, etc at their fingers tips.

During **2 weeks**, master or upper undergraduate students of the Business of Luxury summer programme will understand the luxury sector and its specificities in a location where famous brands originate from. Upon completion of the programme, students will receive **6 ECTS** (3 international credits).

### LUXURY MANAGEMENT

🕒18H

The luxury industry is a major aspect of the French economy.

The course will provide students with a cultural, historical and economic overview of the industry and will introduce them to the specificities of a luxury strategy, with a focus on the customer experience in stores.

### PERFUME MARKETING AND VALUE CHAIN

🕒12H

The Fragrances & Cosmetics sector is one of France's industry flagships.

Upon completion of this course, participants will be able to better apprehend the evolution of this industry towards more sustainability, and develop a pertinent offering on the market. One day will be dedicated to visiting the Grasse fragrance ecosystem.

### LUXURY SERVICES AND HOSPITALITY MANAGEMENT

🕒12H

The delivery of luxury services and experiences is booming — much of which is driven by hospitality.

This course gives students the keys to understanding, creating and managing value in the luxury services sector, with a focus on the luxury hospitality sector. One day will be dedicated to visiting the Monaco Luxury ecosystem.

### EXAMPLE OF CASE STUDIES:

- Le Martinez Hotel by Hyatt
- Chopard & Hermès
- Monte Carlo Société des Bains de Mer

### KEY COMPANY VISITS:

- Lancôme Domaine de la Rose, fragrance house in Grasse
- GlobeAir, Private Jet Charter company in Monaco
- Château de Crémat, vineyard in Nice



Prs. **Marie-Cecile Cervellon** & **Marie-Catherine Mars**,  
Programme Directors of *The Business of Luxury* summer programme



**ELIGIBILITY:**  
Master or upper  
undergraduate students



**DEADLINE & HOW TO APPLY:**  
Submit your [application file](#) by  
**March 20th\*** and submit it to  
[iro.coordinators@edhec.edu](mailto:iro.coordinators@edhec.edu)



**PRACTICAL INFORMATION:**  
Please refer to our Practical  
Information section

*For exchange students, contact  
your home institution for full  
schedule & procedure.*

**#7**  
**Business School in Europe,**  
*Financial Times 2022*

**WEBPAGE**

# SUMMER PROGRAMME PRACTICAL INFORMATION



EDHEC Business School offers Summer Programmes based on its Nice Campus allowing participants to gain substantial learnings whilst enjoying the beauty of the French Riviera. The below information highlights a number of useful information prior to applying or arriving in France!



## WHO CAN APPLY TO ATTEND AN EDHEC SUMMER PROGRAMME?

Graduate students from a partner university as well as free movers who comply with the minimum requirements.



## CANCELLATION FEES & EXCLUSIONS

Travel costs to & from France, personal insurance, accommodation, personal expenses, books, passports & visas and anything not listed. Payment of the programme and service fees must be received to confirm registration to the summer programme. This will allow students to receive their letter of enrollment, accommodation contacts and any documents needed to obtain their visa.

Cancellation fees apply depending on the motive and date of cancellation. See website for full details:  
<https://www.edhec.edu/en/summer-programme-business-luxury>



## HOW & WHEN DO I APPLY TO FOR A SUMMER PROGRAMME?

Limited places are available therefore students should fill in the EDHEC Summer Programme [application file](#), and email [iro.coordinators@edhec.edu](mailto:iro.coordinators@edhec.edu).  
*For those applying as an exchange student, please contact your home institution for full procedure and timeline.*



## ACCOMMODATION

Registered participants will receive a list of different types of accommodations available near the campus. Students may also find their own housing via dedicated platforms.



## MINIMUM REQUIREMENTS

The programme is open to Master students. Upper bachelor level students (Bachelor 3 or 4) with good academic results are eligible to apply. Students must be able to demonstrate proficiency in English equivalent to B2 level. For exchange students, a letter from the home institution certifying the student's proficiency will be accepted.



## VISA

Students without a European union or EEA passport must have a visa to study within the summer programmes. EDHEC's international relations office provides all registered students with an enrollment letter. For further information regarding the visa application process, students should contact the French embassy in their country of residence.



## COST

- Service fees: €600
- Tuition fees: €2600 for free movers / Tuition fees waived for students nominated by EDHEC's partner universities to join the programme as part of the general exchange agreement. These students only pay the service fees.



## FINAL DEADLINE

Application files should be submitted by **March 20th**.

**Further information:**

**visit our webpage**

or contact [iro.coordinators@edhec.edu](mailto:iro.coordinators@edhec.edu)