

THE BUSINESS OF LUXURY

**NICE CAMPUS,
JUNE 26TH - JULY 7TH 2023**



The French Riviera: home of ultimate brands 

Have you ever wondered why the South of France is famous for its savoir-faire in luxury management, or why its traditional heritage hosts most of the world-class fragrances?

EDHEC Business School offers a Summer Programme for master or upper undergraduate students to take a **6 ECTS** (3 international credits) course in the luxury field at a very iconic and historical location: the French Riviera. During a 2-week period students of The Business of Luxury programme will have the opportunity to engage and collaborate with each other on the EDHEC Nice campus and gain a good understanding of the luxury sector and its specificities in a location where famous brands originate from.

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.

KEY 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:
First apply internally at your home institution exchange office. If nominated, submit your EDHEC application by **May 15th 2023**



PRACTICAL INFORMATION:
Please refer to our Practical Information leaflet

#7

Business School in Europe,
Financial Times 2022

EDHEC.EDU

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.



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.



HOW DO I APPLY TO ATTEND A SUMMER PROGRAMME?

Limited places are available. Students should apply as soon as possible. Please consult your home institution Exchange Coordinator for more information.



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: €500
- Tuition fees: €2500 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.



DEADLINE

Nominated exchange student should submit completed application files by **May 15th**.

Further information

Please contact iro.coordinators@edhec.edu