



MASTER DEGREE IN FRANCE
.....
MANAGER OF INTERNATIONAL
BUSINESS DEVELOPMENT

BECOME A LUXURY BUSINESS SPECIALIST

EMBA
Ecole de Management Bretagne Atlantique

une école supérieure

 CCI MÉTROPOLITAINE
BRETAGNE OUEST

BECOME A LUXURY BUSINESS



OBJECTIVES

This high-level program will prepare you for the position of head of international affairs, specialized in the luxury market. You will acquire and develop the following skills:

- Analysing and contributing to the development of an international strategy and a commercial policy of products
- Providing a deep expertise and a perfect knowledge of the luxury market in France and Europe
- Conceiving and implementing marketing actions in the field, and relate to international marketing
- Taking charge of complex international negotiations
- Developing a distribution network and its sales forces internationally
- Managing and monitoring a multicultural team

DEGREE'S RECOGNITION

Students completing this course will obtain a **“Manager of International Business Development”** diploma, a government-recognized master degree specialized in “luxury markets”.

LIVE THE EMBA EXPERIENCE

ORGANIZATION

- **A 2 year program:**
30 hours per week
Master 1: Courses from mid-September until mid-February followed by a 3 month internship
Master 2: Courses from mid-September until mid-February followed by a 6 month internship
- **Location:** EMBA Campus in Quimper, FRANCE.
1 hour from Paris by plane

EDUCATION PLAN

- Program: international business, luxury market specialization, cultural and linguistic discovery program
- All courses are taught in English (business English and subject related English)
- Multicultural campus with French and international students
- A project-like collaborative pedagogy gives students the opportunity to develop personal skills that are expected in the working field, as well as develop an operational intelligence in order to analyse a company's international strategy and develop it into objectives
- Sectorial case studies
- Conferences and participation to French and European luxury trade shows
- Company visits



ADMISSION REQUIREMENTS

- Students with 4 years of higher education in international business or with 2 years of higher education followed by 5 years of working experience will be able to join the 1st year (Master 1)
- Required English level : 750 TOEIC / 6 IELTS

APPLICATION

- Application file and a Skype interview
Contact: Sophie BARON - s.baron@emba-bs.com
- Applying dates: from February to July
- 25 places

TUITION FEE

- Initial formation with a student status
- Master 1: 7 000 € - Master 2: 8 000 €



SPECIALIST

MAIN PROGRAM

International development strategy

- Global markets analysis
- Selection of development priorities
- Officialization of a strategy and its argumentation

International development plan

- Target areas analysis
- Specific strategy and priority markets identification
- Management and funding techniques
- Follow-up and adjustment of the development plan
 - Performance audit of the existing projects
 - Remedial actions consistent with the company's strategy

Business negotiation and partnerships

- Commercial policy definition
- International business plan
- Business negotiation

Commercial strategy and operational marketing

- Structuring a commercial prospection strategy
- Development projects and estimated budget
- Operational measures to carry out

International affairs management

- Activities coordination and organization of human and financial resources
- Multicultural team management techniques
- Human resources management and skills development

CULTURAL & LINGUISTIC DISCOVERY PROGRAM

- Discovery of the European and French culture
- Introduction to the French "Savoir-Faire" (know-how) in the luxury markets: haute couture, cosmetics, wine and spirits...
- French "Art de vivre" lessons
- Discovery of Brittany, a region with an exceptional cultural, natural and historical heritage
- Intensive French lessons: 1h30 per day

LUXURY MADE IN FRANCE

- Boucheron
- Cartier
- Hermès
- Chanel
- Louis Vuitton
- L'Oréal
- Dior
- Yves Saint Laurent
- ...



LUXURY MARKETS SPECIALIZATION

- Luxury history, culture and codes
- Commercial momentum and mutation of the global luxury market, the new tendencies
- Market segments: perfumes, cosmetics, ready-to-wear, leather goods, jewellery, fine watchmaking, wine and spirits, hospitality industry...
- Existing giants in the field and performances of the principal actors: luxury groups and brands
- Analysis of some of the most prestigious French brands
- Focus on the international luxury group Kering, founded by the Breton business man François Pinault, in charge of the brands Yves Saint Laurent, Balenciaga, Gucci, Boucheron...
- Marketing and development strategy of luxury products
- Strategies and international development models, focus on the new markets
- Launch of products and brands
- Distribution strategies, organization of the "retail vs wholesale" system and the opportunities of the digital and the e-commerce
- E-business and e-commerce: global market and consumption tendencies in specific areas
- Communication, public relations and events creation
- Digital strategy and social media





EMBA, A GREAT EXPERIENCE!



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