

INTERNATIONAL

Summer School

2
INTAKES
PER
MONTH

PARIS

July
2018



A place to Be & to See

 **INSEEC**
BUSINESS SCHOOL

 CONFÉRENCE DES
GRANDES
ÉCOLES

 ASSOCIATION
OF
AMBA
ACCREDITED

WHY COMING TO IBS PARIS?

- > **Take** the knowledge at IBS – Professors are waiting for you!
- > **Walk** with a mentor and experience french culture – Paris is waiting for you!
- > **Live** the real-time luxury business stories – Our guest speakers are waiting for you!
 - > Doors of the most prestigious brands are opened for you – **Just come!**

ACADEMIC AND SOCIAL ACTIVITY (per a two-week program)

- 1 Four courses** lead by IBS professors and expert practitioners at our school in the center of Paris - composed a theory and special tasks designed for working in groups and french as a foreign language courses.
- 2 Three organized cultural visits** with a member of an IBS International Office as your mentor (Versailles, Galeries Lafayette Haussmann, Foundation Louis Vuitton) and a number of social events (French students' association)
- 3 Two guest speakers** with relevant examples from a real-life experience (representative employees working at Dior, Chanel, Michael Kors or others companies)
- 4 Two company visits** to the most prestigious luxury brand companies (some of the previous visits included Hermès flagship store, Louis Vuitton head offices etc.)



KEY INFORMATION

- > **A two-week program in English for up to 25 students**
- > **Online registration:** <https://goo.gl/forms/IWYIMrzqrYLprSA3>

*Luxury Strategy
summer program*




*Luxury Branding
summer program*



- > **Tuition fee** (payment by wire transfer)

One program (2 weeks)	1 950€
Two programs (4 weeks in total)	3 600€

 Early bird registration fee April 30th	
▪ One program (2 weeks)	1 600€
▪ Two programs (4 weeks in total)	3 000€

Number of credits earned per two-week program:	6 ECTS
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> Application

Applications are open to advanced undergraduate students and graduate

students **Deadline for registration:**
May 15th, 2018

summerschoolibs@insec.com

> Housing information (optional)

Generator Hostels Paris
9, Place du Colonel Fabien | 75010 Paris
(not included in the price)



*Luxury Strategy
summer program*



IBS summer program in *Luxury Strategy* or *How to become a Parisian Luxury leader*

**Program objectives – Feel like a Parisian
and think like a Luxury leader**



INSEEC Business School opens its doors to you during the summer 2018 and welcomes you to start this journey with a short introduction to French culture and language. Since we are in Paris, we will take advantage of it and try to make it proactive for you by taking you outside and organizing unmemorable adventure of living a day like a Parisian. With the introduction to some of the short sentences that you can use during your stay in Paris, by taking you to see a show "How to become a Parisian in one hour", we will definitely help you achieve the first objective of a course: feel like a real Parisian during your stay at IBS Paris.

Our summer program in *Luxury Strategy* covers the main components of a luxury business strategy and presents luxury business models underlining their approach to the market in order to defend the leadership position. With IBS professors practice entrepreneurship and the 4E's of a leadership model while working in groups

and developing fashion marketing campaigns. Based on the marketing opportunities, your choices should lead into the formulation of the best luxury strategy.

In order to get you inspired, we will see how some of the leaders in the market do it. Our company visits include some of the most important brand names, like Hermès, where we were embraced in its oldest store, during the morning opening. While taking these small steps and achieving the familiarity with the managerial practices on the spot, we hope to motivate you to start thinking as a luxury leader, specially with our guest speakers, who will also raise your curiosity by presenting you their experiences and get you involved in a constructive discussion regarding the managerial practices.

During this program you will get an opportunity to enjoying a story of a past time and a his-torical development of the French fashion.

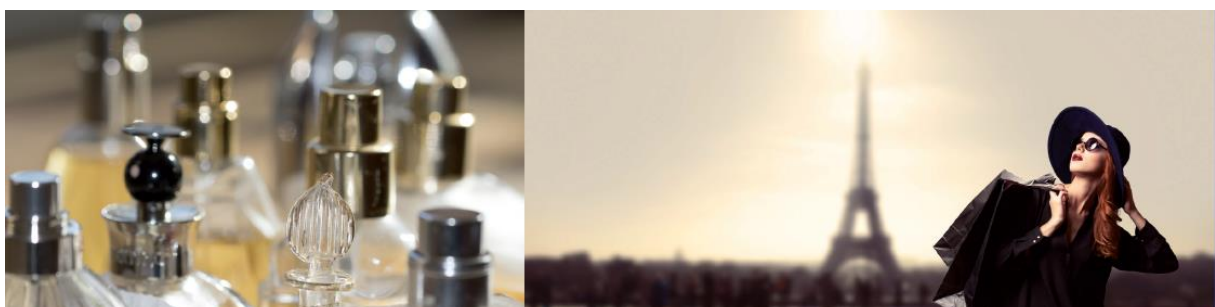
Luxury Strategy summer program



This program offers courses in:

- Luxury Brand Strategy and management
(2 credits)
- Fashion & Luxury Retail Management
(2 credits)
- French culture
(1 credit)
- French as a foreign language
(1 credit).

This program also includes cultural visits (Château de Versailles, exhibitions) as well as company visits (Hermès, Fragonard perfume...)



*Luxury Branding
summer program*



IBS summer program in *Luxury Branding* or *How to become a Parisian Fashionista*

**Program objectives – Walk like a Parisian
and feel (like) a Fashionista**



No matter if you are continuing your journey as a Parisian Luxury leader or you have just landed, you are at the right place when it comes to brands – especially luxury brands – PARIS! This special walk starts at the Galeries Lafayette Haussmann, the strongest brand for a department store in the world for more than 100 years. A guided tour will take us back in the 19th Century and the luxury bazaar– the place of the best merchandise in all of Paris. Empowered by this stroll in time, so easily continue walking like Parisians do through avenue Montaigne and the Golden Triangle. **Our summer program** in Luxury Branding puts emphasis on the iconic French brands, highlighting differences between luxury and mass fashion; Haute-Couture and Ready-to-Wear. Learn the main dimensions that compose the relationship within the luxury environment and master a new model of marketing that rules the Luxury Brands. Our group-work and tasks would stimulate you to create a memorable experience that is crucial to

re-inforce loyalty, by understanding the consumer behavior and high demands of a luxury brand.

In order to get engaged in a new luxury attitude, we will take you to visit some of the most prestigious companies. We visit the head offices of LVMH, where we will be welcomed in the historical house of Louis Vuitton and given a complete overview of a brand development. By seeing how the actual product is made, we can deeply recognize the timeless value of a luxury piece. Regardless of your choice, whether you really feel like a Fashionista, it is our objective that you end up understanding, feeling a Fashionista in order to be able to shape a brand to its needs. **This program includes** a visit to the Foundation Louis Vuitton and its exhibition. At the end, every Parisian Fashionista needs to eat, so relax and simply enjoy a Brunch Haute Couture.

Luxury Branding summer program



This program offers courses in:

- Luxury Brand content
(2 credits)
- Luxury Brand Fashion and consumers
behaviour
(2 credits)
- French culture
(1 credit)
- French as a foreign language
(1 credit)

This program also includes cultural visits (Galleries Lafayette Haussmann) + company visits (Ladurée + Louis Vuitton).





Contact

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