



EML
GENEVA

Master's programme in
LUXURY MANAGEMENT & MARKETING



REVEAL YOUR POTENTIAL

Starting September, 2008

A UNIQUE PROGRAMME IN THE HEART OF INTERNATIONAL LUXURY



Choosing EML GENEVA

Opening a new school and new programmes is always an adventure. Taking part in it represents a meaningful step and experience for every stakeholder. To create EML GENEVA, we combined the excellence of EMLYON Business School with the opportunities and expertise offered by Geneva. As a result, exciting new programmes have emerged, specializing in fields where Geneva and our networks can best respond to the market expectations.

EML GENEVA is a new European business school meeting the highest standards of quality, powered by the innovative French pedagogical model, the Swiss business world and an international staff. Choosing EML GENEVA and becoming a participant in our Master in Luxury Management and Marketing means being a pioneer and future Alumni with a recognizably rich identity.

When making a decision about your post-Master future, ask yourself one last question: how can I best start my career? With EML GENEVA, you will find networks, cosmopolitanism, competencies and reliability. And more!

Patrick MOLLE,
Chairman of EML GENEVA
President of EMLYON Business School

Francis KAHN,
Vice Chairman of EML GENEVA

When a renowned European business school and a world capital city join forces

Geneva is located at the heart of Europe. It benefits from unique networks, enjoys an unrivalled quality of life, and represents a strategic place for international business. Alongside the United Nations, the World Bank, UNESCO... its territory is home to many international organizations, NGOs and companies' international and European headquarters (Nestlé, Rolex, HSBC...).

EMLYON ranks in Europe's TOP 10 business schools. It has been developing Master's programmes for international students for more than 40 years. Providing Masters in Management, Specialized Masters, MBAs and Executive programmes, EMLYON Business School created a new institution in Geneva in September 2007.

EML GENEVA thus combines Geneva's assets with EMLYON Business School's ambitions and offers an innovative programme around luxury management and marketing.

Joining EML GENEVA's new Master's programme means entering a network of over 16,600 alumni worldwide, and building a bridge towards the companies or organizations you wish to target for your future dream job. Becoming a manager in the world of Luxury Business means being familiar and consistent with the sector's demands. Our programme has been built taking into account the feedback of professionals and experts and the results of exchanges with companies about their needs in order to design for you a specialization in Luxury Management of high quality meeting international standards.

With a multicampus experience, this programme gives you the best of the French Master's programme model internationally recognized in the rankings, a large perspective of the Asian markets and culture and the Swiss potentials and networks in Geneva.

The session in Shanghai is naturally a considerable advantage in the training, given the boom in the luxury market in Asia and specifically in China.

Become the specialist companies wish to recruit

The luxury market, while continuously strengthening in rich countries, is experiencing a strong development in newly industrialized countries such as China, Russia and the Arabian Gulf. Geneva has naturally become a prominent luxury centre, thus justifying the creation of a specialized programme in this sector.

➤ BENEFIT FROM THE TRIPLE ADVANTAGE!

- A unique location in an **international business hub**
- A unique opportunity to enter a **selective network** in the field of Luxury Management & Marketing
- A unique pedagogy powered by one of the **best European Business Schools**

EML GENEVA Master's programme in Luxury Management & Marketing

➤ PLACEMENT

Positions and target companies

Graduates from this programme will mainly take up positions in marketing, merchandising, sales management or purchasing within industries such as Jewellery and Watches, Fashion, Wine and Spirits, Luxury Hotels, Travel and Leisure, Footwear and Accessories, Cars, Boats and Private Planes, Arts...

Target companies, many of which attended the official launching of EML GENEVA in September 2007 include: Augis, Baccarat, Baume & Mercier, Bulgari, Caran d'Ache, Cartier, Céline, Chanel, Christian Dior, Christian Lacroix, Christie's, Christofle, Clarins, Guerlain, Hermès, Jaeger Lecoultre, Jaguar, Kenzo, Korloff, Krug, Lanvin, LVMH, Maier, Môt et Chandon, Patek Philippe, Piaget, Relais et Châteaux, Richemont, Tagheuer, Yves Saint Laurent, Van Cleef & Arpels...

Join the network!

➤ PROGRAMME STRUCTURE

A strong focus on specialization, individual coaching, a true professional experience, a unique exposure in Shanghai.



I wish EML GENEVA and the programmes a great deal of success. I am sure this new Swiss Master in Luxury Management will develop the entrepreneurial managers and experts the market needs to help our Business thrive worldwide."



Bernard FORNAS,
President and CEO, Cartier International EMLYON Alumni

➤ DETAILED PROGRAMME COURSES*

Global issues of management in a multicultural environment

Participants in the EML GENEVA Master's programmes will first follow a core syllabus aimed at the acquisition of fundamentals, a thorough knowledge of which is necessary to tackle the specializations offered in each programme. During this period, participants will also learn to work in groups and to improve the quality of relationships within a team, thanks to real-life situations and simulation games.

Specialization itself will only start once the core syllabus has been completed.

- International economy and business cycles
- European and international legal frameworks
- Negotiation skills
- From accountancy basics to the creation of economic value
- Diagnosis and entrepreneurial decision-making
- Business strategy game
- Strategy and organizational behaviour

Luxury marketing & management (specialization)

History and trends of the luxury sector

- History and sociology of luxury activities
- Luxury industry analysis: trends
- Luxury markets: influence of emerging markets

Marketing of luxury goods and services

- Strategic marketing
- Brand management
- Luxury consumers behaviour
- International marketing
- Advertising and communication
- Design management
- Law of industrial property

Management

- Team management
- Purchasing
- Supply chain and cost management

Retailing and sales

- Retailing
- CRM: how to reinforce relationships with customers in luxury goods and services, e-business and luxury sector
- Merchandising
- Retail networks management: centralization vs autonomy
- Legal issues: contract law, competition law, retail law

Workshops, visits, conferences

International seminar - Shanghai

- Asian business environments
- Asian consumer behaviour
- Intercultural communication and negotiation
- Multicultural team management
- Experiential project.

*Subject to change

➤ SERVICES

- Individual coaching (personal project)
- International career services (internship and job search)
- World class facilities
- Alumni Association services
- Free access to international online databases
- Lifelong email access



EML GENEVA is affiliated to EMLYON Business School

➤ ABOUT EMLYON: A TOP 10 EUROPEAN BUSINESS SCHOOL

- 1872: foundation by industrial leaders of the local community
- 1997: Groupe ESC LYON becomes EMLYON
- 3 campuses: Lyon, Shanghai, Geneva
- 2,700 students, 30% of whom are non-French
- 5,000 participants in executive education programmes each year
- 110 permanent faculty members and 400 visiting experts
- A network of more than 16,600 alumni in 95 countries
- 99 universities or Business Schools linked by partnership agreements worldwide

➤ RANKINGS

Financial Times

N°9 in the TOP 60 European Business schools, December 2007

TOP 40 European Masters in Management, September 2007

N°1 in entrepreneurship

N°1 for the programme's international reach

N°5 for career progress

N°6 for the Master of Science in Management

The Economist

"TOP 100 MBA programmes worldwide", October 2007

N°3 in Potential to network

EMLYON IS PART OF THE SELECT FEW
INSTITUTIONS WORLDWIDE AWARDED

➤ 3 INTERNATIONAL ACCREDITATIONS



➤ PARTICIPANT PROFILE

For its first year, the programme will welcome about 20 participants from various backgrounds and countries around the world. Their profile is determined by their ability to meet the following requirements:

- An excellent bachelor's degree
- Online application form + 2 letters of recommendation
- GMAT score
- English test score (TOEIC, TOEFL, IELTS)
- Interview

➤ TUITION FEES

For EU & Swiss citizens: 19,800 euros + living costs

For non-EU citizens: 21,800 euros + living costs





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