



THE AMERICAN  
BUSINESS SCHOOL

PARIS

THINK **BIG**★

# STUDY LUXURY

BACHELOR IN FASHION  
AND LUXURY RETAIL MANAGEMENT  
PARIS / MILAN / NEW YORK

\*Voir grand



Member of **HEP** EDUCATION

# A FAST GROWING DYNAMIC AND INNOVATIVE SECTOR

## MAIN POSITIONS LUXURY SECTOR COMPANIES



### WILL BE LOOKING FOR:

- PROJECT MANAGERS
- DIGITAL OR E-BUSINESS PROJECT MANAGERS
- PRODUCT MANAGERS
- BRAND MANAGERS
- SALES MANAGERS
- SALES COORDINATORS
- STORE MANAGERS
- BRAND TRAINING MANAGERS
- PURCHASERS

## THE LUXURY SECTOR: FACTS & FIGURES



- € 217 BILLION IN 2013
- € 250 BILLION IN 2015
- € 385 BILLION IN 2025
- FRENCH GLOBAL MARKET SHARE: 29% IN 2013
- 270 000 PEOPLE WORK IN FRANCE AND FOR FRENCH FIRMS ABROAD

*(Sources : Bain and Company; Comité Colbert)*



## ABOUT THE AMERICAN BUSINESS SCHOOL OF PARIS

In partnership with US universities, the American Business School of Paris has adopted the American educational system, recognized and used worldwide. The business school combines interactive project-based teaching with an extra-curricular program that allows you to develop your personality, autonomy and sense of initiative. To help you make the transition into the workplace, the

American Business School of Paris also adopts French best training practices:

- Internships • Seminars • Individual coaching • Company visits and corporate presentations

The American Business School of Paris welcomes students from all over the world and, with 64 % international students coming from 80 different countries, offers a truly multicultural environment. It's a real advantage for students preparing a career in the global luxury market.

### **Fady Fadel, Ph.D.**

*Dean of the American Business School of Paris*

## DUAL DEGREE:

IN ADDITION TO THE BACHELOR IN FASHION AND LUXURY RETAIL MANAGEMENT PROVIDED BY THE AMERICAN BUSINESS SCHOOL OF PARIS, THE STUDENTS MAY RECEIVE A RECOGNIZED FRENCH DEGREE, CERTIFIED BY THE FRENCH MINISTRY OF LABOR AND PROFESSIONAL EDUCATION. THIS FRENCH DEGREE IS PROVIDED BY AN IGS GROUP SISTER SCHOOL, ICD. IT'S CALLED: «RESPONSABLE DU DÉVELOPPEMENT COMMERCIAL ET MARKETING» DIPLOMA CERTIFIED BY THE FRENCH MINISTRY OF LABOR.

TITRE CERTIFIÉ RESPONSABLE COMMERCIAL ET MARKETING INSCRIT AU RNCP AU NIVEAU II - CODE 17829, CODE NSF 310 ET 313, PAR ARRÊTÉ DU 26/05/2016, PUBLIÉ AU J.O DU 07/06/2016, CODE CPF 228168

# THINK SKILLS AND COMPETENCIES

BACHELOR IN FASHION AND LUXURY RETAIL MANAGEMENT

ACADEMIC ROADMAP - 90 CREDITS

■ Entrepreneurship
 ■ Digital Skills
 ■ Communications & Customer Loyalty
 ■ Creativity & Innovation

## FIRST YEAR (35 CREDITS)

### 1<sup>ST</sup> FALL

English Composition	3
History of Arts, Literature & Photography	3
Intercultural Studies	3
Made in Paris : Luxury Quality Management	3
Fashion & Textile Trends through the Ages	3
FREN110 or FREN290 or other language	2

Students are required to take at least one language course. **Non-French speaking students** take 6 hours of Elementary French, or 2 hours of Business French, and **native French speakers** choose another language such as Italian, Arabic, Russian or Chinese.

### 1<sup>ST</sup> SPRING

Communications Techniques/Speech	3
Principles of Marketing	3
Bookkeeping and Accounting for Retail Management	3
The Fashion Business Revolution	3
HR Management	3
Sales Techniques for Luxury Brands	3

## SECOND YEAR (35 CREDITS)

### 2<sup>ND</sup> FALL

Theatre and Improvisation for Business or Journalism, New Media and Community Management	3
Organizational Behavior	3
Consumer Behavior	3
International Relations	3
Management for Luxury Services	3

### 2<sup>ND</sup> SPRING

Analysis & Communications	3
European & International Business Law	3
eCommerce & eBusiness	3
Luxury Cross Channel Marketing	3
Creativity and Innovation in Fashion Luxury	3
Merchandising for Luxury Retail	3

### 2<sup>ND</sup> WINTER

Intensive 2 week Workshop	2
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## THIRD YEAR (20 CREDITS)

### 3<sup>RD</sup> FALL

Business Ethics	3
Entrepreneurship	3
Logistics & Supply Chain	3
Sponsorship & Event Marketing	3
Creating & Developing Luxury Brands	3
Business Game	2

OR

### 3<sup>RD</sup> SPRING

Business Ethics	3
Strategic Management	3
Sourcing & Purchasing	3
Personal Selling & Negotiation	3
Advanced Customer Relationship Management	3
Company Case	2

### PRACTICUM (6 months)

internship, internship report & presentation	2
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## PROFESSIONAL DEVELOPMENT PROGRAM - 18 PCREDITS

# PROFESSIONAL ADVISORY BOARD

## MEMBERS

- Jacques Bungert  
CEO  
**Courrèges**
- Elizabeth Cabrera Valenzuela  
Marketing Retail Director  
**Dior Couture Europe**
- Aurélie Duroux  
Head of Recruitment & Development  
**Galeries Lafayette**
- Evelyn Leduc  
Vice-President Flagship  
**Ralph Lauren Paris**
- Remi Le Druillenec  
Council Director  
**Agence Desdoigts & Associés**
- Nora Bounabat  
Human Resources Officer  
**Galeries Lafayette**
- Quentin Obadia  
Artistic Director  
**Lalique**
- Julien Pages-Xatart  
International Training Vice-President  
**Sisley**
- Valérie Tallepiéd  
Founder & General Director  
**Retail Management Services**
- Yann Rivoallan  
Sales Director & Co-Founder  
**The Other Store (The Oz)**
- Olivier Duval  
General Manager  
**Banana Republic**
- David Del Zotto  
CEO & Founder  
**lcône**

# UNIVERSITY NETWORK



The diversity of our partners is an integral part of our global vision regarding business and human exchange. Our students have the opportunity to benefit from our network in many ways, including:

- An academic year abroad, students of Bachelor in Fashion & Luxury Retail Management or BBA are admitted in the Master of Professional Studies at LIM College without any other Academic requirements. Provided that they have successfully completed the course of study at The American Business School of Paris
- Contact with over 300 foreign students from our partner universities who came and study at the American Business School of Paris each year, as well as many visiting professors who teach for an academic year or during the Summer Program.

**OLIVIER BLANC-FRANCARD,**  
CLASS OF 2016, BBA PROGRAM



«Little did I know that, thanks to the support of The American Business School and a three month internship they helped me obtain with the prestigious LVMH Company in Paris that I would end up on the front page of The

New York Times!

In the course of my studies I decided to focus on the marketing and managing practices of the luxury goods and services market and in order to gain practical experience I worked as a sales assistant in the Louis Vuitton shop on Les Champs Elysees - their magnificent flagship store.

**PHILIPPE MIHAIOVICH,**  
LUXURY MARKETING & FASHION PROFESSOR



«It has been a great honor for me to be a founding instructor in Luxury Brand Management at the American Business School that has been the first in France to offer a Bachelor specialized in Fashion and Luxury

Retail Management in English.

The luxury retail industry has been thrilled by this move to prepare students for such a fast growing field where education has lagged behind industry needs. As a result we have attracted some of the leading fashion and luxury retail partners and expect our students to be spoilt with job offers prior to their graduating.

Students at this school get more courses from me that those on MBA Luxury programs elsewhere and the projects given are not much easier. It's a great school for serious students who have the curiosity and stamina required.»

**HOUZMAH GOLAUJ**  
CLASS OF 2018, BACHELOR LUXE



While doing my studies at ABSParis, I'm also working as a part time Assistant Manager in the luxury real estate market. It is actually my first job experience and it taught me the value of hard work and money, as

well as shaping my understanding of the world. It's a good job to get me started on the path of future success.





**AMERICAN  
DEGREES,  
GLOBAL  
CAREERS**



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