

THE AMERICAN
BUSINESS SCHOOL

PARIS

THINK **BIG**★

STUDY LUXURY

BACHELOR IN FASHION AND
LUXURY RETAIL MANAGEMENT

PARIS / MILAN / NEW YORK

*Voir grand

Member of
AACSB
INTERNATIONAL

IACBE
Accredited

CHEA

 Erasmus+

 **francobritish**
Chamber of Commerce & Industry
Leading the Franco-British Business Community in France


GROUPE IGS

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

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)

1ST FALL

Critical Reading and Writing	3
History of Arts, Literature & Photography	3
Intercultural Studies	3
Made in Paris : Luxury Quality Management	3
History of Fashion Design and Luxury Textiles	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.

1ST SPRING

Communications Techniques/Speech	3
Principles of Marketing	3
Principles of Financial Accounting	3
HR Management	3
Global Trends in the Fashion Industry	3
Sales Techniques for Luxury Brands	2

SECOND YEAR (35 CREDITS)

2ND FALL

Advanced Public Speaking	3
Organizational Behavior	3
Consumer Behavior	3
International Relations	3
Management for the Luxury Services Industry	3

2ND WINTER

Intensive 2 - week Workshop	2
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2ND SPRING

Advanced Critical Thinking	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

THIRD YEAR (20 CREDITS)

3RD FALL

Business Ethics	3
Entrepreneurship	3
Sourcing & Purchasing	3
Sponsorship & Event Marketing	3
Creating & Developing Luxury Brands	3
Company Case	1
Business Game	1

OR

3RD WINTER

Intensive 2 - week Workshop	2
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3RD SPRING

Business Ethics	3
Strategic Management	3
Logistics & Supply Chain Management	3
Personal Selling & Negotiation	3
Customer Management & Communications for Luxury Brands	3

PRACTICUM (6 MONTHS)

internship, internship report & presentation	2
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PROFESSIONAL DEVELOPMENT PROGRAM - 18 CREDITS

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.

I learnt so much during those three months that when the internship finished I was offered a part time contract with them that enabled me, not only to continue with my studies, but to finance them as well.

And The New York Times? Well, as part of a report about the unique range of services offered by Louis Vuitton, I was photographed demonstrating the art of packing a cabin trunk for luxury travel abroad. This is only just one of the unique services Louis Vuitton offers its customers.

The article generated much media interest and I was proud to be associated with a world renowned company whose products, values, reputation and management practices are of the highest order.

This is my last year at The American Business School it has been an enjoyable and enriching experience. The course work has been relevant to my objectives - helping me to study and experience a market place that is thriving and developing. I have also developed a network of international contacts that I hope will assist me in my future career.»

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.»



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