



**DEGREE CERTIFIED
BY THE RNCP***

MBA LUXURY AND HOSPITALITY MANAGEMENT

Overview

The growing profile of the luxury brand market presents a unique opportunity. You can further your marketing and management expertise and enter this specific and dynamic market sector in Paris.

The educational content of the MBA in Luxury and Hospitality Management at ILCI ensures an ongoing effort to improve management skills and provide for the optimal development of such personal qualities as initiative, teamwork or critical thinking.

By the end of the course, you will have acquired the knowledge and techniques for effective decision-making in management and marketing, but also the ethical principles and values required of executive-level staff.

Moreover, you will be able to analyse the current economic context, market tendencies, the main businesses and agents that make up the luxury goods sector.

Key features

- One year program in Paris
- Degree certified level I by the RNCP*
- Deep insight into general management fundamentals
- Highly qualified faculty
- 100% taught in English

Job Openings

- Product Manager
- Sales Manager
- Marketing Director
- Luxury Project Manager
- Business Developer
- Public Relations Manager



Curriculum**

Marketing

Marketing Management
Marketing Research
Customer Relationship Management
E-Business

Management

Decision Making Process
Project Management
Strategic Management

Operational Know-how

Luxury sectors
Luxury geopolitics & consumer behavior
Wine Industry Management

Teams & Leadership

Human Resources Management
Organisational Behavior
Entrepreneurship

Analyzing, Budgeting & Controlling

Accounting & Financial Reporting
Budgeting Process

Communication Skills

Business Law & Intellectual Property

INTERNSHIP (optional)

FRENCH (optional)

Admission

Requirements :

- 3 year degree (180 ECTS) with working experience
- 4 year degree (240 ECTS)

Application materials include :

- English language certificate (not applicable for native speakers):

| | |
|---------------------|----------------------------------|
| IELTS 6.5 | TOEFL IBT (Internet based) : 79 |
| TOEFL (paper) : 547 | TOEFL CBT (Computer based) : 213 |
- Copy of ID / Passport
- Copy of the latest degree and relevant transcripts
- A resume
- A cover letter
- 1 passport picture

Once we receive a complete application at admission@ilci.fr, an interview will be organized.

Depending on the applicant availability, the interview can be conducted in Paris, via Skype or telephone.

**NOTRE OBJECTIF
VOTRE RÉUSSITE**



*Professional certification level I (FR) and level 7 (UE), registered with the RNCP "Manager du développement d'affaires internationales" by decree of September 26, 2016, published in the JO on October 04, 2016. Code NSF 312
**Please be advised that this curriculum is tentative and subject to change as deemed necessary by ILCI

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INSTITUT DE LANGUES ET DE COMMERCE INTERNATIONAL (ILCI)

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