



# MBA in International Luxury Management



Program exclusively taught in English



**Alain Hermelin - Program Director**

**Managing Director**  
CMH Founder & President  
Consultant - International Expert in  
Luxury Brands

---

The luxury industry is a key economic sector in France, the home of Art, Culture and Fashion ! French luxury remains the ultimate luxury model with its authenticity and creativity, know-how and it is the ambassador of our lifestyle, history and sophistication. Key products manufactured in France include leather goods, textiles, fine wines, fine spirits and high jewelry to name but a few. The luxury hospitality sector is also a key driver of employment and revenue.

The growth in luxury is based primarily on the conquest of new markets, travel development, new products for the growing customers, and online distribution.

Our mission is to train the next generation of talented, innovative, creative and passionate luxury leaders.

*« The MBA in International Luxury Management meets the needs of professionals working in a fast growing industry and in a highly competitive business. »*

# MBA 1

## ADMISSION

### CRITERIA

Holders of Bac +4/+5 ( Master 1/2 )  
Degree from a Business School or equivalent foreign degree  
Manager and executives, according to their professional experiences

### PROCEDURE

Application form

- Management tests with a case study
- English Test or Toefl Score
- Interview with presentation of a personal project

## STUDY FORMAT

### HALF TIME

- Morning : Classes
- Afternoon : Work

### PART TIME

- 2.5 Days/Week : Classes
- 3 Days/Week : Work

At the end of MBA 1, validation of the Bachelor of Science in International Luxury Management - Bac +4 by presenting a professional report

# MBA 2

## ADMISSION

### CRITERIA

Holders of Bac +4/+5 ( Master 1/2 )  
Degree from a Business School or equivalent foreign degree  
Manager and executives, according to their professional experiences

### PROCEDURE

Application form

- Management tests with a case study
- English Test or Toefl Score
- Interview with presentation of a personal project

## STUDY FORMAT

### PART TIME

- Thursday to Saturday : Classes  
( fits with a professional life )

### FULL TIME

- Monday to Friday : Classes

Obtention of a MBA in International Luxury Management  
accredited ACBSP/ECBE/ECMU

# MBA 1 PROGRAM

## PROGRAM

### CORE COURSES

- Consumer Behavior
- Revenue Management
- Business Communication skills
- Human Resource Management
- International Hospitality law
- Corporate finance
- Ethics management
- Franchising
- E-Business Models
- Business Plan
- International marketing
- Advanced hospitality sales Management
- Hotel appraisal
- International tourism & travel industry

### SPECIALIZED TRACKS

- Revenue Management
- International Hospitality Management
- Communication & Events
- International Luxury Brand Management
- International Business & Management

### LANGUAGE CAMPUS

- Foreign Languages  
German, Italian, Spanish, Russian, Chinese,  
Japanese
- Training TOEFL

### WORKSHOPS

### STUDY TOUR

Brussels - Geneva - Milano – London - Barcelona

### PROFESSIONAL ACTIVITY

Professional assignment & personal project  
according to your specialization  
EU, North America, South & Central America,  
Eastern Countries & Asia  
6 Months

**Bs**

**Bachelor of Science**

In International Luxury Management

MBA 1 - Bs / MBA Pre-requisite

Accredited ACBSP

## SPECIALIZATIONS

### Revenue Management

- Revenue Management Analytics
- Revenue Management Proficiency
- Revenue Management Expertise & Certification

### International Hospitality Management

- Asset Management
- Tools & Key Metrics Managing the Hotel Performance
- Sustainable Tourism & Innovation

### Communication & Events

- Strategic Brand Communication
- Negotiation & Conflict/Crisis Management
- Communication

### International Luxury Brand Management

- Luxury Co-Branding Strategies
- Development & Retailing of Luxury Brands
- Product conception / Luxury transportation

### International Business & Management

- Innovation Management
- Business set up strategy
- CRM - Database Management

# MBA 2 PROGRAM

## PROGRAM

### CORE COURSES

- E-Marketing
- Advanced Management
- Human Resources Management
- Financial Accounting
- Corporate Finance
- International Business Law
- Quantitative Business Analysis
- Management Economics
- Management Information Systems - MIS II
- International Project Management
- Luxury Brands Industry
- Leadership
- International Negotiation
- Entrepreneurship

### SPECIALIZED TRACKS

- Arts & Culture
- International Jewelry
- Health & Spa in Hospitality & Tourism
- Geostrategic specializations

### WORKSHOPS

### STUDY TOUR

Brussels - London - Milano - Barcelona - Dubai

### DEVELOPMENT SEMINAR

### PROFESSIONAL ACTIVITY

Consultancy Project

Professional Thesis

### MBA

In International Luxury Management  
Accredited ACBSP/ECBE

## SPECIALIZATIONS

### Art & Culture

- Art Market Management
- Heritage Management
- Cultural Management
- Communication & Culture
- Heritage Fiscality Management

### International Jewelry

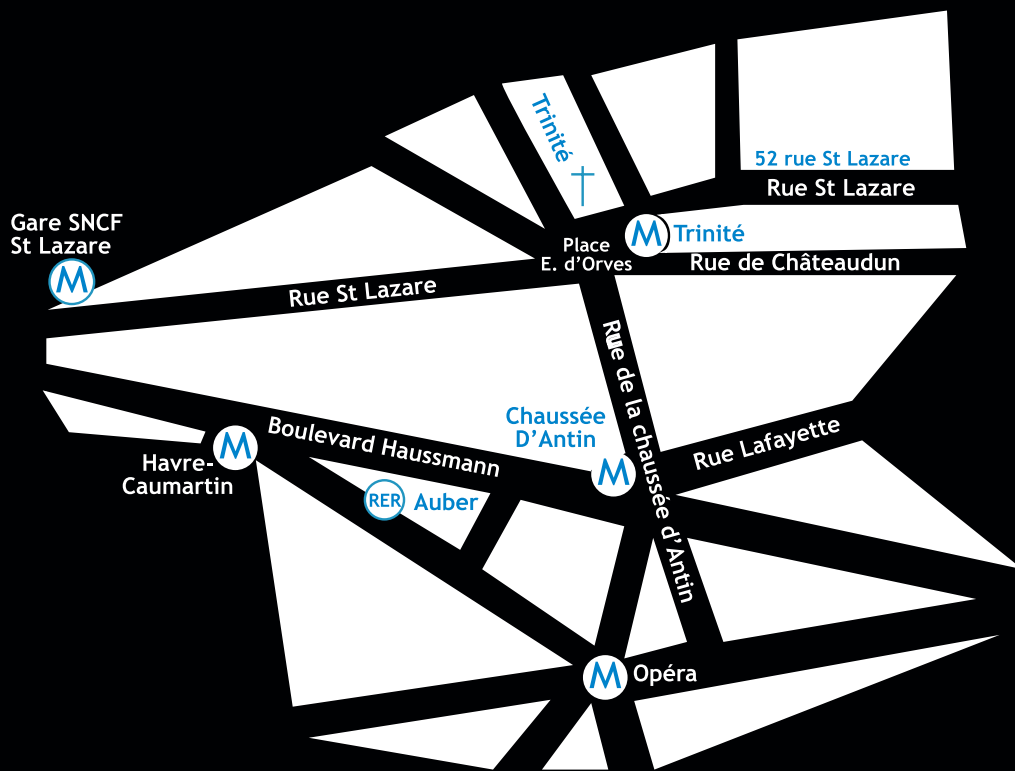
- The Trade Market In Gems
- Jewelry Management
- International Luxury Brand Management
- Watchmaking
- Luxury Goods & Services

### Health & Spa in Hospitality & Tourism

- International Spa & Resort Management
- Beauty Brand & Spa Industry
- Communication & Events in the Spa Industry
- Spa Development & Strategy

### Geostrategic Specializations

- Russian Business
- Asian Business
- South & Central American businesses
- Indian Business
- Gulf Countries



## CMH

52, rue Saint-Lazare - 75009 Paris

Tél : +33 (0)1 45 26 59 28

admission@emc-campus.com

[www.cmh-academy.com](http://www.cmh-academy.com)

Métro : Trinité/ Saint-Lazare /Opéra

Havre-Caumartin / Chaussée d'Antin

RER : RER A Auber

RER E Haussmann Saint-Lazare

BUS : 26 / 32 / 43 / 49