



Burgundy School of Business (Dijon)

Luxury Management & Innovation

Study details

Course type: Master's degree

Degree: MSc in Luxury Management & Innovation

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 16 000 EUR

Reg. fee : 100 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Nov/Jul

Requirements

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They are specific to each program but all include:

- Courses and conferences
- All course work, books, and access to online learning
- Access to the **Pathfinder™** support
- Access to the **One Health Center**
- Access to campus facilities, the Learning Center (open six days a week from 8:30 a.m. to 10:00 p.m.) and the Digital Learning Center
- Language tests and preparation for IELTS, TOEIC or CEF

If applicable:

- Study travel expenses (excluding transport and accommodation costs)
- One or two semesters of academic exchange in one of our partner institutions (excluding transport and accommodation)
- Remedial and refresher courses

Prerequisites: an international bachelor's degree in any subject or a French Master 1 (240 ECTS)

To apply, you must complete an online application form. To learn more about you, your experiences, your interests in BSB and your expectations, you will be asked to **record a 30-minute one-way video interview** that will take place on a specific platform for our admissions team to view and assess later.

Accommodation

Our campuses are designed to provide a stimulating experience and to prepare for a rich and exciting career.

With more than 81 nationalities represented on our campus, you enjoy an international experience at BSB and you are enriched by this cultural diversity.

Totally renovated, our campus is located in the heart of the historic center of Dijon. It offers students a **exceptional quality of life**: moderate rents, walking access to places of student life and to the TGV station in 10 minutes...

Follow Sam to discover our campus, which is renowned as one of the most beautiful campuses in France. But the best thing is to come in person for your oral exams to discover it: love at first sight guaranteed!

Speciality

English

Additional information

Technical lessons and creative exercises

The academic year, running **from mid-September to late June/early July**, is divided into two semesters combining technical and creative courses.

Semester 1

- Foundations of Luxury Management
- Disruptive Strategic Management
- Consumer Behavior & Psychology of Luxury
- Digital Project Consulting
- Global Marketing Strategy
- International Luxury Marketing
- Online & Remote Negotiation

Semester 2

- Detecting and Implementing Business Opportunities
- Business Cases
- Reinventing Luxury
- Specific Track Course (specialty to choose from: Fashion Forecasting, Sustainable Development, Emerging Markets and Gastronomy and Hospitality)
- International Business Project (a competition between students around business plans in international luxury)

- A second field trip to end the year before the internship