



SUMMER PROGRAM 2017

LUXURY PRODUCTS MANAGEMENT / JUNE 12-30

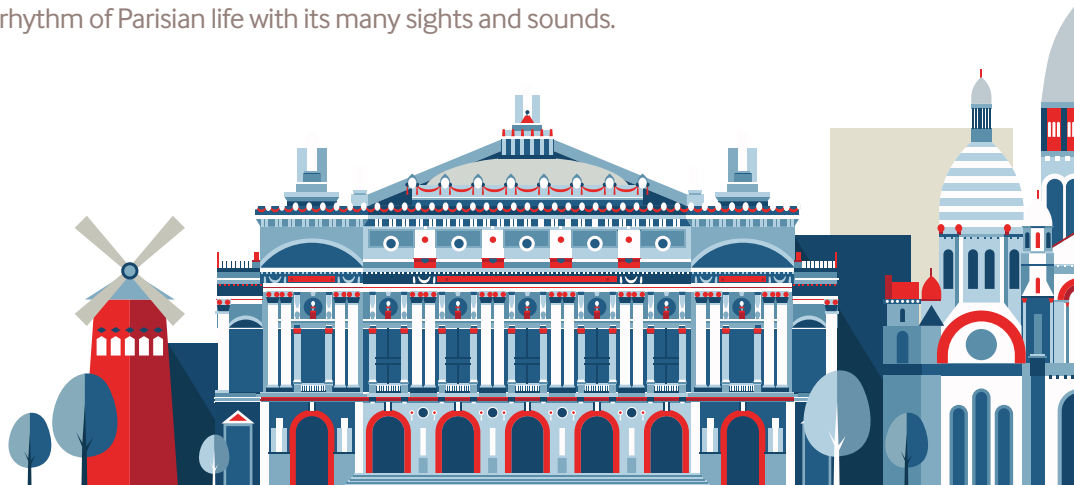
INTERNATIONAL BUSINESS AND MANAGEMENT / JUNE 26 - JULY 7



ENJOY PARIS

The business capital of Europe, the city of light.

ISC Paris puts you in Europe's business capital, where the majority of leading French multinational corporations are based. Our location in the French capital allows our students to take advantage of the many professional forums, conferences and trade fairs in the Paris area. Studying at ISC Paris opens doors to a wide range of careers in a variety of sectors, including fashion, finance, high tech, hospitality, information systems, international trade, luxury goods, retail distribution, technology, and multimedia. **Summer in Paris is an incredible experience.** Famous for its rich history, stunning architecture and cultural diversity, Paris consistently ranks as one of the world's top tourist destinations. **The city is a hub for artistic and intellectual activities,** with its 1,800 registered historic monuments, 170 museums, 145 theatres, world famous universities, and cultural festivals which take place all year round. In the summer, Paris is bustling with exciting events and festivals such as the Paris Street Music Festival, Paris-Plages (temporary beaches along the Seine river), and the Paris Jazz Festival – all of these attractions will immerse you in the rhythm of Parisian life with its many sights and sounds.

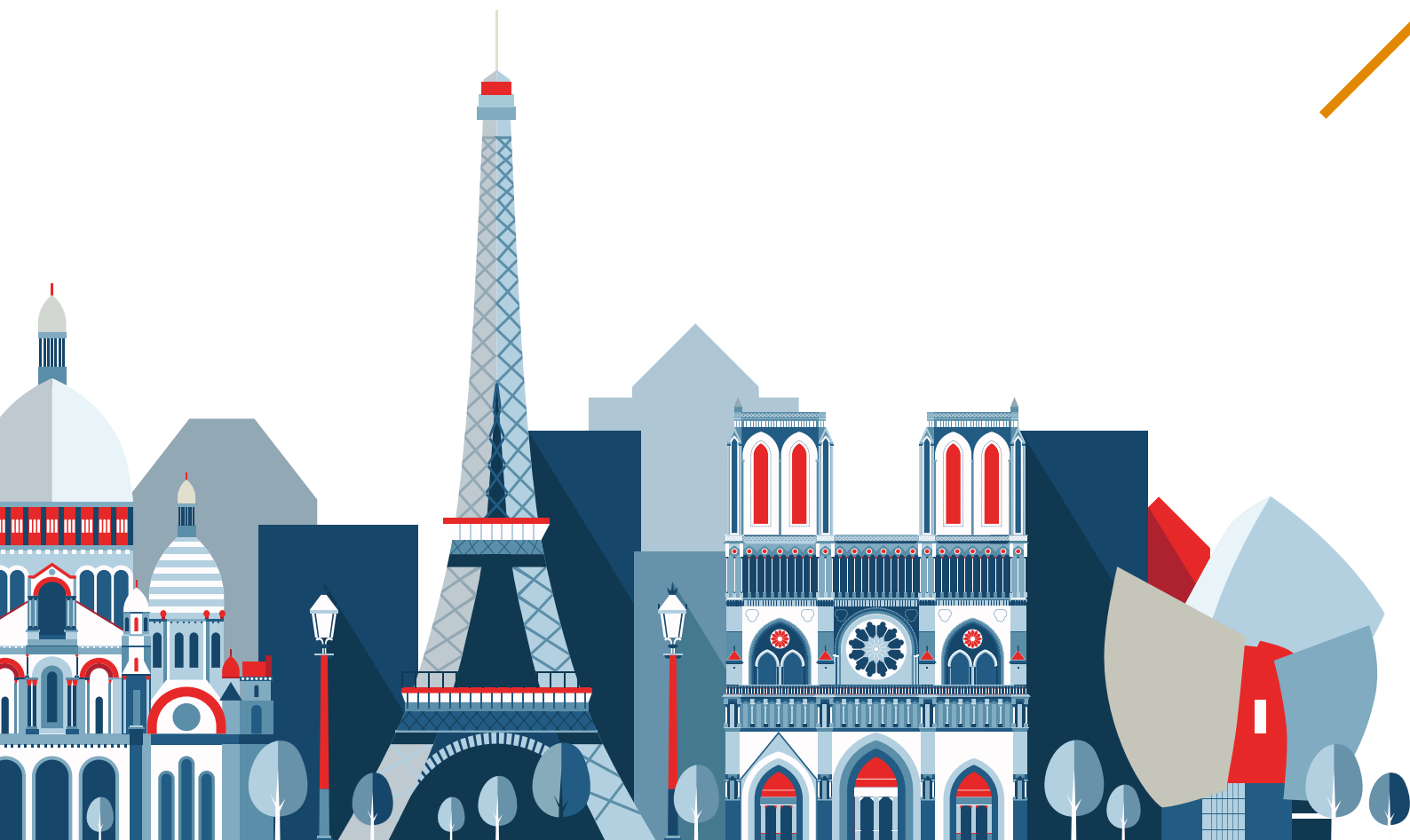




FIND
THE PROGRAM
THAT'S RIGHT
FOR YOU

THE ISC PARIS SUMMER PROGRAMS OFFER

- An in-depth look at the European and French business worlds.
- A unique, intellectually and culturally enriching international experience, in France.
- The opportunity to meet and network with international and French business leaders.
- The chance to immerse yourself in French culture and the ISC teaching environment.
- An international perspective on worldwide business trends.



LUXURY PRODUCTS MANAGEMENT

JUNE 12-30, 2017

DURATION

■ 3 weeks.

ADMISSION REQUIREMENT

- 2 years of higher education or Bachelor degree or equivalent
- English proficiency: Minimum TOEIC score 785 or Minimum TOEFL score 79.
- Participants are usually between 20 - 60 years old coming from all parts of the world.

ECTS CREDITS

■ Students will collect 6 credits for the courses taken during the Summer Session.

OBJECTIVES

ISC Paris offers its students high quality teaching in one of the best Master's programmes in Marketing and Management of Luxury Products. In 2010, ISC Paris decided to open a Summer Session dedicated to Luxury Management, to give international students the benefits of a strong network and partnership with other schools and companies specialized in Luxury Management. In Paris, city of lights, world capital of the Luxury industry and the world's best city to be a student, you will develop your skills and competencies in order to understand a sector based on values such as modernity and tradition, innovation and know-how. You will be able to meet the demands of the new market that is emerging from the creation of global brands in developing countries.

THIS PROGRAMME WILL

- Give you strong expertise in Luxury Management, as required by a growing number of companies that need managers with specialized skills and understanding of the luxury market;
- Instruct you in the management techniques in Luxury Management and help you become adaptable and effective in the sector;
- Allow you to meet professionals to better understand and access the world of Luxury and Fashion.

TEACHING METHODS

- Case studies
- Role-playing, group work and workshops
- Corporate site visits
- Interactive learning

The course will also include lectures, wine tasting and corporate site visits to prestigious luxury companies, a luxury hotel, a luxury fashion boutiques, and cultural attractions. Business attire is mandatory for corporate site visits.

PROGRAM DETAILS

Introduction to the Luxury
Leather Goods and Accessories
Development and Private Lines
Luxury Communication and Strategies
Entrepreneurship
Haute Couture & French culture
High Jewelry
Trend Forecasting Agencies
Luxury and Art Market
Hotel Quality Management

CONTACT

Christelle Dombasi
International Manager -
Incoming students.
+33 (0) 1 40 53 74 14
cdombasi@iscparis.com

TUITION AND FEES

TUITION: € 1.700

EARLY BIRD SPECIAL: €1.490

If application is sent by April 30th, 2017

Application deadline: May 15th, 2017

Cancellation: refund of the deposit is allowed by May 18th, 2017.

Tuition fees include: ■ Course materials and company visits. The tuition fees do not cover air tickets, accommodation, local transportation, cultural visits and visa processing fees. All visa related issues are the responsibility of the participants.

“

Great organization. I never felt that something negative disturbs the class from an organizational point of view. Most of the things went very smoothly and I enjoyed the class a lot. From the start to the end all information were given. We were always supported in our paperwork, company visits or lectures.

Anna Marie, EBS University (Oestrich-Winkel) - Germany

”



“

I think each lecture has its own method and strategy, so they were wonderful. Great quality of facilities and perfect professors. Everything was perfect. If I could get a chance, I will apply here again.

Byungcheol, Gachon University - South Korea

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INTERNATIONAL BUSINESS AND MANAGEMENT

JUNE 26 - JULY 7, 2017

This program is taught entirely in English. It introduces students to real-world concepts of business and marketing in an international environment and context.

PROGRAM DETAILS

The program covers topics such as:

- Human resources
- Entrepreneurship
- Sports marketing
- Innovation and creativity
- Hospitality management and tourism
- The wine sector, including a wine tasting

STRENGTHS AND UNIQUE FEATURES

Case studies and group discussions are an integral part of these courses. Guest speakers and corporate site visits will also be included. Students receive a certificate and ECTS credits.

RECOMMENDED FOR

The course is ideally suited for Master or Bachelor students studying business administration. Students studying economics, law, accounting or related fields, MBA students or students currently in the workforce may also apply.

HOW?

Online application must be received before May 15th, 2017.

WHERE?

ISC Paris campus

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ISC PARIS CAMPUS, PUBLIC TRANSPORTATION AND HOUSING

GETTING TO ISC PARIS BY PUBLIC TRANSPORTATION

Take the L train from St Lazare (metro line 13)
to Clichy- Levallois . (five-minute walk to ISC Paris)
Bus 53 (direction Pont de Levallois) bus stop: Alsace
Bus 341 (direction Porte de Clignancourt) bus stop: Alsace
Bus 94 (direction Levallois —Louison Bobet) bus stop: Porte d'Asnières.

PUBLIC TRANSPORTATION PRICES

- A 10-ride ticket book (carnet) is 14.50 €
- You can also purchase a "Pass Navigo" for unlimited rides. For central Paris and zones 1-5, a weekly pass is 22,15 € and a monthly pass is 73€. It allows you to use the public transportation network in Paris and its suburbs. Make sure to bring a wallet-sized ID photo for your pass.

ACCOMMODATION DURING THE PROGRAM

ADAGIO ACCESS PARIS CLICHY:

(7 minute walk to ISC Paris):

19-23 rue Anatole France, 92110 Clichy
+33 (0)1 46 39 93 50

- Brand-new residence hotel
- 6 minutes by train from the center of Paris
- 600 meters from the train station
- Free Wi-Fi

One-person studio with one king size bed:

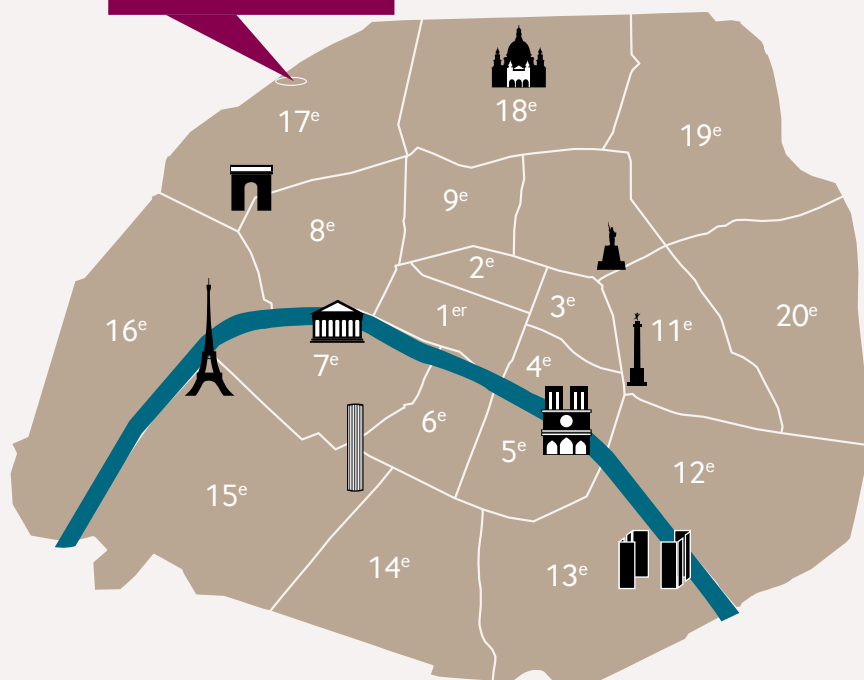
76 euros/night + tourist tax

Two-person studio with twin beds: 85 euros/
night + tourist tax (= 42.5 euros/student/night)

*Breakfast : 8.40 euros/day/student

ISC PARIS

22, bd du Fort de Vaux
75017 Paris - France
Tél.: +33 (0)1 40 53 99 99





ABOUT ISC PARIS

■ Established in 1963, ISC Paris - Business School is committed to providing business students with the high level management skills necessary to operate and perform in a global environment. ISC Paris is part of the highly selective French "Grandes Écoles" and member of the prestigious "Conférence des Grandes Ecoles" (CGE). Awarded by ISC Paris, the Master Degree is endorsed by the French Ministry of Education.

■ The Campus is located in Paris, where the majority of leading French multinational corporations are based, and the world's best city to be a student. The school benefits from the business reputation of the French capital, a major location where professional forums, conferences and trade fairs are held. Studying at ISC Paris can open doors to multiple careers in a variety of areas, in fashion, finance, high tech, hospitality, information systems, international trade, luxury, distribution, technology, and multimedia.

■ All our programs in Business and Management Studies, with 20 different areas of specialisations, give students access to unlimited competences which will surely boost their careers. With a network of more than 150 partner universities and institutions over 50 countries, ISC Paris not only provides unlimited career opportunities for students, but also makes them familiar with a diversity of cultures to help them gain an international perspective. Most of the programs are bilingual - English / French. ISC Paris also offers international programs entirely in English.

If your ambition is to secure an international career and study in one of the most fascinating and dynamic cities in the world, ISC Paris - Business School is the right place for you.

iscparis.com



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