
*Global Management
Program in Luxury*

Advanced Management Program



ESSEC
BUSINESS SCHOOL

YOU HAVE THE ANSWER

ESSEC Business School

Since it was founded in 1907, ESSEC has been developing a unique learning model based upon its strong identity and core values: **innovation, open-mindedness, responsibility and excellence.**

As a European leader in global management training, ESSEC's mission is to educate responsible leaders for tomorrow's world. ESSEC's teaching method is focused upon developing the creativity and critical mind of each individual. The comprehensive range of programs – covering undergraduate, graduate and executive education – reflects ESSEC's tailor-made approach, and is designed to train entrepreneurs and managers who are ambitious, economically aware and socially responsible.

Today, the ESSEC community represents over **90 nationalities, 4,300 students, 6,000 managers** in executive education and **138 permanent faculty**, on 3 campuses in Cergy-Pontoise, Paris-La Défense and Singapore. Its immense network of **37,000 active graduates** stretches across the globe.

Faced with the ever-changing challenges of globalization, ESSEC's strategy to develop its resources, global presence and partnership network is in the pursuit of an ambitious goal: rank amongst the top 20 best business schools in the world and position itself as a leading educational institution in Asia.

Indian Institute of Management Ahmedabad - IIMA

IIMA has evolved from being India's premier management institute to a notable international school of management in just four decades.

It all started with Dr. Vikram Sarabhai and a few spirited industrialists realizing that agriculture, education, health, transportation, population control, energy and public administration were vital elements in a growing society, and that it was necessary to efficiently manage these industries.

"The result was the creation of the Indian Institute of Management, Ahmedabad in 1961 as an autonomous body with the active collaboration of the Government of India, Government of Gujarat and the industrial sectors."

The Institute had initial collaboration with Harvard Business School. This collaboration greatly influenced the Institute's approach to education. Gradually, it emerged as a confluence of the best of Eastern and Western values.

IIMA has always enjoyed special preference by Indian and foreign recruiters because of its excellent performance sustained over a long period of time and its strong brand image. Today, IIMA Alumni occupy key positions in top organizations in India and abroad and have successfully acted as the ambassadors of change wherever they have worked. IIMA's vision is to achieve global recognition and emerge as a leading player in the field of management education.



Editorial

by **Ashok Som**, Associate Dean, Global MBA Program

ESSEC Business School and IIM Ahmedabad are proud to announce their 4th rendition of the programme on Luxury Management. The programme has attracted participants from varied fields. They have found it interesting and valuable. Designed to address the **issues of building world class luxury business**, the programme traverses Europe, US, China and India as well as other parts of the world through cases and examples drawn from across the world.

The Luxury business across the world has seen unprecedented events; both in terms of the upside and downside in different markets. This is a major shift from the classical global luxury businesses. A **new set of capabilities and approaches** may now be needed. The ESSEC - IIMA AMP on Luxury addresses these issues by providing an opportunity to interact with people who have weathered and ridden the storm.

The programme has given the participants **an opportunity to interact with icons from LVMH, Hermes, Chaumet, Laurent - Perrier, Audma Piget, Saffront Art, Ben Hindi and learn from experts.**

For the last fifteen years, ESSEC Business School, located in Paris, has been developing and nurturing partnerships in the Luxury sector

with leading luxury brands and institutions. It hosts the prestigious LVMH Chair since 1991 and continues to conduct the world's most prestigious **MBA in International Luxury Brand Management**. The institute's Luxury Brand Management Program has become **a worldwide reference in graduate and executive education** and is till today, unequalled. The Indian Institute of Management, Ahmedabad (IIMA), the premier management school in the Asia Pacific region, has been imparting general management education, since 1961, for the last forty-nine years.

Professor Piyush Kumar Sinha,
Professor of Marketing and Chairperson,
Centre for Retailing IIM Ahmedabad



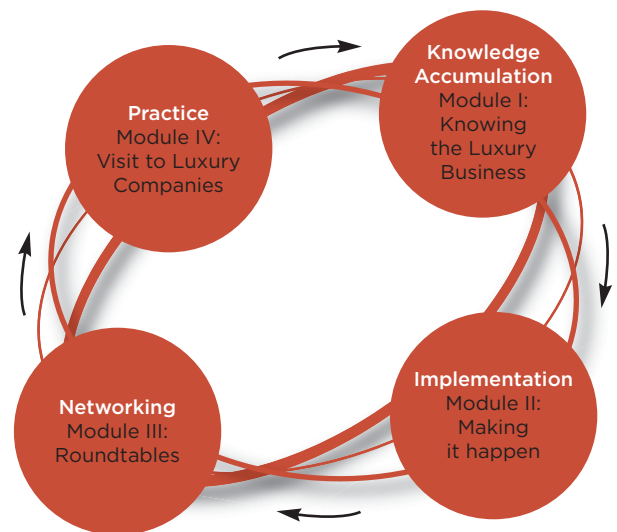


Structure of the Program

This program will provide an in-depth training on the luxury market and the exciting opportunities for emerging markets, an example being India. Studying the business models and best practices of the luxury market, participants will strengthen their understanding of management competencies in the luxury industry. Drawing on the expertise of both institutions of higher education, participants will expand and share horizons of knowledge in the business context of the French/European luxury markets. Building on the various areas of experience and expertise of the participants and faculty, the program optimizes benchmarking studies and best practice sharing among the participants. This methodology broadens one's perspectives and promotes creativity, both key factors of innovation, the driving forces in the luxury industry. In understanding the nuances of this unique sector and the intangibles that make industry unique, participants will gain a competitive advantage in these two challenging markets that will allow them transform the 'emerging market' of India into an industry leader in luxury goods.

The 21 Day program would be delivered in four modules.

The first two modules are mandatory for certification of ESSC-IIMA Global Management Program on Luxury. Completion of four modules would provide the certification of Advanced Management Program on Luxury.



"I am at a cross road in my business and was looking for a direction. I did not realise that for a business, listening to such insights and points of view would help me to choose my direction. The discussions [during the programme] gave me a very different point of view and an understanding of the possibilities of growth that I was not able to visualise earlier."

Sharan Apparao, Apparao Galleries (GMP, 2010)



Program content

- Competitive strategy and managing multi-brand conglomerate.
- Anthropology of luxury consumption.
- Branding experience.
- Service dimension in luxury brand management.
- Luxury distribution.
- Managing diversity and people in the luxury industry.
- Evolution of Family business in the Luxury Industry.
- Understanding markets and consumers.
- Determining potentials of markets - location and formats.
- Managing risks.
- Evaluating opportunities for growth.
- Enhancing supply chain and information efficiencies.
- Using technology to enhance customer experience and efficiencies.
- Customer value based retailing strategy.
- Pricing for brand building.
- Effective loyalty program designing and implementation.
- Brand valuation.

Tools

- Presentations / lectures.
- Case Studies.
- Mini-cases.
- Simulations.
- Videos as teaching support.
- Group Work.
- Active Learning.
- Field Visits.



"It was an insightful mix of the academic and pragmatic approach to the concept of luxury by two of the best management schools of the world. A must for people who belong to the industry and wannabes alike as it covers the aspects of specific business. One more week study at the outlets of the stores in Paris would indeed have added to the relevance. It is also heartening to see the trend of family owned industry being managed professionally. I am sure there will be a convergence between Luxury and Private Banking industry in the near future."

Appictala Kumar, Zonal Head -
Global Private Clients, A Large
Private Bank (GMP, 2010)



"It has been an extremely insightful experience that will give us a valuable thrust in our journey towards luxury... strongly recommend this program whereby participants acquire invaluable returns on investment with fine management and business skills gained along with clarity on culture and the spirit of luxury".

Dushyanth Ganjam, Shreedevi Deshpande, Alpana Kolhatkar,
Ganjam Nagappa & Son Pvt. Ltd. (GMP, 2008)

International partners and contributors

Building on ESSEC's partnerships and institutions in the luxury world, participants have the opportunity to meet with some international partners and contributors, which are some of the most recognizable names in the luxury industry.

■ Current partners and contributors include, among others:

- Baccarat
- Coach
- Plaza Athene
- Laurent Perrier
- Richemont Group
- Tod's
- Bulgari
- Ermenegildo Zegna
- PPR-Gucci Group
- L'Oreal
- Rolex
- Valentino Fashion Group
- Burberry
- Estée Lauder
- Hermes
- LVMH Group
- Swatch Group
- Shiseido
- Chanel

Participants profile

Professionals with a minimum 5-7 years of full-time professional experience are eligible to apply.

■ Suggested profiles include

- Entrepreneurs interested in the Luxury business.
- Senior Executives (VP, GM).
- Line-Managers (Brands, Stores, Merchandisers).
- High Potential Managers.
- Experts in Luxury & Fashion Industry operating in Europe/France and Indian sub-continent.

■ Experience in the following roles is preferred but not limited to

- Commercial (New Business Development) Directors.
- Marketing Directors.
- Strategy Directors.
- Logistic Directors.
- International Controller.
- Export Directors.

Tuition Fees

Module I, II and III:

- €8,000 (for non-Indian participants).
- INR 4,99,000 (for Indian participants).

This includes:

- Course materials.
- Accommodation and food in Ahmedabad (IIM Campus).
- Accommodation at Cergy or La Défense, Paris (1 or 2* Executive Hotel). Details of accommodation at Cergy or La Défense will be intimated later in the acceptance letter. Breakfast, lunch, snacks and two dinners in Paris are included in this price.
- Visit to Fashion houses in Paris & Ahmedabad.

Module - IV:

- €5,000

Please note that this fee does not cover air ticket, any local transportation and visa processing fees. All Visa and travel related issues are the responsibility of the participants.

The intangible benefits of participation are invaluable, as the ESSEC-IIMA joint venture is the only luxury program in the world. Participants can access the prestigious alumni network of both the institutions. Participants will acquire an invaluable return on investment with the skills gained in networking, learning by doing, environmental awareness and value, relevance, and intensity.

For more information, visit <http://formation.essec.fr>



Indian Institute of Management, Ahmedabad Campus

A Network of Excellence

■ ESSEC professors

- **Ashok Som**, Associate Dean, Global MBA Program
- **Simon Nyeck**, Professor of Marketing and Co-Chair of Diversity and Performance
- **Michel Phan**, Professor of Marketing, LVMH Co-Chaired Professor and Academic Director of MasterCard-ESSEC Luxury Brand Management Executive Program.
- **Stefan Gröschl**, Professor of Management and Co-Chair of Diversity and Performance

■ Professional faculty

- **Denis Morisset**, Executive Director of Luxury Brand Management MBA

■ IIMA professors

- **Jayanth R. Varma**, Professor, Finance and Accounting
- **Piyush Kumar Sinha**, Professor of Marketing and Chairperson, Centre for Retailing, IIM Ahmedabad
- **Premchander**, Professor, Finance and Accounting
- **Samir K. Barua**, Director, IIM Ahmedabad

■ Visiting professors

- **Christian Blanckaert**, Professor, Marketing and MBA Luxury, ENSAD



Welcome to the home of ESSEC Business School. It is a place for living, learning and blossoming both intellectually and socially, just 35 minutes from Paris.

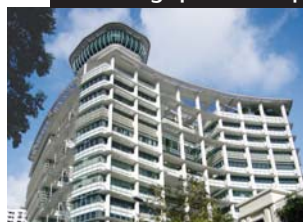
The Cergy-Pontoise Campus

ESSEC established its original campus in this student haven in 1973. Set in a vast green space covering 2,000 hectares, the campus features the very best teaching tools: auditoriums equipped with videoconferencing systems, libraries rooted in the digital era, language labs, etc. It is also a convivial site with places to eat, student residences, sports facilities, practical services, and more.

Midway between India and China, Singapore boasts the ideal location for developing a global vision of Asia.

The Singapore Campus

Singapore has always been in the vanguard of Asian development and continues to attract multinationals from all over the world. Since 2005, ESSEC's third campus has been ushering its students into the heart of a major economic, commercial and financial crossroads, offering an ideal platform for understanding the forces, complexity, diversity and challenges of a key region in the 21st century.



At the heart of Europe's leading business district, this ESSEC campus is adapted to the time constraints and targeted needs of working managers.

The Paris-La Défense Campus



This campus, housed in the well-known CNIT building, is specifically dedicated to our executive education programs. Thanks to its strategic location, spaces for group work, connectivity, areas for relaxing, reading and getting together, it offers the perfect conditions for educating managers and executives.

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