



ESSCA

SCHOOL OF
MANAGEMENT



MSc International Business 4.0

Specialisation Luxury Marketing & Fashion Management

If you are looking for a high-quality online Master's programme that offers you a 360 experience of the Luxury marketing & Fashion management world and prepares you to become tomorrow's digital manager, this MSc is for you. With this programme, dedicated to students from around the world, you will master the unique dynamics of the luxury and fashion industry and learn how to collaborate in an international context to build and lead it towards a more creative and responsible industry.

100%
ONLINE /
ENGLISH



Master's degree

Increase your skills thanks to high quality online courses designed by a team of professors and instructional designers



Flexibility

Connect anytime and anywhere and start learning online



Key topics & trends

Discover the latest subjects and trends with online courses and highly interactive weekly live sessions



Inspiring professors

Taught by ESSCA professors and professional/industrial experts in luxury and fashion



Best infrastructure

Canvas LMS that provides fluid online learning and tutored by our Student Success Manager



Network

Build your international network to boost your career

ESSCA School of Management: preparing the next Gen Leaders

Founded in 1909 in Angers, France, ESSCA School of Management is a triple accredited Business school (AACSB, AMBA, EQUIS), offering a wide portfolio of programmes and degrees.

Programme

September - January

International Management Semester

- > Management 4.0 & International HR
- > New Technologies for Business & Being a Maker 4.0
- > International Strategy & Trade
- > Digital & Virtual Marketing
- > Breakthrough & Sustainable Operation Management
- > Big data & Data Analysis for International Business
- > International Project Management
- > Finance & Fintech for International Markets
- > Case Study Research
- > Career Development

February - July

Specialisation Semester Luxury Marketing & Fashion Management

- > Luxury Fashion Branding & Consumer Experience
- > Digital Influence on the Luxury & Fashion Industry
- > History & Creation of Fashion
- > E-retail in Luxury & Fashion
- > Luxury Retail Design
- > Sourcing & Buying in Fashion
- > Fashion Management
- > Experience in the Metaverse in Luxury & Fashion
- > Sustainable & Digital Transformation Strategy
- > Responsible Fashion
- > Leader Communication in a Cross-Cultural & Changing World
- > Innovation & Creativity

Online Learning Curriculum

Career Development

> Professional coaching

Career coaching to guide you towards professional world by offering a bespoke professional mentoring based on your profile, skills, and resume.

Learning Expedition

> Residential stay in Paris

Composed of company visits and meeting with experts, the goal of this immersive learning experience is for you to acquire knowledge and expertise in your field to obtain skills and tips.

Consulting Project

> Company challenge

Working on real case challenge for a company leading today's luxury and fashion world, it provides you the opportunity to link the strategic, digital and managerial skills acquired in the programme and apply to real-life challenges and issues.

Case Study Research

> Academic dissertation

You will develop academic skills in research related to case studies and international problem-solving and learn how to use scientific literature to meet management challenges.



MORE INFORMATION

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