



MBA

# ART & LUXURY MANAGEMENT

The French Touch



DURATION:	<b>12 months (2 intakes: January / September)</b>
TUITION FEES:	<b>11,500 €</b>
PROGRAM TYPE:	<b>Full-time</b>
LANGUAGE:	<b>English</b>
LOCATION:	<b>Paris</b>
DEGREE:	<b>MBA degree from IESA (Titre I, recognized by the State)</b>



## OVERVIEW

This MBA program trains professionals to enter the art and luxury markets. Core business courses in finance, law, omni-channel marketing and communication and digital business provide a foundation for the academic program. Specialized courses in art history, history of luxury, luxury business models, and brand management provide students with the skill set to analyze the contemporary convergence of product design, art and culture, and new communication technologies.

The innovative academic program combines lectures, workshops and seminars with practical field visits in museums, foundations, historical monuments, and fashion houses. Direct interaction with the players in the industry allow students to build a network of professionals and learn the savoir-faire of the art and luxury sectors.

Based in the heart of Paris, on the premises of IESA International, students are within close proximity to all the major Parisian museums, auction houses and contemporary art galleries. **Class visits to the most prominent contemporary art museums, galleries, and auction houses** are organized to allow students to connect with curators, art historians, and gallerists.

**Study trips to foundations and luxury institutions in France** are also organized during each trimester to allow students to network with seasoned professionals in the arts & luxury sector.



## REQUIREMENTS

**Candidates must have obtained a 4 year undergraduate degree** (B.A., B.Sc. or equivalent). Students in their final undergraduate year may apply for admission and will be required to provide proof of graduation prior to full registration.

**1 year work experience necessary for students who completed a B.A. in three years.**

**English proficiency IELTS 6.0 required. Students with IELTS 5.5 will have to attend intensive foundation classes (1,450€).**



## STUDENT TESTIMONIAL

LINDSAY COX

"The Art and Luxury Program at IESA has been an essential key in my academic career. The professional focus of the program has allowed me to significantly refine my skills, expand my knowledge, and grow my professional network. Our professors are well versed in their fields, offering a seasoned perspective of subjects. From art history to management, marketing, business, and law, the variety of courses work together to maximize learning and understanding of the art and luxury world as a whole. My experience is that IESA has been all-encompassing, and has provided students like me with the opportunities needed to reach professional goals and connect with others in the art industry."

## CURRICULUM DETAILS

**The year is made up of 3 terms:** 2 trimesters of coursework and a trimester dedicated to internships, allowing students to gain professional experience. Throughout the year, students develop a professional project that they present in front of a jury to validate their Titre I diploma. Students are trained by a group coach who will guide them in the creation and execution of their professional projects.

The first two trimesters contains 250 contact hours in English over a 13-week period. Museum passes and entrances to art fairs are included in the program



### 1<sup>st</sup> Trimester (September – December)

- art history and visits
- history of the contemporary art market in Europe and United States,
- IP Law, Finance
- History of luxury: the decorative arts
- omni-channel marketing and communication and digital business,
- art tax and regulation,
- understanding art & luxury,
- luxury business models,
- visits to art fairs and workshops with professionals.

### 2<sup>nd</sup> Trimester (January – March)

- Luxury brand management
- Economics of the arts & luxury markets
- Luxury law
- Luxury, tourism and ecology
- History of luxury: the decorative arts and visits
- history of contemporary art and visits
- methodology of art expertise,
- contract law,
- event management,
- public relations and press relations
- insurance & prevention,

### 3<sup>rd</sup> Trimester (Beginning in April)

Full-time internship, and mentoring sessions to follow up on personal projects.

