



# SUMMER SHORT PROGRAMS

Enjoy a unique experience  
on the French Riviera *or* in the City of Lights



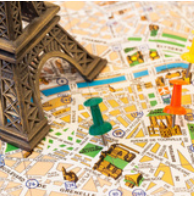
Luxury Industry and French "Art de vivre" - *Nice*

Luxury Brand Management - *Paris*

Entrepreneurship, Innovation and Design Thinking - *Paris*

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## GOOD REASONS TO STUDY WITH US



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**1** Study in Nice or in Paris and dive into their local culture and long lasting history



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**2** Learn from great professors and professionals in an internationally accredited French Business School



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**3** Boost your CV with a certificate awarded at the end of the program



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**4** Meet and study with international students



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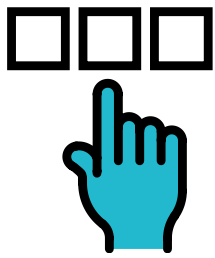
**5** Immerse yourself in the French language & culture



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**6** Meet our amazing International Team





# CHOOSE FROM 3 DIFFERENT PROGRAMS, THE ONE THAT FITS YOU THE BEST!

## PROGRAM 1: LUXURY INDUSTRY AND FRENCH "ART DE VIVRE" - NICE

It will be a unique occasion to get some valuable knowledge about French culture and its impact on the Luxury trade thanks to both visits and classes.

Finally, students will get some insights of Luxury events management. Join and immerse yourself in the world of Luxury!

## PROGRAM 2: LUXURY BRAND MANAGEMENT - PARIS

Are you interested to pursue your career in the luxury industry? Join the **Luxury Brand Management** summer class. Through this dynamic programme, you will broaden your business knowledge about luxury management.

## PROGRAM 3: ENTREPRENEURSHIP, INNOVATION AND DESIGN THINKING - PARIS

Do you have entrepreneurial intention? Our program **Entrepreneurship, Innovation and Design Thinking** is made for you. You will study the different business models, the European entrepreneurial ecosystem; you will know how to create a business plan.



# LUXURY INDUSTRY AND FRENCH "ART DE VIVRE"

## PROGRAM 1 - NICE

Luxury is an industry in constant transformation, experiencing a growth that seems to not see any crisis. Along this short program, we will analyze the world of luxury through the lenses of their brands, products, retail, and communication strategies. Students will consider the new challenges in the field of luxury such as innovation and sustainable development.

### Course content

- French Survival
- Crosscultural Management
- Luxury Brand Mangement
- Luxury and future trends : Innovation, Sustainable Development and Quality
- Luxury events Management
- French Culture, Luxury products and Arts de vivre à la française.
- Talent and Career Management in Luxury Trade

### Course Objectives

At the end of the Program, student will be able to :

- Understand the main challenges in the luxury sector (Innovation, sustainable development)
- Be confident to analyze the different strategies for luxury brand management
- Understand the added value of this industry in France.
- Be able to manage ICT tool for a sustainable development of this specific industry.

Understand the importance of global chains and e-commerce in the luxury trade.

# VISITS AND ACTIVITIES IN NICE

During the Luxury Industry and French "Art de vivre" Program, you will visit :

- Eze Village
- Visit of the Prince Albert Luxury Car collection
- Visit of the Fragonard Perfumery and perfume creation
- Luxury hotels visits

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Michelle from Canada

The small class size and the teaching style helped in my learning. I would definitely recommend to friends and other students. It was really pleasant to enjoy the city and surrounding area while at the same time learn the course material and new knowledge. Teachers were great: helpful, friendly, knowledgeable. The international department was always there to help with course related questions, or recommendations for touring.

We will also take you to the following activities throughout the program:

- Welcome Breakfast
- Ice Breaking
- Nice old town visit
- Visit to the Bellet cellars: wine tasting and French cuisine



# Practical Information

## NICE CAMPUS



<b>DATES</b>	July 3rd until July 21st - Online meeting mid June
<b>LOCATION</b>	Nice Campus
<b>HOURS</b>	60 contact hours and visits + 15 independent working hours + fun time
<b>ECTS</b>	10
<b>PROGRAM</b>	PROGRAM 1 : Luxury Industry and French "Art de vivre"
<b>LANGUAGE</b>	English
<b>LANGUAGE REQUIREMENTS</b>	B2 Level in English recommended
<b>ACADEMIC REQUIREMENTS</b>	1 year of studies, undergraduate level
<b>APPLICATION DEADLINE</b>	May 31st, 2023 ( <i>min 10 students to open the program</i> )
<b>TUITION FEES</b>	2450€

**PARTNER DISCOUNT -10%**

**EARLY BIRD DISCOUNT FOR NON PARTNERS -10% (UNTIL APRIL 1ST)**

# LUXURY BRAND MANAGEMENT

## PROGRAM 2 - PARIS

This Short Program is perfect to discover the Luxury Brand Industry. It will address the specific challenges and opportunities of the luxury sector. It will enable students to understand the Luxury Industry.

### Course content

- The course will cover the following areas :
- Definition and Challenges of the Luxury Sector
    - Luxury Marketing
    - Luxury Marketing exemples :
      - o Luxury Products
      - o Luxury Palaces
      - o Champagne and Cognac
    - Influencer & Digital Marketing
  - Street Culture and Luxury Brands : new trends
  - Design thinking, creativity and innovation seminar

### Course Objectives

- At the end of the Program, student will be able to :
- Develop an insight and understanding of the luxury Industry
    - Identify luxury customers and their needs
      - Understand Luxury Marketing
      - Learn about Digital Strategies
  - Understand different perspectives such as Innovation, creativity



# ENTREPRENEURSHIP, INNOVATION AND DESIGN THINKING PROGRAM 3 - PARIS

This Short Program identifies and analyses the factors that contribute to the creation of new businesses. This course covers the entrepreneurial process from idea generation to implementation. This course focuses on new markets, effectiveness through innovation, and digital capabilities.

## Course content

The course will cover the following areas :

- Entrepreneurship in Europe
- Entrepreneurial start-up et business-model
  - Business planning
  - Disruptive business methods, creativity
  - Digital Business
- Design thinking and innovation seminar
  - Influencer & Digital Marketing

## Course Objectives

At the end of the Program, student will be able to :

- Gain knowledge of the entrepreneurial environment in Europe
  - Understand business development processes
  - Learn about Digital Strategies
- Understand different perspectives such as Innovation, creativity





# VISITS AND ACTIVITIES IN PARIS

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During the Luxury Brand Management Program, you will visit :

- Opéra Garnier
- Yves Saint Laurent Museum
- Louis Vuitton Foundation
- Fragonnard Museum



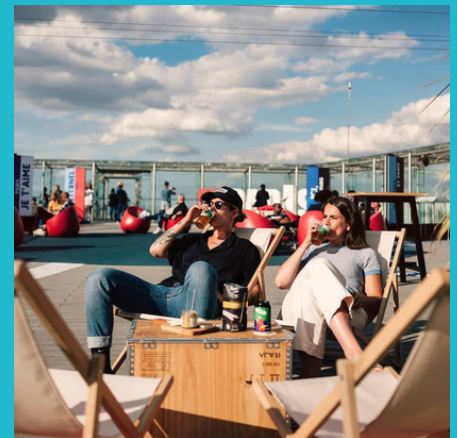
During the Entrepreneurship, Innovation and Design Thinking Program, you will visit :

- Opéra Garnier
- Incubators
- Meeting with entrepreneurs



We will also take you to the following activities throughout the program:

- Welcome Breakfast
- French aperitif
- Theatre : How to become a parisian in 1 hour
- Bateau mouche on the Seine River
- Rooftop + drink
- Good bye "Gouter"



# Practical Information

## PARIS CAMPUS



<b>DATES</b>	July 3rd until July 21st - Online meeting mid June
<b>LOCATION</b>	Paris Campus
<b>HOURS</b>	80 hours (including contact hours, visits and independent working hours) + activities
<b>ECTS</b>	10
<b>PROGRAM</b>	PROGRAM 2: Luxury Brand Management - Paris PROGRAM 3: Entrepreneurship, Innovation and Design Thinking - Paris
<b>LANGUAGE</b>	English
<b>LANGUAGE REQUIREMENTS</b>	B2 Level in English recommended
<b>ACADEMIC REQUIREMENT</b>	1 year of studies, undergraduate level
<b>APPLICATION DEADLINE</b>	May 31st, 2023 ( <i>min 10 students to open the program</i> )
<b>TUITION FEES</b>	2450€ <span>PARTNER DISCOUNT -10%</span>

EARLY BIRD DISCOUNT FOR NON PARTNERS -10% (UNTIL APRIL 1ST)

# HOW TO APPLY

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## ✓ APPLICATION

Complete your application using the link that will be sent to you  
Please do not forget to enclose mandatory documents:

- Copy of your passport
- Copy of your transcripts from higher education level

To receive the application link, contact us at [international.office@ipag.fr](mailto:international.office@ipag.fr)

**DEADLINE :MAY 31ST , 2023**

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## ✓ ACCEPTANCE

Once we receive your application, we will send a conditional offer letter and the invoice so you can proceed with the deposit payment. Once we receive the deposit, we will be able to send you your official acceptance letter. Full payment must be done in full at least two weeks prior to the start of the selected program.

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## ✓ TIME TO GO!

Additional information will be sent to you by email prior to your venue regarding visa requirements, accommodation and health insurance.

A webinar will be organized mid June with all selected students.



# ANY QUESTION?

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## INTERNATIONAL RELATIONS DEPARTMENT

[international.office@ipag.fr](mailto:international.office@ipag.fr)

Feel free to contact us should you have any question about the program.



Caroline & Caroline *based in Nice*



Valérie & Clémence *based in Paris*

will be happy to answer any question you may have!

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Vladimir from Estonia

Everything in the programme was good. The main task was to learn something new and the school justified its expectations completely. I found the courses very interesting and I'm happy to my knowledge. Activities and trips organized during the program were exciting and funny. I got acquainted with a lot of people from all over the world. It was pleasure to be in you summer program. I would for sure recommend it to my friend.

JOIN AND MEET US ON OUR SOCIAL NETWORKS

