



EXECUTIVE DIPLOMA in **LUXURY MANAGEMENT**



LCBS
LUXURY CONNECT
BUSINESS SCHOOL



Executive Diploma in Luxury Brand Management (EDLM)

Luxury Connect Business School in partnership with the International University of Monaco brings to you a fast track 6 months (part time) program to assist & accelerate your career into the global luxury arena.

Spanning over a 24 weeks spread, Executive Diploma in Luxury Brand Management is a unique dual track program, split into 22 weeks in India and 2 weeks at the hub of luxury, Monaco. The curriculum is developed jointly by luxury industry experienced veterans from India and the best luxury professors from Europe, thereby giving it a multi dimensional learning.

Objective of the Program

- To understand all aspects of Luxury Branding, beginning from historical facts about luxury; role of heritage, customer environment, workmanship & product innovation in marquee brands. To current market dynamics and how to manage / lead in fast changing socio-economic emerging markets.
- To understand the imperative customer service necessities of Luxury sector and to be groomed to undertake strategic decisions in the areas of operations of Luxury Sector, Customer Relationship Management and also Human Resource Functions.
- The program gives you a close opportunity to interact with experts from Luxury Industry through active participation and projects.



Who should attend the Program?

This program is ideal for top and middle management executives – raring to develop their skill sets and expedite their career growth in the premium and the luxury retail industry.

Duration : 6 MONTHS (Part time weekend program)

*Two weeks optional at International University of Monaco or in India

Program Highlights

- Introduction to luxury
- Luxury Business Foundations
- Fashion Market Segmentation
- Insights on different Industries
- EGM markets
- Marketing and Communication Strategies
- Branding Strategies
- Retail Operations Management
- Buying & Merchandising
- Visual Merchandising
- Luxury Business Financials
- Management Skills
- BM Strategies & Innovation
- Luxury Legal Environment
- E- luxury
- Luxury Distribution
- CRM & Client Data Management
- Development & Production



Learning Outcome

- Post the EDLM program, the candidate will able to delve and sketch out the specifics of the luxury business.
- The program will help them evaluate and perform the best practices in not only the mainstream but also the various sub groups of the retail and luxury business .
- The candidates will be successfully equipped with strategies and tactical devices to effectively create, implement and most importantly –“sustain a successful luxury – based strategy” .



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