

Paris School of Business

Authentic Leadership and Entrepreneurial Creativity

Format: On-Campus

Language: English

Dates: 20th June to 1st July 2022

Topics:

- Doing Business & Entrepreneurship in Europe
- Luxury Brand Management

Courses:

Doing Business and Entrepreneurship in Europe:

- Intercultural Management
- Strategic Management in Europe
- Entrepreneurship in Europe
- Disruptive Business Model
- Digital Business
- Innovation & New Product Development
- Innovation & design thinking workshop
- Out of class activities

Luxury Brand Management:

- Luxury Brand Concepts
- Intercultural Issues in Luxury
- Luxury Marketing: Effective Brand Management
- Luxury Industry & Digital Business
- Merchandising & Art of Selling Luxury Products
- Distribution in the Luxury Industry (site visits)
- Brand Innovation & New Product Strategy
- The Business of Fashion in collaboration with the Marangoni Institute

Summer 2022

France

ZSEM Nominated Student Fee: 10% partner discount on tuition fees and an application fee waiver (100 euros saved) - 2250 euros in Total discounted

Deadline to Apply: 30th May 2022

More Information:

https://www.dropbox.com/s/tnny1hjaf311r5f/BrochurePSB_ShortProgram.pdf?dl=0

<https://www.psbedu.paris/en/programs/short-programs>