

M.A. Luxury, Fashion & Sales Mgmt.

ISM – Pôle Léonard Vinci

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-French double degree

ISM students who opt for the program at Pôle Universitaire Léonard de Vinci in France spend their first two semesters at the ISM campus, followed by one semester at Pôle Universitaire Léonard de Vinci and an internship. Here you can study in modern lecture rooms and libraries on an international campus. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Luxury, Fashion & Sales Management, and the diplôme de l'École de Management Léonard de Vinci. With this double degree program of the ISM you acquire two master's degrees within two years plus master's thesis.

Additional degree available at Pôle Universitaire Léonard de Vinci

- Le diplôme de l'École de Management Léonard de Vinci

Study language

Lectures are held in English at Pôle Universitaire Léonard de Vinci.



Additional degree “Le diplôme de l’École de Management Léonard de Vinci”

3rd semester

- Career Coaching Y5
- Soft-skills & Leadership Seminar
- TOEIC Prep / Business English
- Anglais Renforce
- Consultant Project/Entrepreneurship
- Masterclass
- Research Bootcamp
- Data Management & Data Analytics
- RSM: RSE branding
- Tools of e-CRM and e-mailing
- International Business and Consumer Law
- International Business Strategy
- Quality Management
- Supply Chain Management
- Retail of the future Capstone
- Category & trade marketing
- Experience Marketing and Merchandising
- Product Management and Innovation
- B2B Marketing Projects
- Sales Team Management
- Key Account Management

4th semester

- Internship
- Thesis

Please note that courses and the course structure itself are subject to change by the international partner university.