



**Master's Studies  
in  
Fashion Management**



**MBA in Fashion Management**  
combined with an  
**MBA in Luxury**  
and an  
**Executive MBA in General Management**

**French-Dutch Triple Awards**

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IPE Management School Paris and Ecole International de Marketing du Luxe, France  
Stichting Euregio University College, The Netherlands



## About the Course

### Mission of the Combined MBA in Fashion Management

This particular Master of Business Administration constitutes Postgraduate studies on superior level. Content of studies and the award of French-Dutch Triple Degrees both go significantly beyond the typical extent of specialised MBA studies.

After successful completion of all modules and the dissertation, Graduates are awarded with the following Degrees:

1. Executive Master of Business Administration by the Stichting Euregio University College, The Netherlands
2. Master of Business Administration in Fashion Management by IPE Management School Paris, France
3. Master of Business Administration in Luxury by Ecole Internationale de Marketing du Luxe

This Postgraduate Degree is specifically designed around relevant and contemporary topics of the fashion and related industries, like accessories. Its objective is to educate highly qualified professionals for a career in this dynamic industry which is known for a challenging and ever-changing environment. These multinational studies express Graduates' unique skills and capabilities gained in this programme in theory and practice as important evidence for employers with reference to Graduates' high attractiveness for organisations.

The Triple Award MBA in Fashion Management provides candidates with a cutting-edge and state of the art curriculum. To the studies in general management at the beginning adds the specific orientation on the fashion industry in the second part, which also comprises workshops. This combines industry-based knowledge in fashion management to which adds a significant perspective on luxury with capabilities on general organisational management qualifying Graduates for career prospects in the higher management of organisations.

The mission of the Triple Award MBA in Fashion Management is the formation of professionals with superior knowledge, who can apply this knowledge advantageously for the benefit of organisational progress and sustainability on managerial level.



## Official Acknowledgements

The Degrees, which this course awards are delivered under the regulations for Higher Education of and acknowledged by the French Government (awarded on the highest academic level, Niveau I). They also are in accordance with the official regulations for Higher Education in the Netherlands. This includes the validity of the Degrees in Germany.

Further they are acknowledged by additional French and international regulatory bodies and meet the standards of the so-called Bologna process (Harmonisation of Higher Education in Europe) with reference to ECTS credit standards.

## Strategic Aims

Shared Aims unite the modules in this Triple Degree MBA. These common aims are:

- To use theory, case study insights and practical demonstrations, but also workshops to enhance candidates' intellectual calibre, professional and leadership skills and problem-solving capacities.
- To communicate sophisticated understandings of critical problems and challenges typically found in fashion and accessory organisations and identify scope for future-oriented management and innovative concepts, which meet the specific requirements of the dynamic industry sectors in luxury management.
- To identify and foster appropriate leadership roles and responsibilities in advanced approaches to problem-solving in an interdisciplinary understanding.
- To explore the scope and content of effective development of strategies, relevant market intelligence and persuasive evidence-based understanding and action in identified demanding market environments of permanent change.
- To develop the self-aware and communicative qualities appropriate to a reflective manager engaged in a lifelong cycle of learning and development.
- To develop an in-depth understanding of processes, procedures and structures of the fashion and accessory industry.
- To gain practical knowledge on the relevant industries by workshops and guided tours to museums with regard to the understanding of best practice and historical developments



## Structure of Studies

The course teaches key management practice skills, specific tools and techniques with which Graduates are enabled to improve and drive the performance of both their organisations and employees. For this objective an extended curriculum has been developed, which consists of three core elements:

1. Studies in General Management with the Stichting Euregio University College
2. Studies in Fashion Management with the IPE Management School Paris
3. Practical workshops with luxury brands in the fashion and/or accessory industry, guided by the Ecole Internationale de Marketing du Luxe

All lessons learned in this MBA may be applied in the specific situations of the fashion and accessory industry, but qualify equally for careers in other related industries. Theory is used for the improvement of organisational decision-making in practice. Each of the core elements and the individual modules are integrated parts of the studies complementing each other.

## Who is the MBA in Fashion Management for?

This MBA is a specifically designed programme of Postgraduate studies. It is mainly aimed at candidates, who are already graduates (first Degree) and have significant work-based experiences and wish to extend these by a specialised Postgraduate Degree on superior level. The intended audience for this MBA is therefore candidates with senior management, higher professional or policy-making experience in which prior knowledge on fashion and/or accessory are facilitating their studies.

The work-based entry route welcomes applications from individual candidates with sufficient practical experience on managerial level, who have a proven track record of work in the relevant industries for these studies.

Candidates may be sponsored by their existing employers.

The Triple Degree is designed to be studied while candidates continue to pursue their professional responsibilities. However two significant presence blocks in Paris, one in each year of studies, in which students will study and visit museums, galleries and ateliers of top brands are a compulsory requirement for successful completion.



All applicants are advised to clarify these annual weeks with their employers in due time. Their schedule will be communicated in the first weeks of each year of studies.

The MBA in Fashion Management builds on candidates' professional experience. Candidates are therefore expected to act as co-producers in shaping the precise teaching content of the overall MBA. In this teaching model, the programme tutors' expertise and knowledge acts as translational research, responding to and at the service of candidates on the programme.

On completion, candidates on the MBA Degree in Fashion Management will have gained an elite qualification that will enhance their capacity to act successfully in their direct and related industries' environments. The MBA is therefore designed to improve candidates' leadership qualities, capacity to exercise effective judgment, intellectual calibre, problem-solving skills and through these, their career prospects.

Students coming from related industries are recommended to present their experiences to the admissions office, which will offer advice on their suitability for successful completion of the Degree(s).

### **Duration of Studies**

The course is designed to be completed within two years of studies. Usually intakes are taking place in January and September of each year.

On request students can extend their studies to a maximum of three years. Applications for extension have to be made with registry.

### **Course Structure**

The MBA is designed as part-time studies. Students are required to prepare each module by comprehensive reading, which will form the foundation of intensive presence studies at weekends. Each module will be accompanied by assessments, which may be formed by presentations, exams and assignments. At the end of the studies an applied-research dissertation provides evidence of students skills gained during their whole studies.



The individual module structure is as following:

1. Executive MBA with Euregio:
  - a. Micro Economics
  - b. Macro Economics
  - c. Marketing Management
  - d. Human Resource Management
  - e. Commercial Management

The successful completion of all modules gains students the Executive MBA awarded by Euregio, but the award of this Degree depends on the completion of the full course structure.

2. MBA in Fashion Management and MBA in Luxury with IPE/EIML
  - a. Actuality in Fashion
  - b. Coding in Fashion
  - c. Corporate organisation in the Fashion Industry
  - d. International Management of Fashion and Accessory Brands
  - e. Methods of Consumer Analysis in Fashion and Accessory Management
  - f. Dissertation (15,000 words)

The two blocks of presence time in Paris (in each summer) are additional requirements and are compulsory. Based on the excursions and workshops in the fashion and accessory industry further topics are additionally taught, which include the following examples:

- History of Fashion and Accessory
- The Market of Luxury
- The Personality of Brands
- Materials and Design in Fashion
- Merchandising and Points of Sale
- Sales Techniques in Fashion
- Further relevant topics



These Modules are not stand-alone programmes of study, they are part of a holistic and comprehensive understanding of the full range of drivers in these industries. They have also been designed to address common issues and problems of organisations and their industries. Candidates are invited at many points in the Programme of Study to consider these common themes on a cross-disciplinary basis.

Each Module requires significant elements of independent study, but is also accompanied by relevant tutor support. Students will further have access to a rich Virtual Learning Environment.

The weekend seminars and both presence blocks in Paris offer opportunities for candidates to interact with peers, tutors and acknowledged professionals, including invited speakers.

## **Learning Outcomes**

The MBA Programme is designed to help candidates enhance and extend their knowledge and skills in the following areas:

- Develop critical thinking and analytical approaches to theories and practices of contemporary theory in general management, the fashion management and managing luxury brands and products as frequently found in the fashion and closely related industries.
- Enhance the ability to read, understand and make sense of specific fashion management situations.
- Build the capacity to evaluate and critically select between management tools, techniques and models in diverse and dynamic environments.
- Increase the capacity to lead and work in teams, and effectively manage others' contributions to common problem-solving practices and sustainable organisational improvements.
- Expand candidates' repertoire of creativity and strengthen knowledge of how to translate creative ideas into practice.

The Aims for each of the individual modules that make up each single Degree in this MBA are set out in relevant module specifications.



## **MBA Achievement**

This MBA is acknowledged by the French Government and fulfils the international Bologna criteria. Successful students will gain Degrees of an Executive MBA, an MBA in Fashion Management and an MBA in Luxury after completion of all modules and the dissertation.

As a Triple Degree these studies gain ECTS credits, which go significantly beyond the usual requirements for MBA Studies.

## **Further Information**

Candidates are invited to contact Registry for further information and application forms.

Contact Details are:

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