



School of  
Management and Law

# Swiss Summer School Luxury Management

25 June – 6 July 2018  
Switzerland (Zurich–Winterthur)

5% DISCOUNT



**Building Competence. Crossing Borders.**

# Luxury Management

## Explore the Fascinating World of Luxury

Do you want to know what luxury management is all about? Why certain brands stand out, and why they have that certain something that makes them so desirable?

By enrolling for this course, you will gain an insight into the mechanics of luxury management while getting to know the world of luxury products and services – and all of it in beautiful Switzerland, home to many luxury brands.

Throughout the course you will be able to benefit from the practical experience of our industry partners and integrate their input with the theoretical input provided by experienced lecturers and researchers. This way, you will gain

much more than academic knowledge. In fact, you might soon find yourself in the headquarters of one of your favorite luxury brands.

Join the Swiss Summer School on Luxury Management, and gain first-hand experience of the global marketplace, and become an expert in the field of luxury management.

We look forward to welcoming you in the inspiring world of Swiss luxury.



Inspiring company visits for a first-hand look at the luxury business.

# Your Benefits of the Program

## How to Combine Luxury and Economic Success

Is it possible for a luxury company to achieve a competitive edge through corporate responsibility? How does digitalization affect luxury companies? These and many other questions will be answered during the course.

By attending the program you will

- build a strong knowledge basis about the fundamentals of luxury management
- elaborate on trends and innovation and analyze key drivers of change in the global luxury business
- learn how a luxury brand can integrate responsible business practices and sustainable development to meet the expectations of the mindful luxury customer
- expand your horizon and get inspired by touching on new grounds and niches of luxury
- learn how luxury retailers have to adapt to the “new” customers and what experience they expect
- expand your international network and get to know lecturers, brand representatives, and students from all over the world
- benefit from collaboration as part of group assignments

- and learn to plan, present, and discuss an individual project on a luxury management topic

### Your Benefits

You will be able to meet and interact with students from around the world, network with business leaders during company visits, and discover the natural beauty of our country.

Company visits, field trips, and an attractive range of extracurricular activities will make your stay a unique experience.

# Your Host

## The ZHAW School of Management and Law

We offer internationally recognized Bachelor's and Master's degree programs and a broad range of continuing education courses.

The ZHAW School of Management and Law has cooperation agreements with over 160 universities in 46 countries, many with recognized international accreditations. With its 12,200 students, 1,000 faculty members, and 890 teaching and research assistants and staff, ZHAW is one of the largest universities in Switzerland.

Take advantage of this exciting opportunity to study at one of Switzerland's leading business schools, while getting to know our culture and our people.

### **ZURICH – WINTERTHUR**

Zurich is the largest city in Switzerland and frequently mentioned as one of the cities with the highest security and quality of life globally. The metropolitan area surrounding Zurich is referred to as the Greater Zurich Area (GZA).

It is one of Europe's economically strongest areas and Switzerland's principal economic center. A large number of international companies are based here, benefitting from low tax rates, an excellent infrastructure, and a high quality of life. The service industry employs 80 percent of the region's workforce. Other key sectors include financial services, high-tech, light industry, and tourism.

Winterthur is Switzerland's sixth-largest city, a 20-minute train ride from the city of Zurich. Formerly an industrial center, it is now a campus town of growing importance. Winterthur is a safe and student-friendly city with a vibrant cultural scene that appeals to all tastes. Visitors will find a number of museums and galleries, theaters and concert venues, clubs and bars, all within walking distance of the campus.

# General Information

## Spend an Amazing Time in Switzerland

### COURSE DATES

Monday, 25 June to Friday, 6 July 2018.

### PREREQUISITES

As the courses are all in English, participants are required to provide evidence of their English language skills (at least a CEFR B2 level, TOEFL internet-based 61–89, or IELTS 5.0–6.0). Registration is open to undergraduates and Master's students.

### PROGRAM FEE

CHF 2,800. The fee includes course materials, company visits, a Swiss Pass (free public transportation throughout Switzerland), pick-up and transfer to Winterthur, and the welcome and farewell events. A 5 percent discount is available for early bird registrations (registration by 15 April 2018) and if three or more students from the same university attend the course. Accommodation and meals are not included in the program fee. The Swiss Summer School team will provide you with a list of attractive accommodation options near our campus.

### ECTS CREDITS

After successful completion of the program, you will receive 4 ECTS credits and a certificate of attendance from the ZHAW School of Management and Law. An additional 2 ECTS credits can be earned by fulfilling an additional assignment (at the additional cost of CHF 750).

### LOCATION

ZHAW School of Management and Law,  
Zurich–Winterthur.

### APPLICATION DEADLINE AND REGISTRATION

The registration period ends on 14 May 2018. The number of participants is limited. For more information and registration, please visit our website: >>> [www.zhaw.ch/sml/summerschool](http://www.zhaw.ch/sml/summerschool)

### CONTACT

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Zurich University  
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