

PRESS RELEASE

**MSc program in Global Luxury And Management (GLAM):
SKEMA and NYU School of Professional Studies to sign unprecedented agreement
to allow enrolled students to study in NYC**



The class of 2021 of the MSc GLAM program with Emmanuelle Rigaud, SKEMA professor and scientific director of the program, and the campus of NYU SPS.

Paris, 12 July 2021. SKEMA Business School announces the signing of a new agreement with New York University School of Professional Studies (NYU SPS) Division of Programs in Business (DPB).

This agreement will establish the creation and launch, in New York City, of a customized course that will serve to complement the courses offered by SKEMA's Global Luxury and Management (GLAM) program—an MSc accredited by the French Conférence des Grandes Ecoles. The program, which is open to students holding a bachelor's degree or higher, affords a one-year and a two-year track, with a limited cohort of 50 students. Four courses will be offered by NYU SPS— starting by NYU SPS/SKEMA Business School 2021 'Luxury Business Ethics'.

Students will spend their first semester in the United States on SKEMA's American campus (Raleigh, NC) as well as on the NYU SPS campus, and will continue their second semester on the new 'Grand Paris Campus' (France) Flagship which opened early 2021.

Living present luxury and thinking its future

In addition to the courses given at NYU SPS, the program includes a study tour of New York City, including visits to major luxury companies such as Tiffany & Co.

According to Anthony Ledru, President & CEO of Tiffany & Co, a 1995 SKEMA alumnus and member of the GLAM program board: 'The United States are one of the leading luxury markets. To be able to understand it from inside with its actors on the field is an undeniable added value for a young graduate who ambitions to start a career in this sector.'

In addition, the GLAM MSc allows students to understand the diversified world of luxury - Paris, New York, Champagne, Cannes or Monaco - through a wide range of sectors: fashion, hotels, travel, automotive, yachting, services... The program also addresses the new challenges of luxury – CSR & sustainability, digitalization and client centric processes - and ends with the completion of a master thesis and an internship of at least 4 months.

According to Patrice Houdayer, Vice Dean in charge of programs, international and student life: 'The development of strategic agreements is one of the pillars of our SKY25 strategic plan (SKEMA Years 2020-2025). The choice of NYU SPS, already recognized for its expertise in the luxury sector, illustrates this perfectly and allows our students to access to one of the best universities in the field.'

The cost of the program is €25,000 for 1 year or €35,000 for the 2-year MSc format.

PS: The program is also accessible at no extra cost to students from SKEMA's Grande Ecole Program/Master in Management.

About SKEMA Business School:

With 9,000 students of 120 nationalities and 48,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its +70 teaching programs, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 locations: 3 campuses in France (Lille, Sophia Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch). In September 2019, the school announced the establishment in Montreal of its artificial intelligence research and resources center and its new R&D center. SKEMA is multiaccredited - Equis, AACSB and EFMD Accredited EMBA. Its programs are recognized in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China. www.skema.edu. Follow us on twitter: @SKEMA_BS

Press contact: Christine Cassabois, Tel. +33 6 27 49 36 59 – christine.cassabois@skema.edu