

# LUXURY AND RETAIL (MBA)

NYSED: 38624 HEGIS: 0506.00 CIP: 52.0201

## Program Description

The Luxury and Retail MBA gives the tools of business to those pursuing careers in the fashion industry and luxury sector. A specialized core and elective courses complement built-in immersive opportunities. The specialized format allows students to complete a full-time MBA in one year. Students graduate with a focus in luxury or retail, or both, through core coursework and experiential learning projects that are built into the 52-credit curriculum.

## Stern Solutions

Students work on Stern Solutions projects each semester alongside their core coursework. Projects are required, for credit, and provide students with the opportunity to solve a range of real-world problems at the intersection of retail business and fashion or luxury or both. Projects are conducted in partnership with NYU Stern Luxury and Retail Council companies, in addition to other top names in fashion, retail and luxury.

## International Industry Immersion

Over two weeks in January, students will be exposed to the European markets and travel to a global hub for high fashion. Beginning in New York, students will learn in the classroom from expert professors and speakers and in the field through visits to designers, factories, and fashion companies.

## NYC Immersion

The NYC Immersion is an active, hands-on, experiential introduction to the luxury and retail ecosystem. The course will provide a broad context for the specific business functions in which students choose to work, through exposure to subject matter experts from industry and academia both on and off campus. Classes, speakers, and field trips will address such topics as the history of luxury and retail, industry structures and roles, design, production and licensing, retail strategy, trend forecasting, branding, and the challenges and opportunities facing fashion and luxury companies today.

The course culminates with a deep dive into a project with an industry partner. The case will provide students with the opportunity to begin applying their knowledge and skill to solve a real client challenge, interact with the client and provide them with actionable recommendations.

**Note:** The Luxury and Retail MBA is a demanding full time program. As such, it is not possible to work full time while enrolled. While students may be able to have some limited part time employment or short duration internships while in the program, class schedules and other required program elements cannot be adjusted to accommodate such activities. The most common form of employment during the program would be working as a Teaching Assistant or Graduate Assistant.

## Admissions

NYU Stern's admissions process is holistic and selective. The Admissions Committee evaluates each candidate's academic profile, professional achievements and aspirations, and personal characteristics.

**Academic Profile:** NYU Stern seeks students who will perform well in our academic program. We assess academic potential through the quality of

and performance in prior academic program(s), as seen from academic transcripts, and general aptitude as measured by standardized tests (or meeting test waiver requirements).

**Professional Achievements and Aspirations:** Stern seeks students with a proven track record of success, demonstrated potential for future leadership, and a well-articulated plan to achieve their short- and long-term goals. Professional achievements and aspirations are primarily assessed by a candidate's essays, résumé, employment history and internships, professional recommendation(s), and interview (by invitation only if required).

**Personal Characteristics:** NYU Stern values students with both intellectual and interpersonal strengths/ emotional intelligence (IQ + EQ). We seek students who embody Stern's values of mutual support and collaboration and who will be passionate, engaged participants in the Stern community. These personal characteristics are often evidenced in a candidate's essays, professional recommendations, activities and achievements, and interviews (if required).

Please visit <http://www.stern.nyu.edu/programs-admissions> (<http://www.stern.nyu.edu/programs-admissions/>) for detailed information on the application process.

## Program Requirements

The program requires the completion of 52 credits, comprised of the following:

Course	Title	Credits
<b>Major Requirements</b>		
INTA-GB 3311	NYC Immersion: L&R	3
COR1-GB 1102	Leadership	1.5
COR1-GB 1103	Economics	1.5
COR1-GB 2105	Communication	1.5
COR1-GB 2206	Accounting	2.25
COR1-GB 2222	Finance	2.25
COR1-GB 2110	Marketing	1.5
COR1-GB 1105	Statistics	1.5
COR1-GB 2101	Strategy	1.5
MKTG-GB 2147	Consumer Behavior	1.5
MKTG-GB 2355	Retail Strategy & Analytics	3
OPMG-GB 2308	Retail Operations & Supply Chain Management	3
INTA-GB 3313	Luxury & Retail Digital Solutions	3
INTA-GB 3312	Intl Immersion: Luxury & Retail	3
MKTG-GB 2326 or MKTG-GB 2376	Luxury Marketing Next Gen Fashion	3
INTA-GB 3314	Luxury & Retail Solutions	3
INTA-GB 2000	Professional Practicum	1
COR2-GB 3111	Professional & Corporate Social Responsibility	1.5
<b>Electives</b>		
Other Elective Credits		13.5
<b>Total Credits</b>		<b>52</b>

## Electives

Luxury & Retail MBA students have the opportunity to take 13.5 elective credits. Students can select to pursue electives in their functional area, or take courses in areas of interest.

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
INTA-GB 3311	NYC Immersion: L&R	3
COR1-GB 1102	Leadership	1.5
COR1-GB 1103	Economics	1.5
COR1-GB 2105	Communication	1.5
COR1-GB 2206	Accounting	2.25
COR1-GB 2222	Finance	2.25
COR1-GB 2110	Marketing	1.5
COR1-GB 1105	Statistics	1.5
COR1-GB 2101	Strategy	1.5
MKTG-GB 2147	Consumer Behavior	1.5
<b>Credits</b>		<b>18</b>
<b>2nd Semester/Term</b>		
MKTG-GB 2355	Retail Strategy & Analytics	3
OPMG-GB 2308	Retail Operations & Supply Chain Management	3
INTA-GB 3313	Luxury & Retail Digital Solutions	3
Electives		6
<b>Credits</b>		<b>15</b>
<b>3rd Semester/Term</b>		
INTA-GB 3312	Intl Immersion: Luxury & Retail	3
MKTG-GB 2326 or MKTG-GB 2376	Luxury Marketing or Next Gen Fashion	3
INTA-GB 3314	Luxury & Retail Solutions	3
INTA-GB 2000	Professional Practicum	1
COR2-GB 3111	Professional & Corporate Social Responsibility	1.5
Electives		7.5
<b>Credits</b>		<b>19</b>
<b>Total Credits</b>		<b>52</b>

## Learning Outcomes

Upon successful completion of the program, graduates will:

1. Achieve effective analytical skills.
2. Work effectively in teams.
3. Be ethical professionals.
4. Be able to make effective organizational decisions.
5. Use individualized programs of study to acquire the capabilities that they need to pursue their subsequent individual professional journeys.

## Policies

### NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

### Stern Policies

Additional academic policies can be found on the Stern Graduate Academic Policies page (<https://bulletins.nyu.edu/graduate/business/academic-policies/>).