

Luxury Management

AMD Akademie Mode & Design, Düsseldorf
Master of Science



Program

Your Master's Program: Luxury Management

Are you passionate about style, quality, and strategic thinking, and intrigued by what sets exceptional brands apart? The Luxury Management (M.Sc.) master's program at AMD in Düsseldorf, delivered fully in English, is an ideal opportunity to blend your interests with professional expertise.

You will gain the skills to develop and manage luxury brands globally and collaborate with renowned names such as Louis Vuitton, Sephora, Swarovski, Estée Lauder, Breidenbacher Hof, and Rimowa.

Program Details

The Master's program in Luxury Management (M.Sc.) offers extensive management training and covers a range of important topics, including:

- **Luxury Management:** You'll develop a broad understanding of the unique qualities that distinguish luxury brands, products, and services, and learn how to position, market, sell, and strategically manage them.
- **Management Principles in a Luxury Context:** You'll gain in-depth knowledge of finance and compliance, which are particularly relevant when working with luxury brands.
- **Advanced Management Essentials:** You'll acquire critical leadership-oriented management skills to lead projects and teams and manage companies in a future-oriented and agile manner.
- **Intercultural & Language Skills:** If you don't have German language proficiency, you'll build your skills in German courses during the 1st and 2nd semesters. If you already know German, you'll prepare for a global environment in the Intercultural Competence module and develop your linguistic skills in another foreign language.
- **Research Methods & Empirical Skills:** You'll learn how research informs business-related decisions and acquire a portfolio of specific methods for gathering and analyzing data.



Contact

Study advice

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Structure

Curriculum

The Luxury Management (M.Sc.) program in Düsseldorf features specialized seminars in strategic marketing, leadership, finance, innovation, and design thinking, which serve as the core of your academic experience. Bringing together business, creativity, and research, the curriculum explores four key areas:

- Strategic and Financial Management
- Customer Experience and Brand Communication
- Innovation and Design Thinking in Luxury
- Digital and Sustainable Transformation

Practical focus

Luxury Management (M.Sc.) at AMD is a practice-focused master's program delivered in English. Starting in your first semester, you'll collaborate in interdisciplinary teams on projects with top

luxury industry partners. As you progress, you'll have opportunities to expand your expertise through an internship or a semester abroad, gaining practical insights and establishing valuable international connections in the luxury sector.

Career

Career Prospects

Upon completing AMD's English-taught master's in Luxury Management (M.Sc.), you will be equipped to blend creativity, business acumen, and strategic thinking within the global luxury market. You'll acquire the expertise to build, oversee, and promote internationally renowned brands

- Product Manager
- Digital Marketing Manager
- PR and Influencer Manager
- Brand Consultant
- Marketing or Communication Specialist
- Project Manager in the luxury or hospitality sector

Admission

Admission Criteria

The Luxury Management (M.Sc.) program is designed for those who want to combine strategic thinking with creativity and a strong sense of aesthetics. If you are excited by international perspectives and interested in shaping business strategies for global luxury brands, this program is the right fit for you.

To study Luxury Management (M.Sc.) at AMD in Düsseldorf, you will need to meet the following requirements:

- Holding a bachelor's degree (min. 180 CP), including at least 30 credit points in business-related subjects
- English language skills at level B2 of the Common European Framework of Reference for Languages (CEFR)

If your profile doesn't fully meet these requirements, you can show your suitability by taking an admissions test. You will also need to submit a CV and a short letter explaining your motivation for the program. If you have any further questions, please get in touch with our Study Advice Service

You can apply any time via our online application form.

[Apply now >](#)