



AMITY
FINISHING SCHOOL

ASPIRE > ACHIEVE > TRANSFORM

LUXURY BRAND MANAGEMENT

BROCHURE

MESSAGE FROM THE FOUNDER PRESIDENT



“Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

In my over 30 years stay in West Germany I realised, through interacting with the over 6000 Europeans working for me, that we Indians have the intelligence, the talent and the potential to be the more successful people in the world. That is why we established the Ritnand Balved Education Foundation in 1986 to start institutions which will groom young future leaders to be complete, value-driven human beings and competent professionals with a deep passion for humanity. These will be the People who will lead the world.

Today, we are proud that Amity is synonymous with practical, industry focussed education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporates who support our mission with so much enthusiasm.

Each one of our students will be a success story. This is my dream; this is my commitment.”

Dr. ASHOK K CHAUHAN

Founder President

Ritnand Balved Education Foundation

(The Foundation of Amity Institutions
& the Sponsoring Body of Amity Universities)
Chairman AKC Group Of Companies



Ms. JAI SHREE CHAUHAN

Vice President

Amity Finishing School

(International etiquette coach from London & lawyer)

An international etiquette expert, a practicing lawyer, an achiever, a believer, a die hard optimist and a torch bearer. She is an epitome of grace, finesse, and perfect mannerisms. Her mission is to revive the long-lost social graces and etiquette blending them with the present day needs which are much needed in personality enhancement. At present, Ms. Jaishree Chauhan heads the Amity Finishing School as the Vice President.



Dr. EESHANI SARSWAT

Deputy Director, Head of Institution

Amity Finishing School

Specialisation: Business Communication, Professional Branding and Grooming

An Assistant Professor of English, Communication Skills, and Business Communication with over fifteen years of experience. She is a soft skills trainer, corporate training and development expert, training consultant and an expert in Communication Skills. She is responsible for an overall personality enhancement of the students and corporate employees, helping them in building the much-needed confidence in social, personal, and professional scenario. She manages the overall administration at Amity Finishing School and is passionate about driving her team towards excellence.

COURSES WE OFFER



POSTGRADUATE DIPLOMA
IN LUXURY BRAND
MANAGEMENT



ONE YEAR CERTIFICATION IN
LUXURY BRAND MANAGEMENT



FOUR WEEKS CERTIFICATION
PROGRAMME IN LUXURY BRAND
MANAGEMENT

ABOUT THE PROGRAM

The Postgraduate Diploma in Luxury Brand Management is an exclusive innovative program, designed to aid the graduates who are passionately inclined towards the world of luxury.

The Postgraduate Diploma in Luxury Brand Management merges strategic thinking with corporate creativity. It will integrate rigorous intellectual scope, vital to understanding the high-end market.

This will be a twelve-month program divided into two semesters at Amity University Campus. The industry specific curriculum, blended with practical projects and real-life experiential learning along with mandate internships, company visits will provide a good placement platform to the students.

This program focuses on the interaction between International and the Indian luxury industry within the twenty-first century's economic, cultural, and technological environments.



WHO SHOULD TAKE THIS COURSE?

Freshers and professionals can take up this course to widen the spectrum of their national and international professional growth on managerial positions in various luxury goods and services industry.

AN INDIVIDUAL WITH:

A MINDSET AND YEARNING
FOR LUXURY

AN INCLINATION TOWARDS
MARKETING AND COMMUNICATION
MANAGEMENT

A PLAN FOR AN ENTREPRENEURIAL
VENTURE IN LUXURY



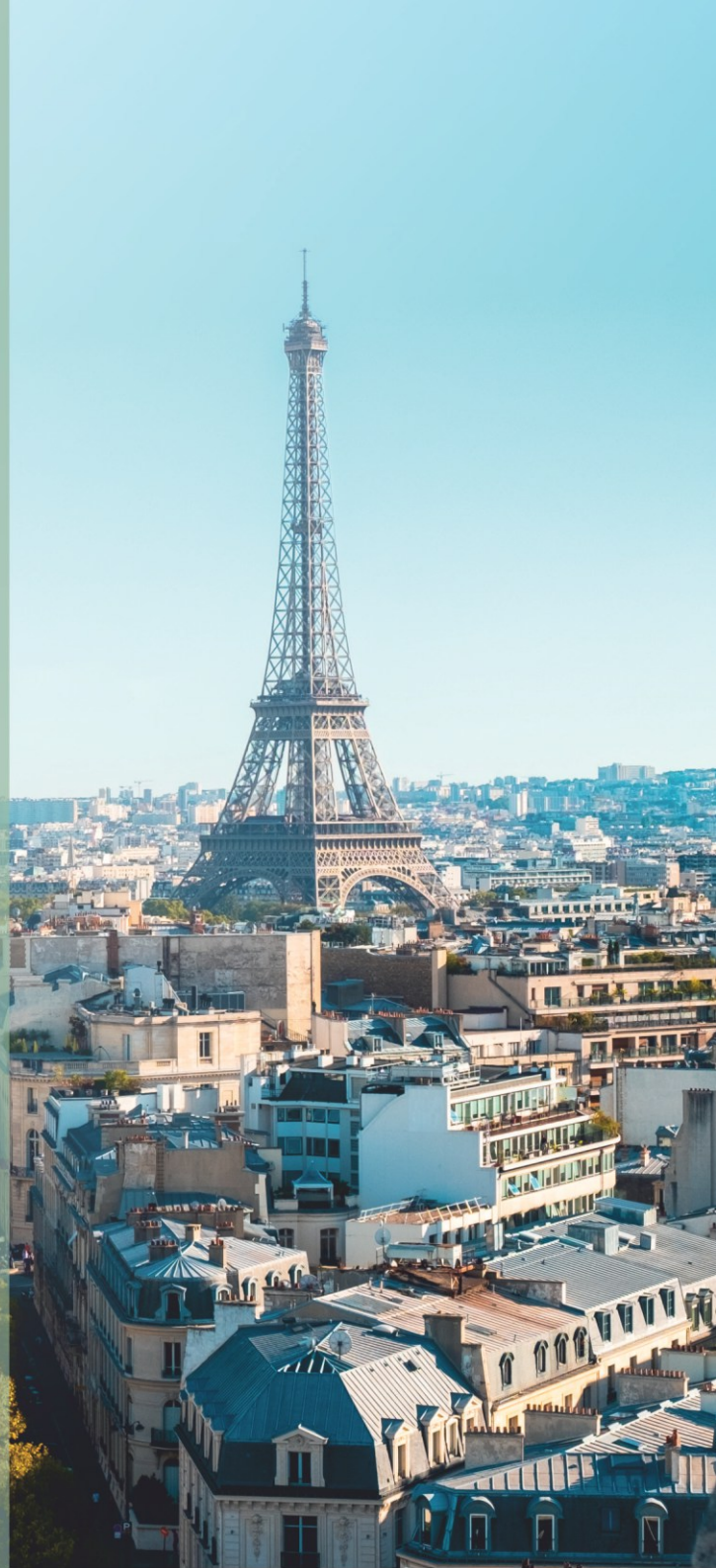
SAP (STUDY ABROAD PROGRAM)

In this One-year diploma, students will be given an opportunity of travelling to other international Amity campuses in the second semester of the diploma (SAP). There, they can pursue another short-term course or take up an internship which will be relevant to their Diploma.

The students will also be given an option of converting their diploma into an MBA Degree from Amity Business School if they wish to pursue another specialization course and study for another year. This will make them eligible for the Diploma as well as a Management Degree from Amity University.

GSP (GLOBAL STUDIES PROGRAM)

GSP is a unique international lateral transfer program, where the students spend one year at Amity University Noida Campus in India and then opt for another Diploma Program or specialization at a university of their choice abroad which are partners with Amity University. Amity facilitates admission to their foreign partners at a fraction of the cost compared to studying for the entire duration abroad.



OUR TOP EDUCATIONAL PARTNERS:

UNIVERSITY OF BIRMINGHAM, UK

UNIVERSITY OF BRISTOL, UK

UNIVERSITY OF SUSSEX, UK

NOTTINGHAM TRENT UNIVERSITY, UK

UNIVERSITY OF ABERYSTWYTH, UK

GRENOBLE UNIVERSITY, FRANCE



PROGRAM STRUCTURE

SEMESTER I

Introduction to Luxury Management

Fashion & Luxury Brand Management

Managerial Economics

Organizational Behaviour

Marketing Management

Image Management

Sales Management

Introduction to Fashion and Textile Industry

Professional Branding and Grooming

Introduction to French Culture and Language

Communication Skills and Leadership

NTCC - Project Work | Corporate Internship | SAP
| Mandatory Industrial Exposure



PROGRAM STRUCTURE

SEMESTER II

Luxury Branding

Luxury Store Operations

Strategy Management

Personal Branding

Consumer Behaviour

Pricing Strategy

Corporate Image Building

Fashion Entrepreneurship

NTCC- Internship | Corporate Internship | SAP
| Mandatory Industrial Exposure

French Grammer

Behavioural Science for Professional Excellence





Ms. Masha Srivastava

Corporate Communicator, Digital Marketing expert
Amity Finishing School
Specialisation: Personal Branding on Digital platforms



Ms. Roshi Kapoor

Professional Etiquette
Amity Finishing School
Specialisation: Internationally certified Etiquette coach



Ms Nupur Mehta

Image consultant
Amity Finishing School
Specialisation: Internationally certified Etiquette coach



Ms. Karishma Chettri

Training co-ordinator
Amity Finishing School
Specialisation: Counsellor, Spoken English trainer



Dr. Vinamra Jain

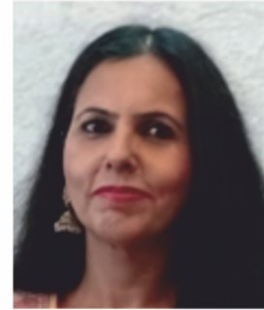
Associate Professor
Amity Business School

Specialisation: Luxury Management, Sales Management,
Luxury Branding and Luxury Store Operations



Dr. Rahul Gupta

Head of Department, Associate Professor
Amity Business School
Specialisation: Pricing Strategy



Dr. Smita Bagai

Head of department, Associate Professor
Amity School of Fashion Technology
Specialisation: Fashion and Textile industry



Dr Anil Sehrawat

Head of Department
Amity Institute of Corporate Communication
Specialisation: Communication Skills and Leadership



Mr Inderbir Singh Kochar

Head of Department

Amity Institute of Foreign Languages

Specialisation: French culture, Grammar, and Language



Dr Sunetra Saha

Assistant Professor

Amity Business School

Specialisation: Marketing Management (PG)



Dr. Priyanka Agarwal

Assistant Professor

Amity Business School

Specialisation: Consumer Behaviour



Ms Neha Arora

Assistant Professor

Amity School of Fashion Technology

Specialisation: Fashion Entrepreneurship



Mr Kaushalendra Mani Upadhyay

Assistant Professor
Amity School of Fashion Technology
Specialisation: Fashion
and Luxury Brand Management

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Dr Manoj Kumar

Assistant Professor
Amity Centre of Behavioural Sciences
Specialisation: Behavioural Science
for Professional Excellence

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Dr Kavita Indrapurkar

Head of Institution, Professor
Amity School of Economics
Specialisation: Managerial Economics



Dr Pooja Sareen

Professor
Amity Business School
Specialisation: Strategy Management



Dr Anshu Singh

Associate Professor
Amity Business School
Specialisation: Organizational Behaviour

ADDITIONAL BENEFITS

Industry specific guest lectures and series of
CEO conferences on campus

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Participation in the most significant luxury-related events

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Company presentations by HR managers interested
in recruiting talents.

.....

Industrial visits to the more prestigious luxury brand
outlets in Dubai, Europe, and India

.....

Networking opportunities with famous luxury connoisseurs

.....

Placement and internship opportunities with the
top notch Indian and luxury brands



OUR USP_s

INTERNATIONAL INDUSTRIAL
EXPOSURE THROUGH OUR
INTERNATIONAL TIE UPS.

ONE ON ONE MENTORING,
GUIDANCE AND TRAINING BY
OUR DEDICATED MENTORS.

IMMENSE OPPORTUNITIES TO MEET
INDUSTRY EXPERTS THROUGH
MASTER SESSIONS & INDUSTRY VISITS.

DAILY KNOWLEDGE SHARING
WITH EXPERIENCED
PROFESSORS & TRAINERS.



KEY TAKE AWAYS:

UPON THE SUCCESSFUL COMPLETION
OF THIS PROGRAM, THE STUDENT
SHOULD BE ABLE TO:

Create marketing plans to clearly identify the unique challenges and opportunities in marketing a luxury product or service.

Modify and design marketing strategies to cater to luxury markets more efficiently.

Identify market forces and the position for impact on a business and recommend marketing mix changes to position products or services within a market.

Build in-depth brand strategies to ensure superior customer experiences.



THE WINNING EDGE

Our Curriculum is designed by Internationally certified coaches and trainers who have combined the best practices of the western world with the Indian value system making us a one of its kind finishing school.

The students will have free access to our training material over emails and social media platforms. Every class is facilitated through hands on experience and practical learning techniques. We curate bespoke programs for corporates, schools and colleges on soft skills, personality enrichment and international protocol.

Along with the Luxury Brand Management, we as a finishing school will provide additional personal and professional branding and grooming for the graduates.

We create polished future leaders through rigorous personality development and leadership training to master international social and business standards.



THE ADMISSIONS PROCESS:

The Luxury Brand Management applications are now open on our website considering this year's intake. However, we strongly encourage you to apply as early as possible since places are limited. Candidates outside the UK/EU require a visa so again, we encourage you to apply early to consider visa procedures.

APPLICATION PROCESS:

STEP 1

Apply directly by completing the enclosed form, sending it to us via email, or visit the programme page on www.amity.edu our website www.amityfinishingschool.com and make an online application.

STEP 2

A video upload for 20-30 questions at Amity University, Noida. We'll make a final decision within 10 working days of receiving your completed application.

STEP 3

Final interaction before the commencement of the program.



LUXURY MANAGEMENT CERTIFICATION THREE DAYS A WEEK

This is a capsulated fast track certification program for luxury aspirants. An opportunity for interacting with the industrial experts, master classes by CEOs and industry experts, experiential learning of luxury brand management with additional learning of personal branding and grooming.

MODULES COVERED:

- LUXURY BRANDING
- LUXURY MARKETING
- LUXURY RETAIL
- FASHION AND LUXURY BRAND MANAGEMENT
- PERSONAL BRANDING AND GROOMING
- PREPARING FOR THE BIG LEAP- CAMPUS TO CORPORATE
- IMAGE MANAGEMENT AND PROFESSIONAL STYLING
- CONSUMER BEHAVIOR
- INTRODUCTION TO LUXURY MANAGEMENT
- MANAGERIAL ECONOMICS



WE ARE TRUSTED BY:





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ASPIRE > ACHIEVE > TRANSFORM

WE ARE TRUSTED BY:



GET IN TOUCH WITH US:

F-2 Block, 2nd floor, Amity University Campus, Sec-125, Noida (New Delhi NCR)

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