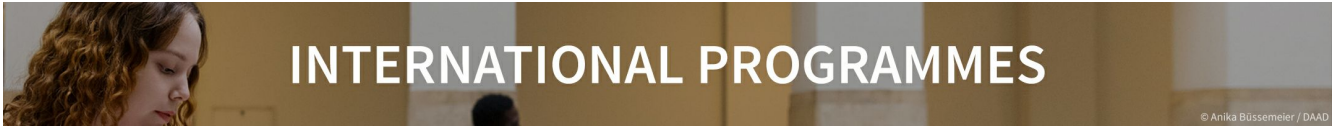




Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Luxury Management (MSc)

Hochschule Fresenius - University of Applied Sciences • Köln

### Overview

Degree	Master of Science
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	All courses are held in English.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	It is possible to submit applications all year round.
Tuition fees per semester in EUR	5,280 EUR
Additional information on tuition fees	<p>Please note: tuition fees for non-EU nationals may vary. Please consult us for further information by using this <a href="#">form</a>.</p> <p>880 EUR per month + 70 EUR per month (non-EU)</p> <p>Registration fee 595 EUR</p>
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p>Luxury brands like Rolex, Hermès, Chanel, and Rolls-Royce have a unique appeal to their target audiences and employ distinct methods to achieve success and differentiate themselves from competitors. The Luxury Management (MSc) Master's programme is designed for those who are passionate about luxury brands and want to specialise in management, marketing, sales, and strategy after completing their Bachelor's degree. It provides insights into the specific workings of the luxury sector and its approach to marketing and sales.</p> <p>At Hochschule Fresenius, we emphasise learning by doing. This programme provides application-oriented teaching by experienced professionals who will share their expertise. Through project work and case studies, you'll gain hands-on experience.</p>

## Course Details

### Course organisation

The first half of the Master's programme in Luxury Management (MSc) focuses on laying the foundation for your career in the luxury sector. Courses will include:

- Strategic Marketing & Brand Management
- Leadership & Management
- Advanced Project Management
- Customer Experience in Luxury
- Strategic & Financial Management in Luxury
- Innovation Management & Design Thinking
- Quantitative & Qualitative Methods for Business

Additionally, in the second semester, you can join a business excursion to one of Europe's luxury hubs, such as Milan or Paris.

The Master's programme also provides you with ample opportunities to pursue your interests and enhance your professional profile. In the third semester, you can opt for an elective module on one of the topics below:

- Sustainability Management & CSR (Corporate Social Responsibility) in a Global Context
- Entrepreneurship
- International Relations & Current World Affairs
- Consumer Behaviour & Psychology

Alternatively, you can choose to do an internship in the luxury sector or spend a semester abroad at a partner university that is offering a programme in Luxury and Fashion Management (Italy, France, or UK).

Course-specific, integrated German language courses

No

Course-specific, integrated English language courses

No

## Costs / Funding

Tuition fees per semester in EUR

5,280 EUR

Additional information on tuition fees

Please note: tuition fees for non-EU nationals may vary. Please consult us for further information by using this [form](#).

880 EUR per month + 70 EUR per month (non-EU)

Registration fee 595 EUR

Semester contribution

Included in tuition fees

Funding opportunities within the university

No

# Requirements / Registration

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## Academic admission requirements

To be eligible for this Master's study programme at Hochschule Fresenius, you must have completed a Bachelor's programme with a minimum of 180 credit points, including 60 credit points in management, business, or economics.

If you have less than 60 credit points in these areas, you will need to take an admissions test.

If you have not yet completed your Bachelor's degree, you can still enrol in the Master's programme at Hochschule Fresenius, provided that you have completed at least 80% of the required credit points. Additionally, Bachelor's students enrolled at Hochschule Fresenius are only required to pay the monthly Master's tuition fees when they begin the programme.

## Language requirements

Applicants must provide proof of their English skills at a B2 level through one of the following methods:

- TOEFL (minimum 80 points Internet-based)
- IELTS (minimum 6.5)
- minimum of 60 ECTS from a Bachelor's programme conducted in English
- internal test of Fresenius University of Applied Sciences

## Application deadline

It is possible to submit applications all year round.

## Submit application to

Submit your application [here](#).

# Services

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## Accommodation

Accommodation is available on the private market. Rent for a single room in a shared flat is approx. 350–400 EUR.

## Career advisory service

Request further information [here](#).

## Support for international students and doctoral candidates

- Welcome event
- Buddy programme



## Your Dream Education at Hochschule Fresenius

We are Hochschule Fresenius University of Applied Sciences. Since 1848, we have been training the next generation of specialists and managers. Our Bachelor's or Master's degree programmes, professional training, advanced education, or the completion of various certificate programmes will help you achieve your professional career dreams.

» more:  
<https://youtu.be/A4FYAeRqNkk>

# Hochschule Fresenius - University of Applied Sciences

Fresenius University of Applied Sciences is one of the oldest private universities in Germany. It is state-recognised and has an academic and educational tradition stretching back about 170 years. The International Business School is a school of Hochschule Fresenius University of Applied Sciences. Its English-taught programmes attract international students and offer globally-oriented students an international dimension in higher education. The resulting study groups provide exciting possibilities for students to build bridges across cultures at the start of their academic careers.

Further information for our international students can be found [here](#).



## University location

Cologne is a bustling metropolis of over a million people, with a diverse range of impressive sights. As one of Germany's major university cities, it is not only a centre for academia and student life, but also has a vibrant business and arts community. The open, uncomplicated character of the "Kölner" make it one of Germany's friendliest cities. With its rich multicultural blend and its geographic location in the heart of Europe – the Netherlands, Belgium, and Luxembourg are literally just round the corner, while Amsterdam, Brussels, and Paris can be easily reached by train – it is a particularly appealing place to study. Its significance as a business location makes Cologne the ideal place to start a degree in Germany. The city is a leading media centre, with many traditional newspaper and magazine companies. It is also the home of a vibrant radio, music, film, and television scene. Additionally, it has a retail and trade fair tradition that goes back centuries. With its vast number of retail and industrial companies, in addition to its IT firms and start-ups, Cologne is an attractive destination for global citizens in every industry.

This course of study is also offered in Munich.

## Contact

**Hochschule Fresenius - University of Applied Sciences**  
Study advice

50670 Köln

Tel. +49 22165033988

✉ [study@hs-fresenius.de](mailto:study@hs-fresenius.de)

🌐 Course website: <https://www.hs-fresenius.com/study-programs/luxury-management-master/?crmid=aBcTjOcDeBaCicAaA#keyfacts>

Last update 29.12.2024 18:53:38

# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

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Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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