



# SHORT PROGRAMMES

## WINTER & SUMMER 2025

# KEY PROGRAMME POINTS

2

Intensive week programmes



open to undergraduate and postgraduate students

100%

entirely taught in english



Offers an intercultural learning environment

Marseille, **France 2nd largest city** and **the capital of the Provence Côte d'Azur** (the "French riviera") region, also hosts the country most important harbour. In short, it is one of the most dynamic and interesting cities in the country.

The French riviera is indeed famous for such **festivals as the Cannes** movie festival and many prestigious music and theater festivals. **Marseille and Provence are a symbol of the French** "art de vivre". The city is also home to the **iconic OM** (Olympique de Marseille) football club, which belongs to the top 20 clubs in Europe.

Through EMD Winter/Summer programmes, students will learn about project management in creative industries and how the luxury industry works. The programmes are a mixture of courses, visit to local companies, as well as social activities.

**We look forward to welcoming you at EMD !**

## MARSEILLE / PROVENCE

**Marseille: a «big village».** In fact, the city is actually a series of 111 separate districts, each with its own identity. With iconic destinations such as the Old Port, the Calanques and Notre-Dame de la Garde, the city is a place of surprising and varied landscapes. Green spaces and abundant nature stretch out as far as the eye can see around the city.

In the city itself, the architecture, culture and population are an ever-present reminder of Marseille's rich heritage. This ancient city with its **unique culture, strong identity and ethnic diversity** is now one of the most cosmopolitan places in France. An official «city of art and history», Marseille boasts a growing economy and a vibrant cultural scene. Tourism and leisure are two of the main drivers of the city's economy.

Marseille enjoys excellent public transport links, with Saint-Charles train station and the rapidly growing Marseille Provence Airport. Living in the city is an experience in its own right, since it is a place like no other in France.



# LUXURY BUSINESS in Provence & French Riviera



**SKILLS**  
6 ECTS



This course based on the luxury industry in Provence and French Riviera, with many visits to premium sites and companies, based on theoretical courses led by professionals in the luxury business.

The aim is to allow foreign students, and thus future business partners, to discover this region from a different perspective than the average tourist.

Provence and the French Riviera must be showcased in their best light, highlighting their top businesses, industries, and the unique terroir that enhances the quality of their many export-bound products.

## **Programme:**

- Part 1 (15h): Wine and French Gastronomy
- Part 2 (9h): The art of perfumery and Cosmetics
- Part 3 (6h): Tourism Industry

# MANAGING PROJECTS for Creative Industry



**SKILLS**  
6 ECTS

The South of France is a region renowned for its festivals of national and international significance. From January to December, its cities come alive with over 1,000 festivals and cultural events, including theatre, exhibitions, music, and opera. Organising a cultural event closely mirrors running a business and necessitates a range of core competencies.

This includes not only artists but also professionals typically found in traditional companies. While the fundamentals of management are similar to those in the business world, the cultural sector has unique characteristics that we will explore in this course

## **Programme:**

- Part 1 (9h): Particularities of Creative Industry
- Part 2 (15h): Projects management for festivals
- Part 3 (6h): Fields visits and case study



# EMD BUSINESS SCHOOL

## in few words

At EMD Business School, our educational philosophy emphasises **holistic development**.

We strive to cultivate **well-rounded individuals, equipped with strong personalities** and refined **interpersonal skills**, along with a comprehensive knowledge base spanning various disciplines.

This approach empowers our students to **discern and uphold ethical standards in the business world**.

EMD programmes stand out **for their intensive Business Ethics and Humanities courses**, which transform students into responsible and innovative professionals. These courses encourage a **human-centred approach to managerial decisions**.



5 min by foot from Marseille Saint Charles TGV station and subway / bus station



In the heart of Marseille



Caf t ria on the spot and many shops around

### ACCOMMODATION

EMD helps students to find suitable accommodation (single/double rooms with cooking facilities) at an affordable cost within walking distance from the campus.

### APPLICATION DEADLINES

**Winter school:** November 15<sup>th</sup>

**Summer School:** March 15<sup>th</sup>

### NEED MORE INFORMATIONS ?

**Alain OUVRIEU**  
[aouvrieu@emd.fr](mailto:aouvrieu@emd.fr)  
+33 6 79 52 72 58

EMD Business School  
Rue Joseph Biaggi  
13003, Marseille FRANCE