



ISC Paris  
Campus Orléans

# SUMMER PROGRAM

**Cosmetic / Marketing / Supply Chain**

July 1 -12 2024



# DISCOVER ORLEANS

A dynamic city made of historical, cultural and natural heritage.

The **ISC Paris Grande École Orléans** campus—headquartered at the historic Anatole Bailly Campus—is in an ideal location for access by tram, and there are plenty of housing options close by. The Orléans campus is more than just a place for education—it is a place where students come together to live, share knowledge, discuss, and learn about corporate life and career opportunities. Located on the banks of the Loire river, Orléans is a bustling city with history and art. Orléans is surrounded by unique landscapes and hosts many cultural and sports events. Studying in Orléans allows for a very high quality of life, only **one hour from Paris**.



# COSMETICS & INDUSTRY STRATEGY



## DURATION

- 2 weeks (July 1 - 12 2024)

## ADMISSION REQUIREMENT

- 2 years higher education or Bachelor degree or equivalent
- English proficiency: B2 level

## ECTS CREDITS

- Students will obtain 6 ECTS credits upon completion of this program.

## OBJECTIVES

This program provides insight into the cosmetic sector, highlighting challenges and emerging business models. During the two-week session, you will study:

A sector-based business module to highlight:

- Key figures (how many companies, sales, growth areas, number of employees, profitability etc.)
- Key players, their business models, industry structure (groups, companies and chains, concentration and intensity of competition)
- Transformations, challenges and trends
- Impact of digitalization and internationalization

## WHAT TO EXPECT

- Master classes led by industry experts (sharing experiences on the skills required to operate in this sector, the challenges and emerging business models and the key success factors and competitive advantages to be developed).
- Company visits
- An overview of employment opportunities (skills, advantages and constraints, possible career paths) and entrepreneurial opportunities.
- 1 full day at ISC Paris campus per week (round trip by train included in tuition fees)

## TEACHING METHODS

- Case studies
- Workshops
- Guest speakers
- Interactive learning

## PROGRAM DETAILS

- Sector Approach
- Cosmetics industry structure and best practices
- Supply Chain Options
- Sustainability and Cosmetics
- Regulatory Environment
- Distribution structures
- Quality control and safety assessment

# REGISTRATION

[CLICK HERE](#)

(to send us a mail and we will send you the registration link for the program and for the accomodation)



# ACCOMMODATION

ISC Paris has pre-booked several shared apartments through its partner for the two weeks program (11 nights in total). Night rate is about 100 € per night.

Please note that spots are limited and will be awarded on a first come, first served basis after confirmation of registration.

Accommodations are about 20 min walk or by bus to campus.

