



Haute École  
de Joaillerie

— PARIS —

Révéléateur de talents

**MBA**

**Jewellery Management**



## A SCHOOL FOUNDED BY AND FOR THE JEWELLERY INDUSTRY

- ◆ A national and international reference in the Jewellery industry, **the Haute École de Joaillerie is the sector's most prestigious training institution.** Established more than a century ago within the premises of the professional organisation Union Française BJOP, the school is at the centre of the jewellery triangle of Place Vendôme, Rue La Fayette and the Marais. Its organic link with the profession makes it one of the pillars of the transmission of French savoir-faire with which students have made history for more than 150 years and continue to do so.

**The Haute École de Joaillerie provides training to nearly 650 students** each year and is organised around four departments – Initial training, Apprenticeship programme, On-going professional education and International education. It ensures a 100% rate of employability.

### « ITS FILIAL BOND WITH THE PROFESSION MAKES IT ONE OF THE PILLARS OF THE TRANSMISSION OF FRENCH SAVOIR-FAIRE »

- ◆ Contributing to the expansion of the entire French jewellery industry, embracing the evolution and transformation of the sector while remaining faithful to the culture of excellence, the school has continued to invest and modernise over the past ten years: renovation of all of its workshops, with a total of 195 workbenches, 40 CAD-CAM stations as well as rapid prototyping machines. The school also focus on developing new programmes, on the formalisation of 10,000 hours of lessons and on **the ISO 9001 quality certification which has been successfully renewed 4 years in a row.**

### « PRESTIGIOUS SPONSORS »

- ◆ Each class is sponsored by and named after a prestigious jewellery brand (Boucheron, Cartier, Chanel, Hermès, Van Cleef & Arpels, Piaget...). Throughout the programme, the **sponsor allows students to gain industry experience** and discover the values and requirements of the jewellery sector, by setting up educational projects, visits, and conferences.





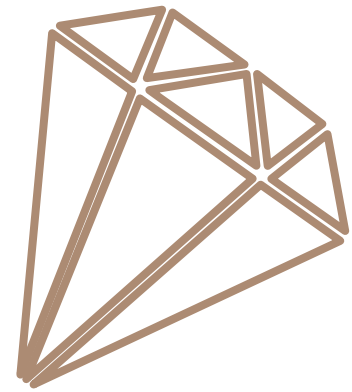
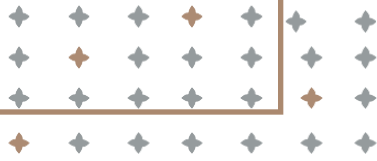
CHAMBRE SYNDICALE

SACRA INOVI CORONIS  
1330





## KEY FIGURES



150-year history

650 students

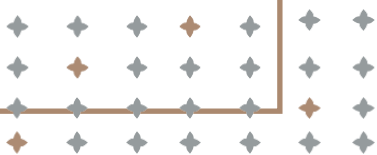
160 initial training

120 apprenticeship programme

370 on-going professional education

100% employability

## OUR PARTNERS



BVLGARI

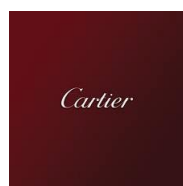


Van Cleef & Arpels



Dior

PIAGET



FRED

MAUBOUSSIN  




LOUIS VUITTON  




# 5 REASONS TO STUDY WITH THE HAUTE ÉCOLE DE JOAILLERIE



## Legitimacy

- The only ISO 9001 certified Jewellery and Gemmology school in the world
- Experienced teachers



## Employability

- An exceptional professional network
- 100% employability



## Reputation

- A school with over 150 years of history and experience
- The most prestigious Maisons of Place Vendôme as partners



## Innovation

- State-of-the-arts workshops
- Workshops equipped with the latest technology



## Competitiveness

- The best value for money
- Training for everyone

# 5 REASONS TO CHOOSE OUR MBA

## One-of-a-kind training

- ✦ Unique preparation for management roles in the jewellery industry (in manufacturing or creative sectors).

## Renowned contributors

Numerous speeches will be delivered by renowned jewellery professionals.

## Lecturers who are experts in the Jewellery industry

- ✦ All our lecturers are working professionals, consultants and/or experts from the prestigious Maisons of Place Vendôme or their subcontracting workshops.

## Exclusive invitations

- ✦ Our Place Vendôme partners will open their doors for exclusive tours organized by the Haute École de Joaillerie.

## Funding

- ✦ This training can be funded through your company's « Plan de Développement des Compétences ».







**MBA**

**JEWELLERY MANAGEMENT  
MANUFACTURING SPECIALISATION**



## RNCP Level 7 Approved Certification

✦ The Haute Ecole de Joaillerie « Part-time MBA Jewellery Management » is one-of-a-kind postgraduate training programme.

### Context and objectives

The **MBA Jewellery Management – manufacturing specialisation** is a unique programme designed by the Haute Ecole de Joaillerie in keeping with the Jewellery sector's professional needs.

It is aimed at professionals wishing to broaden their field of expertise or who want to create or buy a business. It is intended also for students interested in building a career in Jewellery. Focussing on jewellery fabrication, this MBA addresses 3 key components of the Jewellery industry: “History – Market – Trades”.

This part-time programme fits perfectly into students professional life with courses taught 2 evenings a week and Saturday all day over a period of 6 months, followed by a 6-month work placement.

Its classes taught in English (25% of the programme) and its lecturers who are recognized experts in the Jewellery industry offer the programme a global perspective on this ecosystem

### Careers

The objective of the **MBA Jewellery Management - manufacturing specialisation** is to train students to be workshop directors/managers, heads of operations, production managers, entrepreneurs or workshop owners capable of preparing, organising and planning the activity of a workshop.

### Training content

This training can be completed in its entirety or by blocks. All blocks must be validated for the graduation.

## ✦ CORE CURRICULUM

### **BLOCK 1** 10 days

#### Understanding the Jewellery ecosystem

- Geopolitics and Jewellery market
- History of Jewellery and Jewellery brands
- Fabrication Processes / Value Chain
- Materials
- Safety and Security management
- Jewellery industry regulations & Corporate Social Responsibility

### **BLOCK 2** 10 days

#### Managing a Service/Department

- Team management: employee integration, team dynamics, skills development, conflict management
- Project management: organisation, indicators & change management
- Communication and information

### **BLOCK 3** 10 days

#### Running a business in the Jewellery industry

- Identify business creation / take-over opportunities: financial diagnosis, market studies, business plan, partners, legal aspects
- Structure a business take-over: negotiation, implementation of the business plan, legal aspects (HR), staff management



## ✦ SPECIALISATION

### **BLOCK 4** 20 days

#### Understanding Production processes and Value Chain management

- Product development strategy: specifications analysis, production costs calculation, planning methods, production times management, suppliers awareness.
- Production management: tracking indicators, quality indicators, production optimisation (lean manufacturing).
- Supply chain & Inventory management: trades, flows, supplies, inventory management methods.



### Entry requirements

Postgraduate level (Bac +4 / 5) in Engineering or Business / Undergraduate level (Bac +3) with a professional experience in the Jewellery industry or the professional domain

CEFR B2 English language proficiency level required

### Duration / Rhythm

Part-Time: Saturdays (9am- 6pm), Tuesday and Thursday evenings (6pm-9pm).

300 hours over 50 days, 6-month taught courses in HEJ and 6-month work placement

### Location

58, rue du Louvre 75002 Paris, FRANCE

### Fees

19 990 euros incl VAT



**MBA** |

**JEWELLERY MANAGEMENT  
DESIGN SPECIALISATION**





## RNCP Level 7 Approved Certification

✦ The Haute Ecole de Joaillerie Part-time MBA Jewellery Management is one-of-a-kind postgraduate training programme.

### Context and objectives

The **MBA Jewellery Management – design specialisation** is a unique programme designed by the Haute Ecole de Joaillerie in keeping with the Jewellery sector's professional needs.

It is aimed at professionals wishing to broaden their field of expertise or who want to create or buy a business. It is intended also for students interested in building a career in Jewellery. Focussing on jewellery creation, this MBA addresses 3 key components of the Jewellery industry: "History – Market – Trades".

This part-time programme fits perfectly into students professional life with courses taught 2 evenings a week and Saturday all day over a period of 6 months, followed by a 6-month work placement.

Its classes taught in English (25% of the programme) and its lecturers, who are recognized experts in the Jewellery industry, offer the programme a global perspective on this ecosystem.

### Careers

The objective of the **MBA Jewellery Management - design specialisation** is to prepare for management positions in the creative sectors of the jewellery industry: artistic director, collection director, creative studio director.

### Training content

This training can be completed in its entirety or by blocks. All blocks must be validated for the graduation

## ✦ CORE CURRICULUM

### **BLOCK 1** 10 days

#### Understanding the Jewellery ecosystem

- Geopolitics and Jewellery market
- History of Jewellery and Jewellery brands
- Fabrication Processes / Value Chain
- Materials
- Safety and Security management
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- Team management: employee integration, team dynamics, skills development, conflict management
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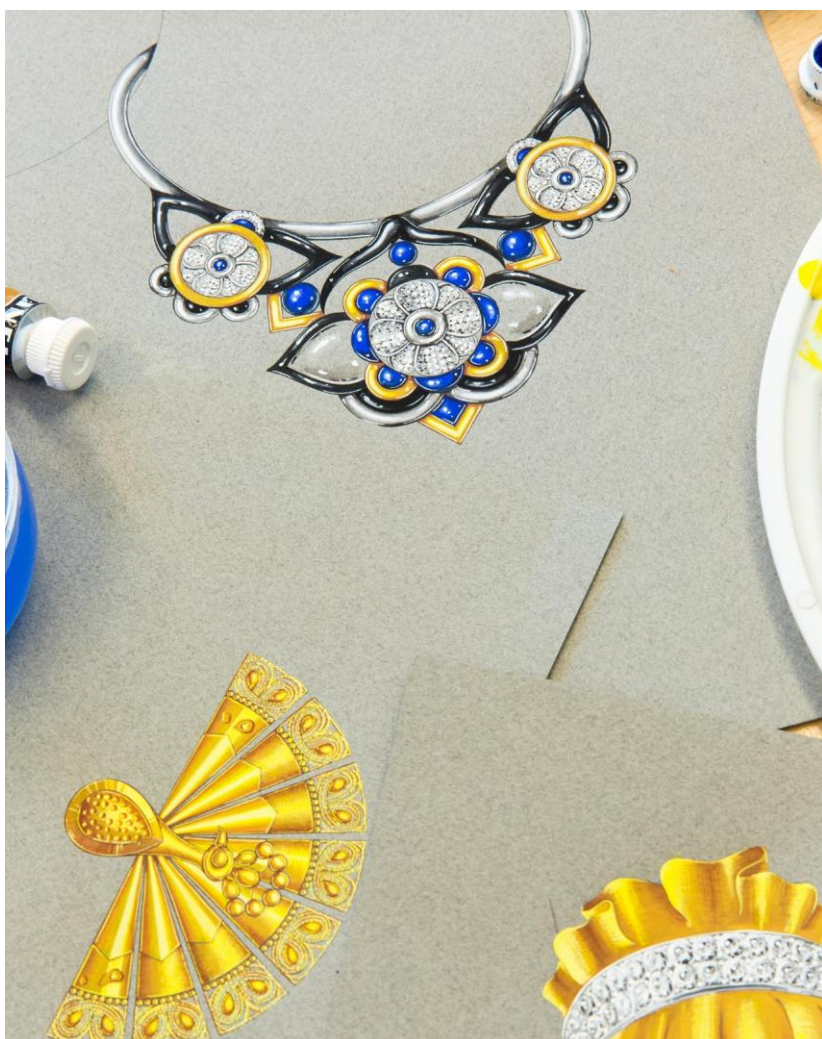
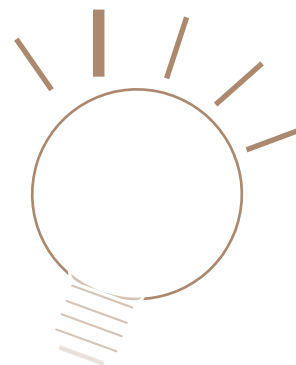


## ✦ SPECIALISATION

### **BLOCK 4** 20 days

#### Design and Create a collection

- Creation marketing: marketing strategy, marketing watch, new concepts development.
- Creation management: creative brief (concept / positioning), creative process and graphic presentation techniques, variations, snapshots.
- Promotion & commercialisation: communication strategy, sales arguments, story-telling.



#### Entry requirements

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# OUR LECTURERS





# The Jewellery Ecosystem



## Lecture

**Module 1**  
**Geopolitics and**  
**Jewellery market**  
**BLOCK 1**

## Corentin Quideau

Corentin Quideau has been working in the jewellery industry for more than 30 years. Hired by Cartier in 1980, he worked there for almost 20 years. He was one of the founders of Cartier Worldwide Jewellery Division in 1988, who reshaped the jewellery business model adopted by all since: thematic collections; diversification and segmentation of ranges; inclusion of horology in the luxury sector; integration within a same business unit of all the functions from marketing to distribution; recognition of brands historical heritage. In 1999, Corentin Quideau left Cartier to found CQC, a consulting company. Defining himself as a «brand therapist», he creates and develops strategies for fine jewellery brands such as Boucheron, Gucci, Messika, Star Diamond, Muzo.

He also works as a strategy consultant for institutional players in the jewellery industry.



## Lecture

**Module 2**  
**Jewellery history**  
**and sociology**  
**BLOCK 1**

## Michèle Heuzé

Michèle Heuzé is a jewellery historian and a gemmologist. She is also a scientific advisor for various exhibitions (Medusa, jewellery & taboos)

A graduate auctioneer and jewellery expert, she organises jewellery auctions and works on historical research.

Author, she has published several reference works. She is also a director of documentaries on the world of jewellery.

She has been teaching in different schools for over 20 years.



## Lecture

**Module 3**  
**Operational marketing**  
**BLOCK 1**

## Charles Chaussepied

MBA graduate, former CEO of Orest, one of the major French subcontracting jewellery workshops, Charles Chaussepied was PIAGET General manager for 13 years.

He is now an adviser and administrator for several companies in the luxury sector.



**Lecture**  
**Module 4**  
**Fabrication processes and tools**  
**(including ERP)**

## Thomas Lamy

Thomas Lamy is the founding President of NEO LOGIX, a specialised software publisher for the jewellery industry. The company has been collaborating for 15 years with numerous workshops and has launched the NEO-FUGU software aimed at manufacturers/ jewellers wishing to computerise the management of their jewellery production.

Thomas Lamy has been teaching Information Technology (Data Analysis/ Modelling, Databases, Web Projects, Networks) for more than a decade in universities.



**Lecture**  
**Module 5**  
**Safety and Security management**  
**BLOCK 1**  
**Module 12**  
**Production management**  
**BLOCK 2**  
**Module 13**  
**Supply chain and Inventory management**  
**BLOCK 2**

## Séverine Charnoud

Séverine Charnoud began her career as an Operations manager and then as a Continual Improvement manager

In 2011 she joined Charles Perroud, an industrial jewellery manufacturer, to become Quality, Safety and Environment manager where she designed and implemented the QSE policy. She also managed numerous Quality projects (certification/ continual improvement).

In 2018 Séverine Charnoud founded her consulting and training company to support companies in their efforts at improvement, with Quality tools and Lean Manufacturing.



## Laurence Chevillon

UBJOP Director

### Lecture

#### Module 7

Jewellery industry regulations & Corporate Social Responsibility

#### BLOCK 1



# Fabrication Development



## Philippe Scordia

Director of Christian Dior High Jewellery for over 20 years  
President of the « Prix National Jacques Lenfant » jury.

### Lecture

**Module 11**  
**Strategy and Product**  
**development**  
**BLOCK 2**

# Creation



## Julie El Ghouzzi

Julie El Ghouzzi holds an MBA from the IAE in Paris and is a postgraduate in Philosophy and in Art History (Sorbonne and University of Bologna). She has been Director of the "Centre du luxe et de la creation" for over 15 years. She has managed the "Cercle du luxe", the "Talents du luxe" and the "Sommet du luxe" with the ambition to create effective links between the Luxury players and Creation.

Her deep knowledge of the entire sector mechanisms establishes her as a specialist in the analysis, structuring/restructuring of luxury business models. She has been designing and building strategies to support brands and creators for fifteen years.

Julie El Ghouzzi is also a lecturer at Sciences Po, Paris

### Lecture

**Module 8**  
**Management and**  
**Marketing of creation**  
**BLOCK 2**



## Muriel Wormser

### Lecture

**Module 9**  
**Management of the**  
**Creative process**  
**BLOCK 2**

Muriel Wormser holds a master's degree from the Université Paris Dauphine (1985), a master's degree from the Institut Français de la Mode (1995) and an associate's degree from the Institut National de Gemmologie (2004). She has built her experience working in major international groups of the cosmetics, fashion and luxury goods industries (L'Oréal, LVMH, Dior watches and jewellery).

Since 2005, through her company MW-Marketing du Luxe, she advises Luxury groups on their brands and collections development projects more particularly in the watch and jewellery industry.

Her very operational approach consists in creating the link between brand and market to address her clients' image and business issues.

She also gives lectures on her domain of expertise in several MBA programmes in business and fashion schools.



## Patricia Macaigne

### Lecture

**Module 10**  
**Marketing and**  
**Commercialisation**  
**BLOCK 2**

Patricia Macaigne has over 18 years of experience in working with major Luxury Maisons: translation, writing, interpreting, press relations, publishing management, value chain training - from creation to sales techniques.

She founded her consulting and training company to offer her full expertise in Brand Communication: storytelling, history, inspirations and creations, business lines and retail.

# Managing a Service/Department



## Vincent Lhermite

Vincent Lhermite successively held in Cartier the positions of Continual Improvement manager, Industrialisation Project manager and Quality and Projects manager of the Paris jewellery workshop.

He has supervised professional and multidisciplinary teams. He has led many complex and high-stakes business projects.

### Lecture

**Module 14**  
**Project management**  
**BLOCK 3**

**Module 15**  
**Team management**  
**BLOCK 3**



## Nicole Bremond

Luxury industry marketing consultant.

Invited speaker for the "Bachelor in Product Design - Jewellery and Accessory" programme of the HEAD school Geneva

### Lecture

**Module 16**  
**Communication**  
**and information**  
**BLOCK 3**



# OUR RENOWNED CONTRIBUTORS



## **Philippe Léopold Metzger**

A Kellogg School of Management, Chicago and EDHEC graduate, Philippe Léopold Metzger joined Groupe Richemont in 1981 and worked for CARTIER before becoming in 1999, and until 2017, CEO of PIAGET.



## **Stanislas de Quercize**

Neoma Business school graduate & Law graduate, Stanislas de Quercize has had, since 1990, an extensive career within Groupe Richemont, becoming General Manager of Cartier in 1999, then President and CEO of Van Cleef & Arpels from 2005 until 2012 and CEO of Cartier until 2015. He sits on different Boards of Directors, and has founded SAVIH, an Investment Fund in Start-ups.



## **Tanguy de Bernède**

Tanguy de Bernède is the General Manager of Cartier Joaillerie International



## **Marie-Christine Grocq**

General Manager of Cartier Joaillerie International for 14 years,  
Marie-Christine Grocq manages 2 renowned jewellery workshops



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INFORMATION AND APPLICATIONS  
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