

Master of Luxury Management

27 nov 2017 – 31 dec 2018



INFORMATION

LUISS Master of Fashion and Luxury Management is a one year first level Master Degree Programme (60 ECTS). The curriculum is formed by 1500 hours (4 days per week, from 9am to 6pm), divided into core courses, specialised tracks, individual study, laboratories, and a final project work.

Luxury Management is one of the tracks of the LUISS Master of Fashion & Luxury Management. This track focuses on the possibility to connect the interest in Luxury – in all its expressions (Jewellery, Cars, Beauty, Fashion Accessories) – with a highly specialised educational path.

We aim at transforming the classrooms in meeting points between professionals of this industry and students.

With this Master students will:

- understand the operating mechanisms in the various Luxury segments and in the Luxury industry as a whole;
- comprehend corporate and business strategies;
- learn the modern key roles operating in the Luxury industry to develop competencies and skills to become a key figure ;
- manage the product portfolio and analyse distributional channels;
- become proficient with communication and image tools and techniques.

STRUCTURE

The curriculum is composed by core courses and specialised tracks.

CORE COURSES (General Management)

- Strategy
- Business Models
- Accounting and Performance Measurement
- Financial Management
- Branding
- Supporting Functions & Supporting Systems
- Talent Management & Organisation
- Digital Marketing

SPECIALISED COURSES

- Consumer Behavior in Luxury Industries
- CRM and Promotions
- Store Concept and Design
- Luxury Channel and Distribution Management
- Luxury Market and Key Players
- Operations e Supply Chain Management
- Marketing in Luxury Industries

Additionally, students will attend project activities and lectures.

FACULTY

Alberto Festa - Managing Director Vhernier

Antonella Padova - Senior Consultant - Organisation & HR

Barbara Sveva Magnanelli – LUISS Master of Fashion & Luxury Management Scientific Director

Cristiana Cucco - Global Media and Advertising Director - BULGARI

Donatella Paschina - Chief Information Officer di Ermenegildo Zegna Group

Fabrizio Penta - Retail Director - Moleskine

Gianluca Monteleone - Founding Partner Verto Leading Change

Gianluca Paladini - Responsible for the Tally Weijl Franchising in Southern Europe

Marco Casoni - CEO Dondup

Mariangela Bonatto – Central Customer Marketing Director Conde' Nast - Imagine srl

Massimo Paloni – General Manager- BULGARI

Matteo Rinaldi - Partner and Italian Country Manager for Garrison Group

Paolo Lauretta Human Resources - Director Fendi – Worldwide & HR Coordinator LVMH Group – Italy

Steven Trow - Director of Finance & Administration - HCP Italy at Hermès

Vincenzo Pujia - Spain and Portugal Country Managing Director - BULGARI

KEY FACTS

FORMAT

FULL TIME

LENGTH

12 MONTHS

LANGUAGE

ENGLISH

START

Nov 27, 2017

FEE

EUR 14,000

LUISS CREATIVE BUSINESS CENTER

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