

MASTER IN GLOBAL LUXURY GOODS & SERVICES MANAGEMENT

COURSE CURRICULUM

TERM 1 – MUMBAI

The first part of the program, held in Mumbai, introduces students to the world of Global Luxury Management through subjects like:

- Introduction to Luxury Sector
- Luxury Design Management
- Cultural Aspects in Luxury Management
- Marketing & Strategy
- Financial Management
- Quantitative Tools
- Organisation Behavior & Leadership
- Operations & Supply Chain
- Consumer Behavior towards Luxury
- Luxury in Emerging Markets
- Micro & Macro Economics
- Business Communication
- Business Negotiation

TERM 1 ALSO INCLUDES:

- Interactions with experts from Luxury Industries

TERM 2 – MILAN

In the second term of the program, students dive deep into the value creation process of luxury management through subjects like:

- Luxury Brand Creation and Management
- Brand Portfolio Management and Evaluation
- Innovation Management
- Luxury Operations Management
- Luxury Distribution
- Luxury Retail Management
- Quality in Luxury Services

TERM 2 ALSO INCLUDES dedicated study tours to meet business managers and companies in some of Europe's top luxury centres such as the Champagne Wine District, leather markets of Florence, top watch brands in Neuchatel, and luxury car companies in Stuttgart and Munich.

TERM 3 (MUMBAI OR MILAN)

- In the final term of the program, students undertake a live Project, putting into practice the topics they have learnt in class.
- This Project could be a report from an optional internship with a luxury brand, a business plan for a luxury start-up, market analysis or in-depth desk research on a specific luxury business or topic.