



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## IB/CM 310 - Luxury Business Insights

Prof. ANTONIO CATALANI

### COURSE DESCRIPTION

The course provides an exploration into luxury with a business perspective. After defining the context, we will share the golden rules to start-ups and nurture a business with a luxury positioning. We will also discuss about the more relevant challenges that the key players are facing nowadays to compete successfully in a global marketplace.

Course objectives can be synthesized as follows:

- to get acquainted with the concept of luxury in a business environment
- to define the context in which luxury companies are operating
- to understand the fundamentals of managing a luxury business
- to analyze the upcoming challenges

### COURSE CONTENTS

- Luxury Business Context
- Who is who in luxury business
- Fundamentals of managing a luxury business
- Start-up a luxury business
- Nurture and develop a luxury brand
- The digital revolution
- Sustainability in luxury business

### PREREQUISITES

The course is introductory on the fundamentals of luxury as a business. It does and does not require any previous knowledge of this discipline. A solid knowledge of management (not limited only to marketing) is mandatory to attend the course.

### METHOD OF TEACHING

Together with the traditional face to face lectures, the learning process is supported by stimulating and interactive teaching methods in class such as case discussions and guest speakers as well as field experiential learning, taking advantage of being based in a luxury fashion capital.



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## COURSE REQUIREMENTS

Students have to comply with the following requirements:

- a) regularly attend class sessions and actively contribute to in-class activities (discussions, assignments, ect.)
- b) to return an Individual take-home exam

## CREDITS

6 ECTS

## GRADING

Attendance and class participation	from 0 to 2 extra points
In class team press review	10 % of final grade
Learning Experience	40 % of final grade
Individual take-home exam	50 % of final grade

## COURSE READINGS AND MATERIALS

All the readings will be available on Blackboard.

## INSTRUCTOR BIO

Antonio Catalani

## E-MAIL ADDRESS

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