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Luxury Business Strategy

Prof. LUANA CARCANO, PROF. STEFANIA VITULLI

Area of study	Business
Area Code	IB / MG 340
Credits	6 ECTS
Date	June 8th - June 19th
Campus	Milan

Course description

The course provides an exploration into luxury with a business perspective. This course offers a unique blend of academic learning and cultural immersion, providing students with a holistic understanding of Europe's luxury business landscape. Through a combination of lectures, experiential learning, and cultural activities, students will gain a comprehensive understanding of the unique business practices, consumer

Main topics

- 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
- Sustainability in luxury business

The learning goals of the course are:

- Understand the business environment and market dynamics of Europe's luxury businesses.
- Analyze the impact of cultural factors on consumer behaviour and business practices in these industries.
- Develop practical business skills through hands-on projects and experiential learning activities.
- Enhance global mindset, cross-cultural communication and collaboration skills.
- Create business strategies that integrate local cultural insights with global business practices.

Prerequisites

None

Method of Teaching

- Lectures
- Class Activities
- Case studies
- Group Projects
- Experiential Learning
- Retail Safari

Course Requirements

- Students are expected to regularly attend online sessions and to actively take part in class debates and case discussions;
- Students are expected to be prepared on the assigned activities before the lectures;
- Students are expected to deliver individual and group assignments and present it to the class.

Grading

- Luxury Sustainability project (15%)
- Cross-Cultural Assignment (15%)
- Retail Safari Analysis (10%)
- Final Project (35%)
- Daily Class Activities - (25%)

Course readings and materials

All the readings and lecture's slides will be available on Blackboard.

Rules of conduct

Attendance: Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both Cattolica International Office (at international.advisor@unicatt.it) and the professor and provide a medical certificate.

Exam Date: The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

Instructors bio

Dr. Carcano obtained her Ph.D. in Economics, Marketing and Communications from the IULM University in Milan, her BA and MA (with honour) from Bocconi University in Milan (major in International Strategy) and her specialized master's in International Business from ESADE in Barcelona (Spain). She is the Academic Director, Undergraduate, Business Minor and the Faculty Advisor of the Merrill Family Global Campus Experience at Beedie School of Business in Canada. Her research areas and professional expertise are related to marketing, strategy, entrepreneurship, creativity, innovation, leadership, fashion, and design businesses. She has published highly appreciated books, refereed journal articles and contributed to edited volumes. She got books and teaching excellence awards.

Stefania Micaela Vitulli is a communication consultant and journalist. She is adjunct professor of Business Communication, Advertising Management and Corporate Communication at Università Cattolica del Sacro Cuore, Milan. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. Her research fields at the moment are sustainability, corporate



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reputation, CEO branding. She is the author of articles and academic papers on green communication and ecoluxury

@: Stefania.vitulli@unicatt.it

Schedule

Lecture 1: The Luxury and Fashion Business

Topics:

- Presentations
- Introduction to the course

Lecture 2: Consumer Behavior in Fashion and Luxury

Topics:

- Consumer behavior analysis of fashion shoppers.
- Retail Safari

Lecture 3: The experiential luxury (food and beverage, hospitality)

Topics:

- Overview of the food industry, including agriculture, production, and retail.

Lecture 4: Luxury and Arts

Topics:

- The intersection of fashion, food, and the arts
- Field visit

Lecture 5: Experience-Based Luxury Business

Topic: Fieldtrip

Lecture 6: Luxury Branding and Positioning

Topics:

- Brand Strategy
- Positioning

Lecture 7: Sustainability and Ethical Practices

Topics:

- Sustainability and Ethical Practices in Luxury

Lecture 8: Business Strategy: Building a successful differentiation strategy

Topics:



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- Business Strategy
- Differentiation Strategy in Luxury
- Field Visit

Lecture 9: Growth Strategy

Topics:

- Growth Strategy in Luxury

Lecture 10: Final Projects and Presentations

Topics:

- Group presentations