



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Luxury Business Insights

PROF. ANTONIO CATALANI

Area of study:	Fashion and Design
Area Code:	IB/CM310
Method of Instruction:	in-person and live-streaming (dual mode)
Participation:	synchronous/live and asynchronous

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 market place. 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 instruction

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 the 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

Prof. Antonio Catalani holds a degree in Engineering, University of Bologna, 1974, a Master in Aesthetic, International University of Art in Florence, 1976 and a Modern Masterpieces of World Literature Certificate, Harvard, 2021.

He is a Teaching Fellow responsible for the course Management of Design at Università Bocconi (Milan); he is Senior professor, Strategic and Entrepreneurial Management Department. Faculty member of MBA, EMBA, GEMBA, MAFED and MFB at SDA Bocconi (Milan).

He has also lectured for KIBS Kaliningrad, Lomonosov MSU Business School, Villanova University, Korea University Business School, Norwegian School of Economics, Athens university of economics and business - Indian Institute Of Planning and Management, Munich Business School.

He is a Contract professor responsible for the course management of Design and a Faculty member of MF&WC; M Sport; M B&W at Università IULM - Milan

As a consultant he collaborated with several companies.

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