



GLOBAL MASTER FOR LUXURY BUSINESS PROFESSIONALS

ONLINE + MILAO / PARIS / LONDRES

30 de setembro de 2024

inglês e italiano

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A POLIMI GSoM e o Istituto Marangoni se uniram para desenvolver um programa modular online de 12 meses, em tempo parcial. Os participantes explorarão uma variedade de tópicos como gestão, transformação digital, marketing, sustentabilidade, finanças e cadeia de suprimentos. Os participantes também terão a oportunidade de vivenciar 3 experiências internacionais com tutores de importantes players da indústria de luxo, como Cartier e Ferrari. As marcas de luxo têm sido muito lentas em incorporar estratégias digitais em seus modelos de negócios e cadeias de valor. Para gerar valor tanto para os clientes quanto para as partes interessadas, é crucial engajar-se em uma transformação digital que inclua estratégias de gestão bem-sucedidas e visionárias. É vital que os gestores de luxo estejam equipados com as habilidades certas para gerenciar uma marca tanto em uma economia em expansão quanto durante recessões. A estrutura acadêmica deste mestrado adota métodos de ensino avançados baseados em um modelo de aprendizado inteligente, envolvendo sessões ao vivo remotas, conteúdo que pode ser usado de forma assíncrona na plataforma digital e algumas aulas presenciais. O programa visa equipar os profissionais de luxo com as habilidades essenciais para gerenciar uma marca, com um foco aprofundado e integrado nos tópicos que conectam as áreas criativa e de negócios.

- Gerenciar uma marca de luxo em diferentes cenários, com foco em áreas estratégicas, gerenciais e sociais do varejo e da dinâmica da indústria de luxo.
- Desenvolver estratégias inovadoras que aproveitem a natureza dinâmica da indústria de luxo, para atender às necessidades atuais e futuras das partes interessadas.

- Transformar modelos de negócios e cadeias de valor do luxo por meio de uma compreensão profunda das complexas relações entre gestão da cadeia de suprimentos, inovação disruptiva, precificação, marketing experiencial e transformação digital.
- Adotar estratégias baseadas em dados para repensar as abordagens e estruturas em torno da criação de valor, luxo sustentável, liderança e gestão de desempenho.

Três semanas internacionais presenciais projetadas para integrar e aprimorar a experiência de aprendizado dos participantes. Esses programas de estudo permitem que os participantes vivenciem de perto o ambiente vibrante de três das principais capitais mundiais de luxo e moda: Milão, Paris e Londres. Através de uma combinação equilibrada de visitas in loco e aulas na escola, eles têm a oportunidade única de enriquecer ainda mais seus conhecimentos sobre práticas empresariais e abordagens estratégicas no setor de luxo, relacionadas a países específicos e seus mercados. Para atender a todas as necessidades, os participantes também poderão acompanhar os seminários remotamente.

Semana em Milão • 4 nov 2024 – 8 nov 2024

Esta semana oferece uma experiência imersiva, com foco no significado internacional do luxo, tanto da perspectiva da marca quanto do consumidor. Este programa de estudo sobre o luxo proporciona uma visão aprofundada do DNA do luxo italiano e do valor do artesanato tradicional.

Semana em Paris • 7 abr 2025 – 11 abr 2025

A semana em Paris dá aos participantes a oportunidade de aprender mais sobre o valor em evolução das marcas de luxo, com foco específico na alta-costura, além de explorar a realidade dos grandes conglomerados de luxo.

Semana em Londres • 19 mai 2025 – 23 mai 2025

Durante a semana em Londres, os participantes exploram o ambiente dinâmico da nova indústria de luxo, moldada pela inovação disruptiva, bem como pela sustentabilidade. Eles terão uma visão mais detalhada sobre temas e práticas relacionadas ao luxo responsável e os desafios futuros da indústria.

FOCO DE APRENDIZAGEM

Áreas de Estudo:

- Gestão: Estratégias para gerenciar uma marca de luxo em diferentes cenários.
- Transformação Digital: Adaptação e implementação de estratégias digitais no modelo de negócios e na cadeia de valor.
- Marketing: Desenvolvimento de estratégias inovadoras e marketing experiencial.
- Sustentabilidade: Criação de valor sustentável e gestão responsável.
- Finanças: Compreensão das complexidades financeiras no setor de luxo.
- Cadeia de Suprimentos: Gerenciamento da cadeia de suprimentos e inovação disruptiva.

Experiências Internacionais

Os participantes terão a oportunidade de vivenciar três experiências internacionais com tutores de marcas de luxo como Cartier e Ferrari.

Metodologia Acadêmica

- Métodos Avançados de Ensino: Sessões ao vivo remotas, conteúdo assíncrono na plataforma digital e aprendizado presencial.
- Objetivo: Equipar profissionais de luxo com habilidades essenciais para a gestão de marcas, com foco integrado nas áreas criativa e de negócios.

Competências Desenvolvidas

- Gestão Estratégica: Implementar estratégias para diferentes cenários no setor de luxo.
- Inovação e Transformação: Adaptar modelos de negócios e cadeias de valor com inovação disruptiva.
- Estratégias Baseadas em Dados: Utilizar dados para criar valor, liderar e gerenciar o desempenho.

Cursos Principais

- Estratégia
- Finanças Corporativas
- Contabilidade Financeira
- Gestão de Projetos
- Gestão da Inovação

O significado internacional do luxo

- Introdução ao setor de luxo
- Luxo europeu contemporâneo
- O novo luxo americano
- Mercados emergentes

Evolução do valor no luxo

- Gestão de design e desenvolvimento de coleções
- Gestão da cadeia de suprimentos e operações
- Marketing e gestão de marcas

Disrupção na indústria do novo luxo

- Tecnologia - A experiência digital do luxo
- Consumidores - O novo significado da inovação para o luxo
- ESG - Luxo responsável

Estudo de campo para a experiência de luxo

- Itália: DNA do luxo, Herança de Artesanato
- França: Branding, conglomerados, alta-costura e provocação
- Reino Unido: Tecnologia, inovação para o luxo, luxo responsável

Trabalho final de projeto

Durante a segunda metade do Mestrado, os participantes devem realizar um Trabalho de Projeto, que será discutido ao final do curso. O objetivo do Trabalho de Projeto é desenvolver um projeto de consultoria com o apoio do corpo docente. Trabalhando em estreita colaboração com professores e pesquisadores, os participantes do programa terão a oportunidade de aplicar as ferramentas e métodos aprendidos durante o Mestrado para enfrentar questões de interesse para a indústria e construir relacionamentos valiosos para suas carreiras profissionais.

ABOUT ISTITUTO MARANGONI

Founded in Milano in 1935 by Giulio Marangoni, Istituto Marangoni is internationally recognised as one of the leading players offering higher education in the fields of fashion, design and art. For more than eight decades, it has witnessed the flourishing of Italian fashion and the birth of ready-to-wear, accompanying their development and educating young fashion talent. While staying true to its distinctive identity and educational method, with the international expansion of Italian fashion, Istituto Marangoni has reconciled business dynamism with academic culture by opening new schools in Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami for a constantly expanding network that welcomes over 4,500 students hailing from more than 100 countries every year.

PROGRAMME INFORMATION

STUDY LOCATIONS

3 international weeks designed to integrate and enhance students' learning experience. These study tours allow participants to experience first-hand the vibrant environment of 3 of the main world capitals of luxury and fashion: Milan, Paris and London. Through a well-balanced mix of onsite visits and in-School classes, they get the unique opportunity to further enrich their knowledge of business practices and strategic approaches in Luxury - all linked to specific countries and their markets. These 3 weeks are designed to give participants a good grasp of the reality and environment of each city, and experience how luxury businesses are managed, also through Masterclasses and lectures by local professionals.

Istituto Marangoni Milano

Italian heritage meets contemporary fashion.

Studying fashion at Istituto Marangoni Milano is an immersive journey through the heritage of Istituto Marangoni's very first school, surrounded by Italian contemporary fashion. Students will engage with the 'Made-in-Italy' culture and the latest fashion trends, inspired by experimental design and research, combined with traditional Italian craftsmanship and a forward-thinking attitude towards both design and business.

The distinctive approach to research and experimentation is also part of the Milano Design School DNA – in the forms of a modern aesthetic perspective and cross-pollination with fashion and luxury. Design culture is closely linked with the city's design district and its community of creative designers, uniquely pairing cutting-edge design with new technologies and an eye for business.

Istituto Marangoni London

Radical creativity merging with responsible luxury. London embodies business excellence, creativity, and innovative thinking, all of which attract a uniquely driven and pioneering elite. Participants at the London School therefore find their own creative voice in this cosmopolitan trend capital, defining their counterculture creativity in luxury. In each programme, the curriculum places an emphasis on avant-garde ethics, design research and business innovation, exploring experimental silhouettes and contemporary streetstyle. In London, the future is on display, to stand out and make a difference. Beauty also comes from the inside, from how and why things are made, from responsible design and business innovation. In other words, how well they incorporate the cardinal concept of the current times: sustainability..

Istituto Marangoni Paris

The essence of luxury in an exclusive atelier. Paris, the luxury hub for fashion, couture and culture, is also home to some of the most important fashion businesses, and that is because the fashion houses in this city are nothing short of forward-looking. That same progressive attitude is baked into the DNA of the Paris School, where participants will not only learn about the elegance and savoir-faire so closely associated with French fashion and luxury, but also about the fashion branding and business management that have made those businesses the powerhouses they are today. Also, inextricably linked to Paris is the school's emphasis on teaching the haute-couture sartorial approach of ateliers, passing along those skills to the future creators of high contemporary luxury. Students in Paris will enjoy a unique fashion experience and what begins here goes on to have global significance - that's just a fait accompli of fashion.

ACADEMIC ACHIEVEMENT

Master's Degree

This 12-month modular programme awards participants with a **Master's Degree** issued by **Politecnico di Milano** - Graduate School of Management granting 60 ECTS credits to students who successfully complete all modules and an **Istituto Marangoni Diploma**.

CONTENTS' OVERVIEW

Curriculum

The luxury market has undergone a fundamental transformation in response to the changing dynamics of the global retail environment, digital transformation, and an ever-changing economic sentiment. Experimental retail has disrupted traditional luxury business models, and raising serious questions about retailment, E-Commerce, the future of physical stores, and the right balance of digital and physical in the fashion industry. Luxury brands have been consistently revisiting their supply chain strategies acknowledging that consumer journeys are becoming longer, fashion buying cycles shorter, and that social responsibility / sustainability are now key factors for a brand's success. Luxury brands have been very slow in imbedding digital strategies into their business models and value chains. To generate value for both customers and stakeholders, however, it is pivotal to engage in a digital transformation that includes successful and visionary management strategies. It is vital that luxury managers are equipped with the right skills to manage a brand in a booming economy and during downturns. This exclusive course is targeted at Professionals that are not yet working within the luxury sector and are interested in starting their way for a career in this industry - as well as at those who are already employed within luxury Brands (for example in creative areas), and wish to update or revolutionize their professional pathway by challenging themselves in more management-oriented roles

Final Project (Dissertation)

During the second half of the Master, participants are required to carry out a Project Work, which will be discussed at the end of the course. The objective of the Project Work is to develop a consultancy project with the support of the Faculty. Working closely with professors and researchers, participants in the programme will have the opportunity to apply the tools and methods learned during the Master to tackle issues of interest for the industry and build valuable relationships for their professional careers.

INDUSTRY PARTNERSHIPS

The Global Master for Luxury Business Professionals will provide participants the exclusive opportunity to liaise and work along with some of the most relevant and recognized Companies operating in the Luxury industry. The Sponsorship provided by partner Brands will take many forms and will provide participants with both professional and academic advantages, such as:

- Partner Companies will be closely involved in the academic development for this Master programme, and in the definition of contents of the course modules, acting as didactic advisors;
- They will collaborate in designing specific project briefs aimed at Students - as referents of a specific market; they will also be directly involved in launching these briefs to participants, challenging them with a dedicated project Work;
- An amazing opportunity to network among the professionals participating in the course to consolidate their career paths and build new work relationships;
- Opportunities to participate to dedicated Company Visits;
- External testimonies that will intervene during specific training modules to deepen themes and topics covered by professors: stimulating Masterclasses and Workshops will be delivered by professionals operating at top-management level within these organizations.

CAREER SERVICES & INTERNATIONAL COMMUNITY

Career Workshops & Labs

Career Planning & Strategy seminars aimed at developing the abilities and soft skills necessary for successfully facing the current world of work.

Networking Events

Participation in events such as Round Tables and Industry Talks organized by both POLIMI Graduate School of Management and Istituto Marangoni, which are structured to increase the opportunities for knowledge of the job market and to facilitate business networking at 360°.

Industry Network

Participants will have access to the global Network of both Institutions made by over 4,500 leading brands and companies around the world, providing students and alumni a vast array of opportunities for interaction, including projects, interviews and valuable exchanges.

Digital Tools

To gather information about the job market trends, top employers at a global level, countryspecific career guides and other career resources, students can benefit from the free access to global network of Career Websites such as GoingGlobal, JobTeaser, Firsthand and HigherEd.

Flexa

Is the innovative digital personalised learning platform, developed by POLIMI GSoM with Microsoft's Artificial Intelligence tool, dedicated to students, alumni and professionals from the business world to identify a training course tailored to its users, prioritising the most useful content for bridging their skills gaps and achieving their professional goals.

Alumni Community

Participants will also have access to the ALUMNI COMMUNITY of both Institutions: an international, multicultural Community of over 15,000 Alumni for POLIMI GSoM and 40,000 Istituto Marangoni students and alumni who share the values and skills learned while studying at Istituto Marangoni. By joining I'M Alumni Community participants can stay in touch with the School and with their former classmates, take part in exclusive events, seminars and conferences, find new job opportunities and enhance their social and professional network.

ADMISSIONS

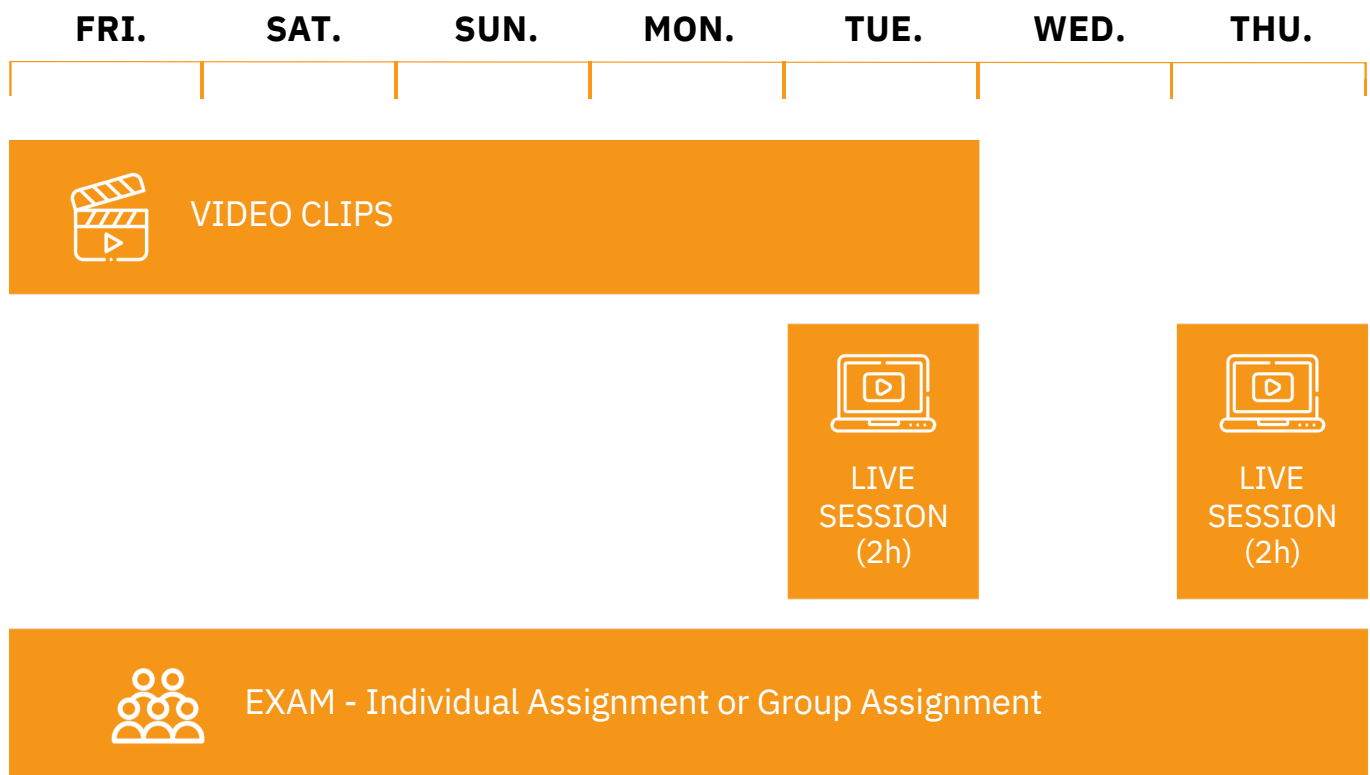
Admission to the Global Master for Luxury Business Professionals takes place on a rolling basis. The admission requirements are working experience in the luxury field or a strong motivation in starting this career path, to be assessed in the selection process, and a Bachelor's Degree in any discipline. Enrolment is once a year with the program beginning in September. Applicants will be invited to an online video interview.

How to Apply

- Application form (<https://apply.gsom.polimi.it/signup>)
- Application fee (€ 100)
- CV or resume in English
- University degrees and transcripts
- Motivational letter
- Reference letter/s (not mandatory)
- Copy of valid passport
- Digital passport-sized picture

STUDY PLAN

The Global Master's for Luxury Business Professionals is a 12-month part-time programme, starting in September. The academic structure of this master adopts advanced teaching methods based on a smart-learning model involving remote live sessions, content that can be used asynchronously on the digital platform and some face-to-face learning.



Teaching activities are organised as follows:

- > **3 FULL WEEKS:** in Italy (Milan), France (Paris), UK (London). These International weeks are spread throughout the duration of the master.
- > **DIGITAL LEARNING:** both in synchronous mode with live sessions and in asynchronous mode (viewing of clips and recording of live sessions for absent students).

It will be possible to choose whether to join the international weeks online (if the activity can be streamed) or in person (if permitted) without any limitation, in order to manage your time in the most efficient and serene way.