



MBA IN DIGITAL TRANSFORMATION AND LEADERSHIP FOR FASHION

LONDRES

01 de outubro de 2024

inglês

27 de janeiro de 2025

29 de setembro de 2025

DIGITAL TRANSFORMATION AND LEADERSHIP FOR FASHION

O MBA em Transformação Digital e Liderança para a Moda será o primeiro programa desse tipo liderado pelo Istituto Marangoni, Londres, e permitirá aos alunos iniciar sua aprendizagem contínua influenciada pelos desafios globais em tecnologia, estratégias e liderança no contexto da transformação digital para negócios de moda. Queremos que nossos alunos sejam capazes de antecipar o pensamento futuro em um mundo de moda digital e orientado por dados, criando valor dentro das práticas comerciais de moda. Isso será feito por meio de disruptura e inovação, estratégias digitais, modelos de negócios digitais, identificação de novos métodos para cadeias de suprimento, bens e serviços, espaços de varejo, pensamento de design e, o mais importante, desenvolvendo habilidades de liderança e discernimento gerencial para apoiar a transformação dos negócios. Este é um MBA de 12 meses que será o primeiro para o Istituto Marangoni, e o campus de Londres oferecerá este programa. O programa começa permitindo que os alunos, no primeiro trimestre, entendam como os modelos e estruturas de negócios digitais funcionam e são possibilitados por meio de disruptura e inovação, além de compreender a tecnologia que suporta as soluções empresariais para a transformação digital. As habilidades adquiridas no segundo trimestre se concentrarão em como os dados apoiam a transformação digital e como os processos operacionais e cadeias de suprimento podem aumentar o valor para os negócios de moda, capitalizando operações digitais eficientes, conformidade e gestão de riscos. No terceiro trimestre, os alunos serão capazes de conduzir soluções e avançar para a liderança na era digital, supervisionando a transformação digital, o que lhes permitirá implementar a transformação digital e estratégias para os negócios de moda. Isso aprimorará e apoiará os alunos para o seu último trimestre, quando trabalharão em um projeto de consultoria com uma marca/organização

de sua escolha ou alinhada com o IML para aplicar uma solução para eles. As estruturas e unidades do programa podem mudar como parte de nossos processos de aprimoramento e revisão curricular. Se uma determinada unidade for importante para você, por favor, discuta com o Líder do Programa.

FOCO DE APRENDIZAGEM

- Transformação Digital para Negócios de Moda
- Modelos de Negócios Digitais
- Tecnologias Inteligentes e Análise de Dados e Desempenho Empresarial
- Gestão Estratégica e Criação de Valor na Moda
- Gestão de Recursos Digitais e Operações
- Humanismo Digital na Moda
- Gestão de Riscos e Conformidade Digital
- Gestão da Cadeia de Suprimentos Inteligente na Moda
- Liderança Cultural Digital dentro dos Negócios de Moda
- Desenvolvimento de Líderes Digitais

POSSÍVEIS CARREIRAS

- Analista Digital (Insights e Análises)
- Analistas de Transformação Digital
- Líder/Gerente de Transformação Digital
- Gerente de Análise de Performance CRM
- Associados de Estratégia Digital
- Analista de Inteligência Empresarial
- Diretores de Transformação
- Consultor Empresarial
- Gerente de Transformação Empresarial
- Analista de Negócios no Varejo
- Especialistas em Cadeia de Suprimentos Digital
- Gerente de Mudança na Transformação

ABOUT ISTITUTO MARANGONI

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion and luxury professionals. During this time, we have built outstanding international networks within the fashion, design & luxury industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals. Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, Parisian traditional craft, luxury and cultural scenes and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape.

PROGRAMME INFORMATION

STUDY PLAN

The MBA Digital Transformation and Leadership for Fashion is taught over 4 Terms in 12 months. You have the option of an October start or a February start. All units are core units at 20 credits each until the final term whereby the Consultancy Project unit is 60 credits.

Term 1 consists of 2 x 20 credit units which are taught over 8 weeks and then there are 3 weeks of study and assessment to enable you to prepare for your summative assessment point following the taught components. Skills learned in term 1 are introductory and are about enabling you to understand digital business models and frameworks to understand the technology alongside the business solutions for digital transformation.

Term 2 is more in depth incrementally you will gain more knowledge and skills with core frameworks being taught. Again, consisting of 2 x 20 credit units which are taught over 8 weeks and 3 weeks of study and assessment. Skills learned in term 2 will be harnessing how data supports digital transformation and the operational processes can increase value.

Term 3 again 2 x 20 credit units taught over 8 weeks and 3 weeks study and assessment. This term is regarding accumulating knowledge and enabling you to be reflective and start deep level learning to drive solutions and to progress to leadership in the digital age overseeing digital transformation which will enable you to implement digital transformation and Strategy for fashion business.

By term 4 you will be working on a consultancy-based project which is a total of 60 credits and over 12 weeks. You will be allocated 6 hours of supervision, and you will also have at least 4 hours of Business lecture series to support and enhance your career and networking professional practice. You will undertake research and analysis and produce a rigorous report setting out research, analysis and recommendations which cover a strategic digital business or management issue in any Fashion Business organisation.

Teaching will be timetabled: Monday – Friday. 08.30-20.00 (10 hours per week)
Lesson duration: 2.5 hours

Class times: Monday – Friday. 08.30-20.00
Lesson duration: 2.5 hours

Assessment periods:

October intake

Term 1: December
Term 2: March
Term 3: June
Term 4 – October Consultancy Project

February intake:

Term 1: April
Term 2: July
Term 3: October
Term 4 – February Consultancy Project

Units

Your course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your Masters degree. One credit equates to 10 notional hours, which is the average time a student takes to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6. On postgraduate degree courses provided by Istituto Marangoni London, you are

expected to study 180 credits per level 7 with no more than 80 credits per term.

| TERM 1 | TERM 2 | TERM 3 | TERM 4 |
|--|---|--|-----------------------------------|
| Digital Business Models for Fashion 20 Credits Digital Business Models Disruption & Innovation | Business Analytics and Data Strategies for Fashion 20 Credits Data Analytics and Business performance Managing Digital Operations and Resources | Digital Leadership and Impact 20 Credits Leading Digital Culture & Change Management Developing Digital Leaders: Mindsets, Skills, and Ethics | Consultancy project 60 credits |
| Digital Technologies and Strategies for Fashion 20 Credits Fashion Business Technologies Digital Strategic Management For Fashion | Managing Risk, Compliance & Smart Supply Chains 20 Credits Risk Management and Compliance in Fashion Smart Supply Chain Management for Fashion | Digital Transformation and Value Chains for Fashion 20 Credits Digital Transformation for Fashion Digital Value Chains | |

CONTENTS' OVERVIEW

Curriculum

The MBA in Digital Transformation and Leadership for Fashion is a unique programme led by Istituto Marangoni, London, which specifically enables students to start their lifelong learning influenced by global challenges in technology, strategies and leadership surrounding digital transformation for fashion business. We want our students to be able to anticipate future thinking in a data driven and digital fashion business world, creating value within commercial fashion practice. This will be through disruption and innovation, digital strategies, digital business models identifying new methods of supply chains, goods and services, retail space, design thinking and importantly the leadership and management to support the transformation of business.

The programme is a 12-month Master in Business Administration which will be the first for Istituto Marangoni and the London campus will deliver this programme over 4 terms. The MBA will sit under the Masters Provision in Fashion Business suite and will be looked after by the Programme Leader of Postgraduate Fashion Business and Luxury. The programme begins with enabling the students in term one to understand how digital business models and frameworks are enabled through disruption and Innovation alongside understanding the technology which supports the business solutions for digital transformation.

Skills learned in term 2 will focus on harnessing how data supports digital transformation and how the operational processes can increase value for fashion business. By term 3 students will be able to drive solutions and progress to leadership in the digital age overseeing digital transformation, which will enable them to implement new strategies for fashion business. This will reinforce learning and support students for their final term when they work on a consultancy project with a leading Brand/Organisation of their choice or aligned with Istituto Marangoni, London to apply a digital solution for them.

The Programme Leader may request an interview (in person or online) in order to assess passion, motivation, commitment, and aspiration of the prospective student. Your previous area of education or sector is not prerequisite, and we encourage those from science, technical, social science related backgrounds. Portfolio is not required. Istituto Marangoni London works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school for all postgraduate students

Programme-Specific Learning Outcomes

- Specialist theoretical, practical, and methodological approaches, to digital transformation for fashion business
- Advanced principles, concepts, theoretical frameworks within digital transformation to critically develop systematic responses to suggest new solutions
- Advanced problem-solving strategies, methods, and techniques to critically evaluate problems, using specialist information and data to support fashion business
- Analysis and synthesis of advanced data and metrics to formulate and develop innovative proposals to address strategic issues and opportunities in fashion business

- Critical analysis and evaluation of methodologies developing effective and advanced concepts which support conclusions and recommendations within a fashion business context
- Communication of advanced information, using criteria developed within digital transformation for specialist audiences in a fashion business context
- Advanced interpersonal, team and networking skills to strategically enhance team performance and contribute to specialist professional communities within your sector
- Design and development of advanced strategic projects to enhance own learning, work, and practice within digital transformation for Fashion Business
- Take responsibility for leading the systematic and critical evaluation of own and others' capabilities, performance, and development, applying strategic management approaches to digital transformation for fashion business including awareness of ethical and professional values and codes of conduct
- Transferable skills that will prepare you for working in the industry, further academic research or taking on consultancy roles

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services department:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the School.

Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.

SEN support: it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises a Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.

Coaching and Mentoring service: it offers 1-2-1 appointments with a professional coach / mentor. The service provides advice, guidance, and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.

Counselling service: the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

ADMISSIONS INFORMATION

Application Form

- 2 reference letters, 1 academic reference only in case of progression from IM (UG)
- Curriculum Vitae
- Copy of recognized UK Bachelor's Degree with normally 2:1 or equivalent qualification and transcript.
- Two years of relevant practical or work experience in a related field
- I/GCSE with 4/C in English. Applicants are required to provide proof of their English language ability. The English test score should be at least B2 on the CEFR level (e.g., IELTS Academic 6.5 overall, no less than 5.5 for each element)

All prospective students may have access to these Programmes without the right academic background if they have proven relevant two year's work experience. The Programme Leaders may request an interview (in person or online) in order to assess passion, motivation, commitment, and aspiration of the prospective student.