

Management Made in Italy

Food, Luxury, Fashion and Design



Management “Made in Italy”: Food, Luxury, Fashion and Design

Location: Rome, Florence, Milan, Maranello, Parma

Duration: One/Two/Three weeks

Dates: July 8-26, 2019

Course leader: Prof. Michele Costabile

Faculty Board: prof. Michele Costabile, prof. Marco F. Mazzù, prof. Rumen Pozharliev

Academic Coordinator: prof. Rumen Pozharliev

Contact hours: 60 (including lectures/presentations from experts/company visits, student presentations and exams)

Credits: 8 ECTS

General course information: The program adopts a cross-industry approach, analyzing operating and innovation strategies performed by leading Italian companies in different industries: fashion, design, automotive, luxury boating, hi-tech, food, and beverages. This course focuses on the latest business strategies of luxury niche players and global players in industries where creativity, innovation and exclusiveness are the key ingredients for success.

Course objectives: Students will understand the fundamental business models, marketing and innovation strategies; apply the acquired knowledge to business cases and through interaction with business leaders and entrepreneurs; learn how successful Italian companies adapt, reshape and apply marketing strategies and business models.

Learning resources: Short and intense conventional lectures will alternate with case studies, group work sessions, company visits, interaction with business executives and prominent academics and entrepreneurs.

Course leader: Michele Costabile – Professor of Management and Marketing at LUISS, where he is also Director of the Master of Science in Marketing and member of the board of directors at LUISS. He is author and co-author of many books and papers published in Italy and abroad on Journal of Marketing Research, Journal of Consumer Research, Journal of Business Research, Journal of Service Research. Michele Costabile has been advisor for many mid-sized Italian companies and big global corporations.

Monday, Day 1

Morning: 09:00 - 9:30 - *Introduction to the Course*

Morning: 09:30 – 12:30 – *Warm-up session on “Doing Business in Italy”*

Afternoon: Rome – guided tour

Tuesday, Day 2

Morning: 09:00 – 12:00 – *Fundamentals of “Made in Italy”*

Afternoon: 15:00 – 18:00 – *Food evolution strategy in the tech innovation era: The food-tech fundamental*

Afternoon 18:00-19:00 - Exam

Afternoon: 19:00 – Onward – *Eating Italian Food, Living the Italian Way: Eataly, (Rome)*

- Company presentation (Dott. Andrea Casalini – CEO, Eataly)
- Visit Eataly, Rome
- Dinner

Wednesday, Day 3

Morning: 07:30 - 10:00 – Travel to Florence

Morning: 10:00 – 13:00 – *Vintners in The Arts: Antinori Winery, Bargino (Florence)*

- Company presentation (Dott. Enrico Chiavacci – Marketing Director, Marchesi Antinori)
- Visit the wine cellar and wine tasting

Afternoon: 15:00 - 18:00 – Travel to Parma

- Hotel - Check-in
- Free time

Thursday, Day 4

Morning: 10:00 - 13:00 – *The Art of Making the Best Prosciutto: Consorzio del Culatello di Zibello, (Parma)*

- Company presentation (Dott. Massimo Spigaroli – Chef, President Culatello di Zibello)
- Visit the prosciutto cellar
- Food and wine tasting

Afternoon: 15:00 - 17:30 – Travel to Rome

Friday, Day 5 –

Awards ceremony and Free time

Week 2: Italian Luxury Industry (Ferrari, Luxury Mega Yachts)

Monday, Day 1

Morning: 09:00 - 9:30 - *Introduction to the Course*

Morning: 09:30 – 13:30 – *Warm-up session on “Doing Business in Italy”*

Afternoon: 14.30 - 17:30 – *Branding “Made in Italy”*

Evening: 18.00 - 19:00 – Welcome cocktail (LUISS Campus)

Tuesday, Day 2

Morning: 09:00 - 12:00 - *Luxury Hi-touch/Hi-Tech “Made in Italy”*

Afternoon: 14:00 - 17:00 - *Case study on Luxury Hi-Tech “Made in Italy”*

- Benchmarking Brand activities of top Yacht Luxury players

Wednesday Day 3

Morning: 07:30 -10:00 – Travel to Bologna

Morning: 10:00 – 13:00 – *The Ultimate Luxury Sports Car: Ferrari Museum, Maranello (Bologna)*

- Company presentation (Dott. Stefano Lai – Head of Communication, Ferrari)
- Ferrari Museum – Guided tour

Afternoon: 15:00-17:30 – Travel to Livorno

- Hotel - Check-in

Thursday, Day 4

Morning: 09:00 - 13:00 – *Luxury Yachts: Benetti & Azimut, (Livorno)*

- Company presentation (Lucia Bellini – Head of Marketing, Benetti & Azimut)
- Visit the Shipyard

Afternoon: 15:00-17:30 – Travel to Rome

Friday Day 5

Free time

Week 3: Fashion & Furniture Design “Made in Italy”

Monday, Day 1

Morning: 09:00 - 13:00 – *Inside “Made in Italy”: Roots, Future, and Sustainability*

Afternoon: 14:00 - 17:00 – *Luxury & Fashion Management Fundamentals: The Italian*

Tuesday, Day 2

Morning: 09:00 - 12:00 – *Innovation Management and Design*

Afternoon: 14:00 - 17:30 – *Value Creation and Excellence: Bulgari (Rome)*

- Company presentation
- The art of making luxury jewelry

Afternoon: 17:00-18:00 - Exam

Wednesday Day 3

Morning: 08:00 - 10:00 – Travel to Florence

Morning: 10:00 – 13:30 – *Luxury, Craftsmanship, Timeless Creativity, and Style: Fendi, (Florence)*

- Company presentation (Dott. Francesco Pellerano – Industrial Director, Fendi)
- Visit the product development and internal production processes

Afternoon: 15:00 - 17:30 – Travel to Milan

- Hotel - Check-in

Thursday, Day 4

Morning: 10:00 - 13:00 – *The Art of Shaping: Giorgetti, Meda (Milan)*

- Company presentation: Furniture Design Management (Dott. Fausto Citterio – General Manager, Giorgetti, Meda)
- Visit the production facility and the company showroom

Afternoon: 15:00-18:00 – Travel to Rome

Friday, day 5

Awards ceremony and Free time