

SDA **Bocconi**

ASIA CENTER



ADD LUXURY TO YOUR CAREER

EXECUTIVE PROGRAM IN LUXURY **EPL**

NOVEMBER 29 - DECEMBER 1, 2019

EPL

EXECUTIVE PROGRAM IN LUXURY

Based on the successful EMiLUX (Executive Master in Luxury Management) program, developed in partnership between SDA Bocconi, Italy and ESSEC School of Management, this program is aimed at providing to managers and entrepreneurs working in the Indian Retail, Fashion and Luxury sectors the fundamental know how and insights to understand the dramatic changes brought by digital transformation, new consumers trends and globalization.

This compact program, designed and taught by professors from SDA Bocconi School of Management, Italy, who have supported and trained many Italian worldwide luxury, fashion and design brands, is a fundamental milestone for those who want to learn.

This program offers a unique opportunity to empower your career in luxury business and provides a comprehensive framework of the luxury value chain with a specific focus on how to design and implement a new strategy and build a strong brand with a knowledge about omni channel.

The program will help participants who want to learn international trends, boost their skills and self-confidence, grow rapidly toward becoming more significant contributors in their companies, may create their own companies as well as know about the drivers beyond success in this industry.

After successful completion of the the program the candidates will receive a certificate from SDA Bocconi, Italy.



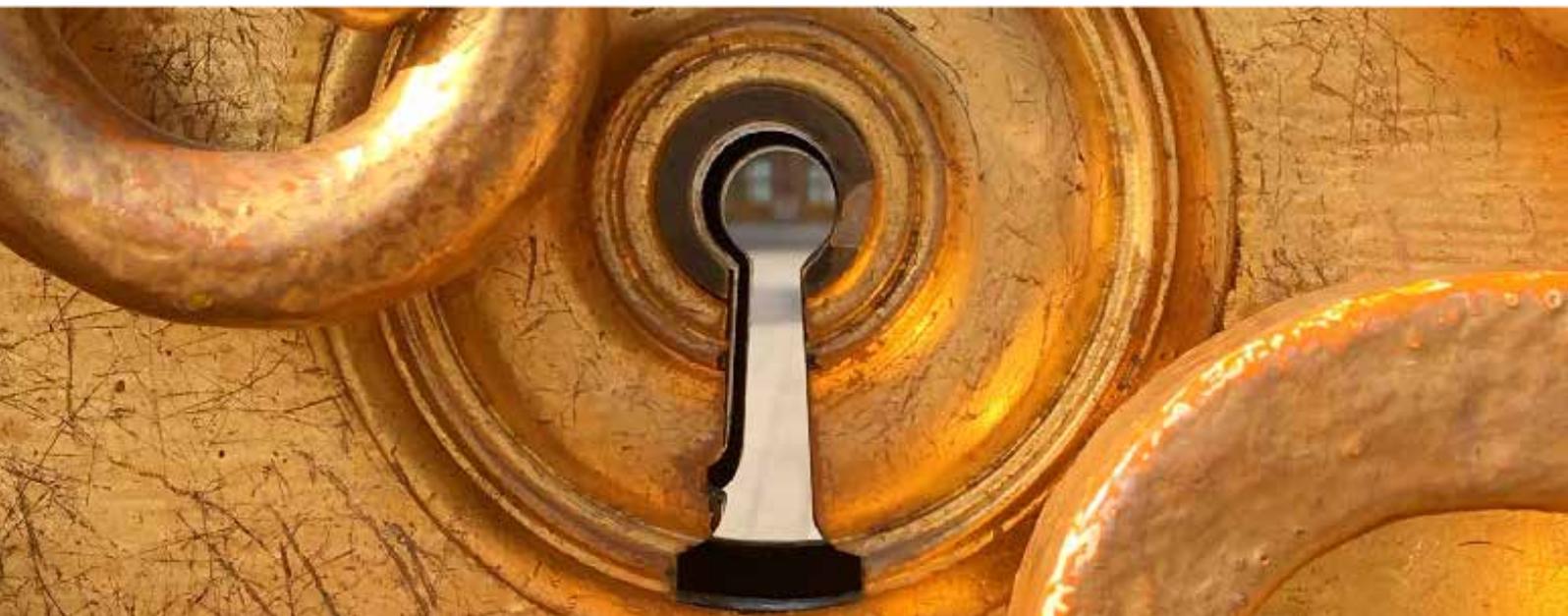
LEARNING GOALS

- The trends in the International Luxury industries
- How to navigate the change and seize business opportunities
- How to build a successful brand and improve the “go to market” strategies with a design thinking approach
- How to create value in the Retail, Luxury and Fashion industries
- How to go to market and design an omnichannel strategy

TARGET

MIDDLE AND SENIOR MANAGERS WHO WANT TO

- Become an executive in luxury business with enhanced perspectives
- Develop a deeper knowledge of international luxury market codes
- Make a career switch towards the luxury sector
- Learn from Italian expertise in Luxury, Fashion and Design
- Learn from International best practices



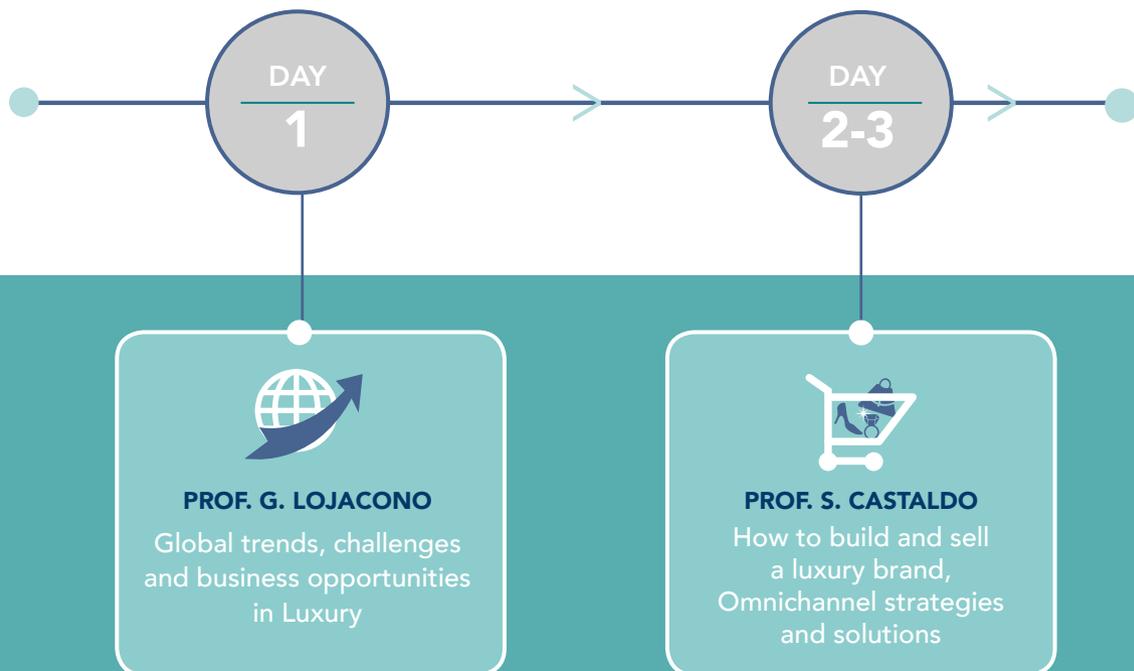
PROGRAM STRUCTURE

29 NOVEMBER - 1 DECEMBER 2019

Our fast-paced and exciting program will help executives to develop the creative and practical skills which are vital to luxury sector careers in retail, automotive, real estate, fashion, furniture, jewellery, cosmetics, accessories etc. This program offers an engaging and comprehensive approach to the specific business model of Luxury.

LEARNING APPROACH

- Highly interactive lectures, designed to stimulate discussions conducted by the senior faculty from SDA Bocconi School of Management, Milan, Italy
- Real-life case studies analysis and discussion
- Presentation and analysis of examples and best practices from the most successful Luxury brands around the world
- Guest speeches by leaders from selected retail and luxury companies



At the end of the program, participants will get
Certificate from SDA Bocconi School of Management, Italy

PROGRAM CURRICULUM

DAY 1

TOPICS

- Luxury Business and differentiation strategies: key learnings from leaders (Italy, France)
- Identifying and discussing Luxury Dilemmas
- Global trends in Luxury: a focus on emerging countries
- Innovation in Luxury: from product launch to new business models
- International growth of luxury companies: market selection, adaptation and entry modes
- Differences across countries and impact on profitability of luxury companies
- Go to market: combining online and offline effectively

DAY 2-3

TOPICS

- How to build a luxury brand: from store communication to product portfolio management
- Challenges from a multichannel distribution strategy and new store opening process
- The Location game: how to select a retail location in line with brand strategy
- How to evaluate Retail KPIs, link commercial performance and P&L performance
- Retail development strategy and tools with understanding on direct retail or partnerships?
- A strategic and operating tool in order to manage a brand: the brand care system
- Brand Mapping and the research of a vacant brand positioning



DEDICATED FACULTY

GABRIELLA LOJACONO



Professor of Strategy and CO-Director of EMiLUX

Gabriella Lojacono is Associate Professor of the Department of Management and Technology and CO-Director of the Double Degree ESSEC-Bocconi both at Bocconi University. Since January 2017, she is Deputy Faculty Strategy and Entrepreneurship. She is Director EMiLUX Program in cooperation with ESSEC since 2016.

She ran several executive education open programs and tailor made initiatives. Her research projects have focused on the international growth of the electrical appliance, furniture, cosmetics and eyewear industry and other made in Italy typical sectors.

Her works have been published in Economic & Management, Sloan Management Review, Long Range Planning and International Business Review, among others. She authored numerous case studies, filed in international databases, about multinational enterprises such as Starbucks, Davines, Inditex, Almax, and 3M. Gabriella earned a Degree in Business Administration from Bocconi University, then a Ph.D. in Economics and Management from SDA Bocconi and an ITP (International Teachers Programme) organised by ISBM at HEC in Paris. During her Ph.D., she was Visiting Scholar at Copenhagen Business School.

SANDRO CASTALDO



Senior Professor of Luxury & Fashion

Born May 2ND, 1965, Prof. Sandro Castaldo has a Degree in Economics from Università Bocconi along with Individual Studies Program from the College of Business Administration, University of Florida and a PhD in Business Administration and Management, Università Bocconi.

He is a Full Professor of Management at Università Bocconi. He has previously collaborated with the Institute of Corporate Economics as a research grantee, assistant and associate professor. He was the former Director of the SDA Bocconi Marketing Department. He is also the faculty member of Mba full time and Emms programs.

His research area focuses on Customer trust, Channel relationships, Retailing, Shopping behaviour and customer loyalty. In addition to this he also works on Innovation and new product development.

Some of his selected books are Channel and Retail Management (with Monica Grosso and Katia Premazzi), Edward Elgar, Cheltenham, 2013, Marketing, Egea, Milano, 2012, Go to market, Il Mulino, Bologna, 2010, Coopetition Winning Strategies for the 21st Century, (edited by Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy, Saïd Yami,), Edward Elgar, Cheltenham, UK 2010, Marketing & Trust (edited by Sandro Castaldo), Società editrice Il Mulino, Bologna, 2009 (in Italian), Channel & Retail Management, Egea, Milano, 2008 (In Italian), Trust in Marketing Relationships, Edward Elgar, Cheltenham, UK, 2007, Distribution (edited by Sandro Castaldo) Università Bocconi Editore, Milano, 2006 (in Italian), Channel marketing, Società editrice Il Mulino, Bologna, 2005 (in Italian) and Store Management (edited by Sandro Castaldo and Chiara Mauri), Franco Angeli, Milano, 2005 (in Italian, 2010 third edition).

DURATION

November 29TH to December 1ST 2019

ELIGIBILITY

Minimum work experience of
3 YEARS

PROGRAM FEE

Total program Fee:
PRICE: **INR 1 Lacs + GST**

CONTACTS

exedu@sdabocconiasiacenter.com
+91 22 4086 7000



Luxury requires you to be both highly imaginative and highly disciplined.

The industry has dramatically changed in recent decades, by going through continued revolutions in digital technologies, international markets, and consumer trends. The successful companies are those that preserve their heritage and fundamental values of beauty, creativity, and exclusivity, but at the same time understand new trends and catch emerging opportunities.

These are exciting times for luxury, a fascinating yet challenging market where international managers are asked to perform at their best, equipped with cutting edge management tools and endless creativity. I believe this is a unique opportunity for talented professionals who want to develop their career in this growing and dynamic industry.

GABRIELLA LOJACONO | EMiLUX Co-Director,
SDA Professor of Strategic and Entrepreneurial
Management





David Bardolet
Dean
SDA Bocconi Asia Center

Alessandro Giuliani
Managing Director
SDA Bocconi Asia Center



WHY BOCCONI

Bocconi isn't just an education. It's a springboard for your ambitions.

Bocconi was founded in 1902, by Luigi Bocconi who was also the founder of the largest retail chain La Rinascente, a collection of high-end stores with Italian and international brands in fashion, accessories, beauty, homeware, design and food. It operates eleven stores in Italy, including two flagship stores in Rome and one in Milan.

For generations, Bocconi has shaped the knowledge and values of innovators and future leaders. We understand that tomorrow's great achievers need more than qualifications. They need confidence, vision, and a strong set of values. We were founded in 1902 to help advance social and economic progress across Europe and beyond. It is a mission that is shared by our community of over 100,000 alumni in industries across the globe. Many schools will try to mould you to fit the world. Bocconi will prepare you to change it. Since its foundation, Bocconi has been known for producing resourceful and enthusiastic students with a strong work ethic and values.

Milan, Italy, has been the birthplace of vibrant new ideas about fashion, art, industry and finance. From imposing Gothic structures to challenging contemporary art, centuries of creativity live here. Italy's financial capital, Milan, is a blend of history and modernity, towering structures and picturesque parks, exclusive performances and free concerts and events. The Milanese reputation for business doesn't just end at fashion. It is home to the country's main stock exchange - the Borsa Italiana - as well as famous designers such as Armani, Versace and Prada, and manufacturers including Pirelli.

Milan is synonymous with style and elegance. The world's fashion hub plays host to brands such as Gucci, Valentino and Dolce & Gabbana, and its biannual Fashion Week attracts thousands of visitors looking for the latest trends. A flair for design is evident in so many people, places and products in this town, and Design Week explodes every October if you want to get the full immersion treatment.

All in all, Bocconi is possibly Italy's most international education hub.



ABOUT SDA BOCCONI ASIA CENTER

SDA Bocconi Asia Center, formerly named MISB Bocconi, is a pan-Asian hub in Mumbai that has been delivering Executive Education and Postgraduate Programs designed by SDA Bocconi School of Management, Italy since 2012.

SDA Bocconi Asia Center strives to deploy and disseminate innovative business knowledge to contribute to the overall development of individuals and organisations. A unique approach is offered, by promoting knowledge through SDA Bocconi School of Management industry-relevant research and teaching. It spreads SDA Bocconi School of Management expertise and excellence in design, branding innovation and entrepreneurship to build soft and managerial skills and share practices across borders to empower people.

SDA Bocconi School of Management has been a leading institution in management training for over 40 years. The School's mission is to help individuals, companies, and institutions grow by promoting managerial culture, knowledge, and innovation. MBA Programs, Executive and Specialized Master Program, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy. SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide.



BOCCONI'S GLOBAL STANDING

BOCCONI UNIVERSITY FACTS AND FIGURES

5 Schools	14,000 Students	275 Partner Schools worldwide
8 Departments	337 Core Faculty	28 Double Degree Agreements
10 Research Centers	100,000 Alumni worldwide	#1 In Europe per prestige in Research*

* Per number of European Research Councils (ERC) projects hosted. ERC is the first pan-European funding body for frontier research and it counts six Nobel laureates and four Field Medalists among its grant holders.

BOCCONI & SDA BOCCONI RANKINGS



4TH EUROPE
ECONOMICS & ECONOMETRICS

4TH EUROPE
BUSINESS & MANAGEMENT

4TH EUROPE
SOCIAL SCIENCES AND MANAGEMENT



9TH WORLDWIDE 2019
EXECUTIVE EDUCATION

6TH EUROPE 2018
BUSINESS SCHOOL

9TH EUROPE 2019
GLOBAL MBA



5TH EUROPE FULL TIME MBA 2018

Bloomberg Businessweek
6TH NON US-MBA 2018

SDA BOCCONI ACCREDITATIONS



AACSB International
The Association to Advance
Collegiate Schools of Business



European Quality
Improvement System



Association of MBAs
MBA provision accredited

SDA Bocconi

ASIA CENTER

CONTACTS

Prof. VERONICA VECCHI

Director of Executive Education

exedu@sdabocconiasiacenter.com

tel. 773 882 1343

SDA Bocconi Asia Center

9th Floor, Hiranandani Knowledge Park I Powai, Mumbai - 400076, Maharashtra, India

tel. +91 22 4086 7000

www.sdabocconiasiacenter.com

Follow SDA Bocconi Asia Center on

