



executive master in luxury goods management

EXECUTIVE MASTER IN LUXURY GOODS MANAGEMENT

EMLUX – Executive Master in Luxury Goods Management is a program organized by the Università Cattolica del Sacro Cuore of Milan, Italy, in collaboration with firms and organizations within the luxury industry, such as the Fondazione Cologni dei Mestieri d’Arte.

This program is designed to develop diverse skills related to the particular operational, financial, marketing and product issues that impact strategic and business decisions in the luxury industry.

It has been developed considering the needs of professionals already employed in firms in the luxury industry who intend to boost their careers through a master’s degree and for those who intend to shift from their market to the luxury sector. The program is also intended for young talents wishing to develop their career within the luxury industry, who may choose to integrate the program with an internship within a luxury firm.

EMLUX is entirely taught in English by a conjoint international faculty of academics and professionals of the luxury industry.

Faculty: Economics

Level: First Level Master

Course Director: Roberta Crespi, Professor of Management

Start Date: March 2010

Course Length: 10 months (excluding August and December)

Attendance: 2 weekends per month, Friday and Saturday, from 9 am to 1 pm and from 2 pm to 7 pm

Campus: Università Cattolica del Sacro Cuore, Milan, Italy – Largo Gemelli and Via Carducci

CFU: 70

Number of Students: 30

Application Requirements: First or Second Level Degree from an accredited University, English proficiency certification

Language of Instruction: English

Teaching method: is based upon lessons, case analysis, completed by group work sessions and a project work coached by partner firms of the luxury industry.

Assessment: written and oral exams, group work, project work.

Tuition Fee: €9,000

Degree Structure: courses are articulated in 6 main areas and the program is completed by a project work; the 5 best project works will be rewarded and published by Luxgallery, EMLUX Media Partner.

FUNDAMENTALS	MARKETING	SALES & RETAIL	ORGANIZATION & GENERAL MANAGEMENT	OPERATIONS & PROCESS MANAGEMENT	INNOVATION & TRENDS
Introductory course	Marketing management	Product design & development	Accounting & Financial management	Supply Chain Strategy and Network Design	New Technologies Corporate Social Responsibility Emerging Markets
Sociocultural analysis of luxury	Brand management	Pricing & retail management	Legal issues	Manufacturing, Distribution and Operations	
	Communication & Advertising	Sales & Customer relationship management	Human resources & organization		
	Market analysis		Cross-cultural management & organization		

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