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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