

LUISS 

University - Rome

**Management “Made in Italy”:**  
**Food, Luxury, Fashion and Design**  
Summer Program - 2024

## General Information

- I Credits: 4 ECTS
- I Hours: 56 (two-week program); 28 (one-week program)
- I Academic Coordinator: Prof. Marco Francesco Mazzù

### I **First week**

24-28 June 2024 (TBC)

### I **Second week**

1-5 July 2024 (TBC)

### I **First and second week**

24 June - 5 July 2024 (TBC)

## Course Description

This course introduces students to the latest business strategies of luxury niche and global players in industries where creativity, innovation and exclusiveness are the key factors for success. The program adopts a cross-industry approach, analyzing operating and innovation strategies pursued by leading Italian companies in industries including fashion, design, automotive, luxury yachting, hi-tech, food, and beverages. Special emphasis is placed on the actual implementation of these strategies. Successful business people and entrepreneurs will open the doors of their companies to tell their stories and share their business secrets.

## Course Prerequisites

None. Pre-course reading.

## Course Objectives and Learning Outcomes

At the end of the course, students will be able to:

- I understand the fundamental business models of “Made in Italy” and why their structure might differ across various industries;
- I learn how successful Italian companies adapt, implement and execute the latest marketing and innovation strategies;
- I know how to build and manage successful businesses in the digital era;
- I apply the acquired knowledge and insights to business cases and to solve business issues.

## Course Grading

Grading of the two-week program is based on a number of components weighted as follows:

- I 40% first week exam
- I 40% second week exam
- I 20% class participation

Grading of the one-week program is based on a number of components weighted as follows:

- I 80% exam
- I 20% class participation

LuiSS University does not offer mere Pass/Fail grades or Incompletes, but the following grading system is applied:

<b>LuiSS grades</b>	<b>Definition</b>	<b>US grading system*</b>
30 e lode	Excellent	A+
30		A
29	Very good	A-
28		B+
27	Good	B
26		B-
25	Satisfactory	C+
24		C
23		C-
22	Pass	D+
21		D
20/19/18		D-
<18	Fail	F

\*Students are responsible for understanding the LuiSS University grading system and their home institution's minimum grade requirement for the transfer of credit. Please note that only grades equal to or greater than 18 will be recorded and reported on the official transcript. Students who obtain a final grade of less than 18 (F) will receive a declaration, issued by the Summer University Office, reporting that outcome.

It is up to students, before their departure, to check with their home university as to how the Italian grades will be converted in their home university grades.

## Student Assessment

- I Students will be assessed through two short and closed-book written exams. Each exam will be at the end of the first week.
- I Exams will consist of a multiple-choice section and/or an essay questions (max. 300 words per question) concerning the main topics of the course.
- I The use of proper grammar and sentence structure, correct spelling as well as appropriate financial language and terminology will have a significant impact on the grade.
- I The exam dates CANNOT be changed for any reason, so students must organize their personal schedule accordingly.
- I NB: Students with learning disabilities who may need special provisions during exams are required to contact LuiSS Summer University staff beforehand.

## Class Participation

Speaking up in class will be highly encouraged and welcomed. It will be expected that students actively listen to their classmates, pay attention and participate in the class through reading assignments, doing homework and contributing to the overall class environment.

Students will be evaluated based on their ability to understand and apply all acquired knowledge to class/team discussions. Each student will be expected to provide opinions and feedback, and to challenge the instructor's and other students' assumptions in a respectful manner. A correct, active and responsible participation is highly recommended as otherwise the final grade will be strongly affected.

## Teaching Methodology

The lessons will reflect a multi-methodological approach, consisting of:

- I lectures;
- I discussions;
- I group work;
- I video materials.

Morning sessions will be based on lectures in class with slides which will introduce students to the specific topics. It will be followed by discussions with practical examples, group presentations and teamwork activities.

Afternoon sessions will include online presentations and/or business case discussions by leading business people and entrepreneurs who will open the doors of their companies to tell their stories and share their business secrets.

## Course readings/resources

Learning materials will be provided in class for free. Buying books or any other teaching materials is not compulsory. All lectures include a perfect blend of applied knowledge, case histories and insights from consulting projects that are perfectly integrated into the traditional business models and frameworks found in articles from top economics and marketing journals.

### Examples of readings used during the course:

- I Aaker, D.A., "Measuring brand equity across products and markets", *California Management Review*, 38, pp. 102-120
- I Aaker, J. (1997), "Dimensions of brand personality", *Journal of Market Research*, 34, pp. 492-508
- I Avery J, Fournier S. and Wittenbraker J. (2014), "Unlock the mysteries of your customer relationship", HBR
- I Bertoli, G., (2013) "International marketing and the country-of-origin effect: The global impact of 'Made in Italy'", Edward Elgar Publishing
- I Caiazza, R. and Volpe T. (2014), "Agro-food firms' competitiveness: Made in Italy in the world", *International Review of Management and Business Research*, 3, no. 3, 1790.
- I Edelman D. and Singer M. (2015), "Competing on customer journeys", HBR
- I Keller, K. L. (1993), "Conceptualizing, measuring, and managing customer brand equity", *Journal of Marketing*, 57, pp. 1-22
- I Immacolata, V. (2014), "The Made in Italy 'Beyond the Growth': The Food System Green Oriented", *Rivista di Studi sulla Sostenibilità*
- I Mazzù, Brand Development through Brand Extension and Licensing: Pininfarina Extra (2020)

# Course Schedule

Students should bear in mind that the contents of individual lessons may change slightly depending on the progress of the class.

## Week 1 - Food, Wine, Tech - Design, Fashion and Luxury

Lessons	Content/Topic	Activities	Notes
Day 1	Outline of the syllabus; introduction to main topics and issues; aims, methods and expectations. <b>Intro and fundamentals of “Made in Italy”</b>	Review syllabus, expectations, project	Introduction to the course and its topics Made in Italy phenomenon, emblematic of quality: applying theory to practice
	<b>Branding “Made in Italy” - Intro</b>	Lecture and discussion	Marketing strategy and how it embodies “Made in Italy”
	<b>Wine “Made in Italy”</b>	Presentation and discussion	Best practices and business models. Readings will be distributed in class
	<b>Food “Made in Italy”</b>	Lecture and discussion	Best practices and business models. Readings will be distributed in class
Day 2	<b>Innovation and sustainability in “Made in Italy”</b>	Lecture and discussion	Best practices and business models. Readings will be distributed in class
	<b>Made in Italy: IP and legal protection against counterfeiting and Italian sounding</b>	Presentation and discussion	Best practices and business models. Readings will be distributed in class
	<b>Internationalization strategies of Made in Italy Firms</b>	Lecture and discussion	Successful elements of the industrial strategy and how they embody “Made in Italy”
	<b>Luxury Design-Tech “Made in Italy” - The Yachting industry</b>	Lecture and discussion	Successful elements of the industrial strategy and how they embody “Made in Italy”
	<b>Introduction to Luxury and Fashion</b>	Lecture and discussion	Readings will be distributed in class
Day 3	<b>Luxury and Fashion Management Fundamentals: The Italian Way</b>	Lecture and discussion	Best practices and business models. Readings will be distributed in class
	<b>Value creation &amp; excellence: Bulgari, Rome</b>	Presentation and discussion	Best practices and business models. Readings will be distributed in class
	<b>Fashion and Luxury Engagement and communication in the next normal</b>	Presentation and discussion	Case studies and in-class discussion

	<b>Innovation Management &amp; Market Strategy “Made in Italy”</b>	Lecture and discussion	Readings will be distributed in class
	<b>The ultimate luxury sports car: Lamborghini</b>	Presentation and discussion	Best practices and business models. Readings will be distributed in class
<b>Day 4</b>	<b>The ultimate luxury motorbike: Ducati, MV-Agusta</b>	Lecture and discussion	Best practices and business models. Readings will be distributed in class
	<b>“Made in Italy”: Roots, Future, Experience, Sustainability, Coolness</b>	Lecture and discussion	Presentation on design insights, distinctive elements of “Made in Italy” and Q&A
<b>Day 5</b>	<b>Exam</b>		

## Week 2 - Experiential Made in Italy | Company Visits

Lessons	Content/Topic	Activities	Notes
<b>Day 1</b>	<b>Introduction and tour presentation Focus: Food</b>	Company visit + trip	
<b>Day 2</b>	<b>Focus: Fashion</b>	Company visit + trip	
<b>Day 3</b>	<b>Focus: Automotive</b>	Company visit + trip	
<b>Day 4</b>	<b>Focus: Yachting</b>	Company visit + trip	
<b>Day 5</b>	<b>Exam + second week awards ceremony</b>		

NB: Should the instructor be unavailable, a substitute will give the scheduled or a prepared alternative lecture at the regular class time.

## Presenters/Companies

The following presentations from leading Italian companies are scheduled:

- I CMS Adonnino Ascoli & Cavasola Scamoni
- I Pollini
- I Lamborghini
- I SanLorenzo Yachts
- I Bulgari

## Luiss Course Policies

### Attendance Rules

Course attendance is a primary requirement for a responsible learning experience at Luiss University.

- I In order to be allowed to take the exam and to obtain the course attendance certificate, students must attend at least 90% of the hours of lessons and activities set out in the course syllabus.
- I Attendance is counted on a weekly basis.
- I Punctuality is mandatory. Students must arrive in class on time: any lateness, leaving class during the lesson without notice, not showing up on time after the break or leaving early will impact the attendance percentage.
- I Students are responsible for keeping track of their absences and for catching up on any missed work.
- I Make-up classes are always mandatory as part of the course program.
- I For no reason (i.e. religious holidays, travel plans, family matters, etc.) will absences be excused.
- I Students will receive an “F” on each exam they miss.
- I Students who leave Luiss University before the end of the course that they are enrolled in must fill out an Official Withdrawal Request form and return it to Luiss Summer University Office. Students are allowed to withdraw from the courses up to the day before the weekly exam and they will receive an official withdrawal declaration. Students who leave Luiss University without submitting the form will receive an “F” in each non-completed course. In all cases, students will not be eligible for credits nor receive a refund.
- I Students who do not attend more than 10% of hours of lessons and activities set out in the course syllabus will have no credits awarded and, without signing the Official Withdrawal Request Form, will receive an “F” as their final grade.

NB: The onus is on the students themselves to catch up on any missed work and to keep track of their absences/lateness.

### Assignment Submissions

Late submissions of assignments, including papers, are not accepted. If an assignment is submitted after the deadline, the grade for the assignment will be an “F” (0 points), which may adversely impact the final grade of the course.

### Scheduling Conflict

If, on occasion, a class has a scheduling conflict with another class (due to a simultaneously scheduled make-up class, site visit, etc.), the student is required to inform both instructors in advance, allowing them to prepare a formal justification for the class that will be missed. Even though an absence may be excused, students must be aware that there is no possibility of making up any assessed in-class activities they may have missed and no refund will be given for pre-paid visits/field trips.

## **Etiquette**

- | Electronic devices (cell phones, smartphones, iPods, iPads, laptops, etc.) must be switched off during class, unless otherwise instructed.
- | Students' behavior must be informed by the principles of dignity, decorum and respect.
- | Students must dress in a sober and dignified manner on university premises, keeping in mind that they are in an academic institution.

NB: Instructors who find that a student's behavior is inappropriate will seek to talk to him/her immediately. If the behavior continues, the instructor is required to contact the appropriate Luiss authorities.

## **Academic Honesty**

All student work will be checked for plagiarism.

According to the Luiss Summer University Code of Conduct, "Violations include cheating on tests, plagiarism (taking words or texts, works of art, designs, etc., and presenting them as one's own), inadequate citation, recycled work, unauthorized assistance or similar actions not explicitly mentioned". Assignments and projects are specific to individual courses. Therefore, presenting the same work in two different courses (including previous courses) is considered recycling and is unacceptable.

Why is plagiarism bad?

- | It is unethical.
- | The student will fail the assignment and possibly the course.
- | Faculty are required to report it.
- | The student will be put on academic probation.
- | The student might even be dismissed from college.

Bottom Line: Students **MUST** cite the sources that they use!

NB: Should issues on academic dishonesty arise, the faculty members will adhere to the relevant Luiss policy and report any suspected cases to the Luiss Course Leader for disciplinary review.

# **Useful Student Resources**

## **Internal Luiss Resources**

The Luiss Guido Carli Library offers its users a wide collection of both printed and online periodicals. To see the database of e-journals currently available, users can consult the dedicated page.

The Luiss Library has subscriptions to a number of databases, organized by:

- | subject
- | type
- | remote access



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