

APPLY NOW

POLIMI GRADUATE SCHOOL OF MANAGEMENT

LUXURY BRAND MANAGEMENT

The Italian Excellence

MBA Study Tour

Bucharest Business School, October 2023, 19th – 21st

3•DAY Full•Experience, Italy



**Bucharest
Business
School**

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www.bbs-executive.ase.ro



3-DAY Full-Experience

	Day 1 - October 19 th	Day 2 - October 20 st	Day 3 - October 21 nd
MORNING	WELCOME & LECTURE on the Evolution of Retail in Luxury Eugenia di Munzio	LECTURE on Brand Strategy for Luxury Food and Wine by Lelio Mondella	LECTURE on Luxury Brands: the Watch Industry & Guest Speaker Prof. Alessandro Brun
AFTERNOON	FASHION STORE VISIT (E.g.: Bulgari, Zegna, Moleskine) (one of them TBC later)	WINE/FOOD STORE VISIT (Company visit Peck)	CLOSING CEREMONY
EVENING	WELCOME APERITIVO FREE TIME	FREE TIME	FREE TIME



LECTURE CONTENT – DAY 1

The evolution of retail in Luxury
Eugenia di Muzio

CONTENTS

- The new trends in retail
- Enabling technologies
- New shopping experience

CASE STUDIES

- Luxury Shoe Business Industry
- Business Model, Production, Supply Chain and Distribution examples of the Italian excellence





LECTURE CONTENT – DAY 2

Brand Strategy for Luxury Food & Wine
Lelio Mondella

CONTENTS

- Luxury food & wine definition
- Understanding the drivers of excellence and critical success factor of this niche market.
- Evolution of Luxury market after Covid-19
- Brand Positioning and Promoting
- Brand Awareness growth and Brand Architecture
- Storytelling and Brand Values
- Branded vs Not Branded: how to manage?
- Innovation and Contamination as key factor to create and boost competitiveness



LECTURE CONTENT – DAY 3

Luxury Brand: the Watch Industry
Alessandro Brun & Guest Speaker from industry

CONTENTS

- Presentation of Watch Industry
- Trends and Challenges of the luxury segment

CASE STUDIES

- The BA111OD case study





Speaker



Alessandro Brun – Director of the programme

Full Professor of Quality and Supply Chain Management, Director of Global Executive Master of Luxury Management (GEMLux). Active researcher and teacher on Quality Management and Supply Management, with a particular focus on industries such as luxury goods, sport business management, food processing and distribution. President of the ALIG association, Vice president at UNITECH international society, member of the organizing committee of the International Conference “Management and Engineering”, founder and artistic director of MASQUE Milano, referees for International Journals in the fields of Operations and Quality Management, founder of the “Circolo Six Sigma”.



Speaker



Eugenia Di Muzio

- Worldwide Commercial Director (Retail, Wholesale, Franchising and E-commerce)
- President Rene Caovilla US Corp
- Director Rene Caovilla Asia Limited
- Retail Manager Europe, Brazil, South America and India
- Worldwide Business Development Manager
- Travel Retail Manager



Speaker



Lelio Mondella

Born in 1970, with a Bachelor degree in Food economics and sustainable agriculture, attended an MBA in 1999 at SDA Bocconi. With more than 25 years of experience in FMCG and Luxury food management as Executive manager and GM-CEO of Italian and multinational companies including Calvisius Caviar and COVA MONTENAPOLEONE-LVMH group and DOMORI premium chocolate.



BBS ORGANIZING TEAM



Nicoleta Tapalaga
Coordinator Alumni FABIZ
Faculty of Business Administration,
in Foreign Languages



Daniel Zgura Ph.D.,
Director of Executive Education BBS



Miruna Mazurencu Marinescu Pele, Ph.D.,
Prof. univ. MBA Fulbright Scholar
Program Coordinator



**Bucharest
Business
School**

SCHOOL OF MANAGEMENT

138

CORE FACULTY MEMBERS

50

ADJUNCT PROFESSORS

47

DEGREE PROGRAMMES

OVER 6,000

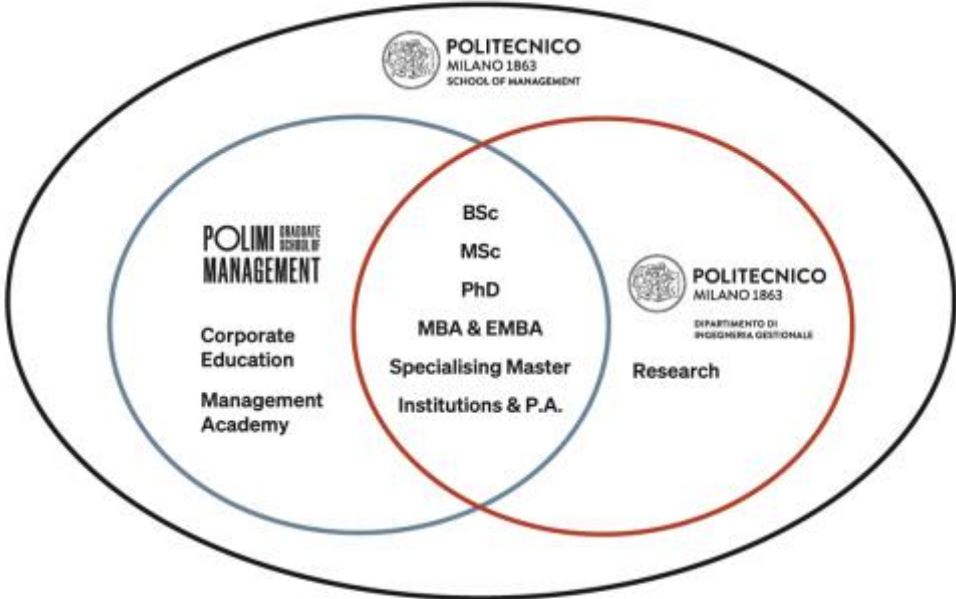
STUDENTS IN DEGREE PROGRAMMES

171

NON-TEACHING STAFF

~64mio €

TOTAL BUDGET



OVER

180

EXECUTIVE COURSES AND SEMINARS

70

EXTENDED FACULTY MEMBERS

21%

INTERNATIONAL STUDENTS

12,000m²

IN THE BOVISA CAMPUS

OVER

1,500

SCIENTIFIC CONTRIBUTIONS IN THE LAST FIVE YEARS

AFFILIATIONS, ACCREDITATIONS, RANKINGS



THE MILAN ADVANTAGE

A healthy helping of business, a pinch of lifestyle, a touch of glamour and a whole lot of creativity: it's the secret that makes Milan a truly unique city. A cradle of design, economics and fashion, Milan is one of the most important cultural centres in Europe, especially when it comes to contemporary art. Today, Milan is experiencing a rapid transformation driven by extraordinary creativity and innovation.



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POLIMI GRADUATE SCHOOL OF MANAGEMENT

MBA, EMBA and SPECIALISING MASTERS

+1,000

New students annually

~50%

International students

8

MBA and EMBA

43

Specialising Masters

+7%

Enrolled in 2020

INSTITUTIONS & PA

+200

Enrolled students

6

Masters and

24

Courses

CORPORATE EDUCATION

+37.000

Participants annually

+100

Corporate customers annually

MANAGEMENT ACADEMY

+200

Executive courses

+21%

Enrolled in 2020