



executive master in luxury goods management

INTRODUCTION

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.

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

EMLUX IN BRIEF

Faculty: Economics **Level:** First Level Master **Course Director:** Roberta Crespi, Professor of Management **CFU:** 70
Start Date: March 2012 **Course Length:** 10 months (excluding August and December) **Tuition Fee:** €9,000
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 **Language of Instruction:** English
Application Requirements: First or Second Level Degree from an accredited University, English proficiency certification
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, in class participation, group work, project work.

EMLUX STEERING COMMITTEE

EMLUX has a **Steering Committee**, presided by **Franco Cologni**, whose members at present are:
Rita Airaghi, General Manager Gianfranco Ferré Foundation; **Angelo Bonati**, CEO Officine Panerai, **Mario Boselli**, Chairman Italian National Chamber of Fashion, **Carla Buzzi**, PR and Advertising Consultant, **Carlo Ceppi**, Brand Manager IWC Italy, **Massimo Cremona**, Managing Partner Pirola, Pennuto, Zei e Associati, **Stanislas de Quercize**, Chairman Van Cleef and Arpels 1906, **Matteo Marzotto**, President ENIT and Vionnet, **Alain-Dominique Perrin**, Chairman Fondation Cartier pour l’Art Contemporain.

EMLUX FACULTY&LECTURERS

Paolo Balistrieri (Head of Anticounterfeiting Southern Europe at Luis Vuitton), **Arrigo Berni** (CEO Moleskine), **Alberto Cavalli** (Lifestyle and Luxury Goods Correspondent, Vedomosti), **Filippo Cavalli** (Licensing Director Ermenegildo Zegna), **Michel Chevalier** (Professor at Paris Dauphine, MBA and Doctorate from Harvard University, author of Luxury Brand Management and Luxury in China), **Franco Cologni** (former Chief Executive of Cartier International, Vice-Chairman, Special Advisor to the Executive Chairman of the Board of Directors of Compagnie Financière Richemont SA), **Luca Dini** (Yacht Designer), **Alessandra Facchinetti** (Fashion Designer), **Matteo Marzotto** (President Vionnet), **Pier Luigi Roncaglia** (Managing Partner Studio Legale SIB and Intellectual Property Expert for Fondazione Altgamma), **Marco Ronchi** (HR Director Louis Vuitton Moët Hennessy), **Carmine Rotondaro** (WW Real Estate Gucci), **Richard Seligman** (President, Retail Advisors Inc.), **Lando Simonetti** (Founder and CEO, La Martina), **Alessandro Varisco** (General Manager Moschino)...for more information <http://master.unicatt.it/milano/emlux>

EMLUX PROGRAM STRUCTURE

Courses are articulated in **6 main areas** and the program is completed by a **project work**:

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





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EMLUX ADMISSION REQUIREMENTS

- Possession of a **bachelor's degree**
- Certified **English** language **proficiency** (if you do not have a certification you may be examined for EMLUX admission purposes only at the Università Cattolica del Sacro Cuore: please contact master.emlux@unicatt.it).

EMLUX ADMISSION PROCESS

1. **Apply online** on the website of the Università Cattolica del Sacro Cuore (you may find the direct link in the section "Application Process" of the EMLUX website).
2. Send a detailed **CV in English** to master.emlux@unicatt.it.
3. Send a **motivational letter in English** (maximum two pages) that explains to the commission why you are applying to EMLUX, what are your expectations, aspirations and reasons for wanting to attend the EMLUX master to master.emlux@unicatt.it.

The commission will be reviewing your profile and should you be accepted you will pass on to phase two of the selection process, which entails a **one hour interview**, either done personally or via Skype.

The commission then reviews your full profile taking into consideration the interview and gives a final evaluation on admission.

EMLUX TUITION FEES

EMLUX tuition fees are **€9000**, to be paid in **three installments** (at the time of admission, at the end of May, at the end of September).

Should you enroll by **December 15th 2011** you benefit of a **€500 euro reduction**, therefore tuition fees are **€8500** to be paid in three installments.

