

Valid for 2022.FS

Module Name: Introduction to Luxury Management			
Module Code	w.BA.XX.2ILu.XX		
Module Description	The management of companies that are positioned in the luxury segment of their respective industry requires specific knowledge. The management and marketing of luxury products, services, and experiences differ from the standard techniques that are used to market similar offerings for a different target segment. The module "Introduction to Luxury Management" provides students with the basic and essential industry-specific knowledge needed to understand and develop successful luxury strategies. Important: Please note that the course may be held partly online (asynchronous pre-recorded videos and/or synchronous online lectures; hybrid formats) to make use of all available teaching and learning formats.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Fabio Duma (dumf)		
Deputy Module Coordinator	Maya Gadgil (gadg)		
Prerequisite Knowledge	Students must have a keen interest in the luxury market, not only from a general marketing perspective, but also with regard to the sociological and psychological perspectives of prestige consumption, how it changes over time, and how it differs in various cultures.		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § become familiar with the luxury goods sector. § learn about the significance of luxury for culture, society, and the economy. § get to know the different luxury consumer markets and their most important features and stakeholders. § grasp the principles of successful marketing strategies in the luxury market. § understand the buying behavior and expectations of luxury goods customers. § understand the strategic challenges of the international luxury industry and use that knowledge to develop product and market strategies. 		

Module Content	§ Basic knowledge of the luxury industry (definition, history). § The luxury consumer (cultural aspects, international differences). § Important players and sectors in the luxury goods industry. § Insight into essential business areas of luxury goods management (brand management, product management, distribution/retail, (personal) service, marketing & communication, etc.) with a strong international focus. § Guest lectures by experts and professionals in the business of luxury.		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2LuFo.XX w.BA.XX.2MDiLu.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Key scientific and non-scientific articles		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	32 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	32 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	60,00 %
Talk/oral presentation	Grade	10	20,00 %
Talk/oral presentation	Grade	10	20,00 %
Classroom Attendance Requirement	Mandatory Attendance: 90% Attendance is compulsory (max. 2 absences). Unauthorized absences or absences for no important reason will result in lower individual grades. In such cases, the Head of Program will be informed.		
Language of Instruction/Examination	English		
Compulsory Reading	§ Kapferer, J. & Bastien, V. (2012). The Luxury Strategy. 2nd edition. Kogan Page Limited. ISBN 978-0749464912.		
Recommended Reading	§ Wiedmann, K. & Hennigs, N. (2013). Luxury Marketing. Wiesbaden: Springer Gabler. ISBN 978-3834943989. § Chevalier, M. & Gutsatz, M. (2012). Luxury Retail Management. Singapore: John Wiley & Sons. ISBN 978-0470830260. § Wittig, M., Sommerrock, F. & Albers, M. (2015). Rethinking Luxury: How to Market Exclusive Products in an Ever-Changing Environment. 1st edition. Lid Publishing Inc. ISBN 978-1907794568. § Reading materials on Moodle.		
Comments	Important: Please note that the course may be held partly online (asynchronous pre-recorded videos and/or synchronous online lectures; hybrid formats) to make use of all available teaching and learning formats.		