

Valid for 2023.FS

<b>Module Name: Managing Digital Transformation in the Luxury Sector</b>			
Module Code	w.BA.XX.2MDiLu.XX		
Module Description	<p>Luxury in the Digital Era – Transformation of Company Culture, Organizational Structures, Supply Chain Processes &amp; Customer Experience</p> <p>While luxury brands have been reluctant to adopt new technologies and online services until fairly recently, today at least 70% of luxury purchases are influenced through the internet. This means that many luxury companies have to adapt not only where and how they communicate with (potential) customers and sell their products, they also have to change their entire way of doing business, including supply chain management, hiring of new talent, etc. Consequently, luxury companies require young professionals who not only understand the specifics of the luxury business but also know and understand how new technologies can be used to adapt luxury business models and create the luxury experience of the future. Throughout the module, students will work with real cases and have the opportunity to interact with professionals working at different stages in the value chain of luxury companies and at different intersections with technology. This module will be a combination of academic lectures, group work, and professional input from specialists with considerable expertise in the interplay between luxury products/service and digital technology. The objective of the course is to give participants a broad overview of luxury-specific management challenges in the adaptation of existing business models and the creation of new ways of doing business in the luxury segment of various industries (e.g., timepieces, jewelry, fashion, hospitality, etc.). Besides a sound scientific-theoretical foundation, participants will gain first-hand insights from industry experts. By the end of the course, participants will understand the major trends shaping the future business of luxury, appreciate the managerial implications of those trends, and be able to apply theoretical and practical knowledge to the solution of management issues connected to digital transformation in the luxury context. Important: Please note that the module 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 and to adjust to the requirements of international experts/guest lecturers/company representatives that will give lectures in this module. In the case of online lectures, participants are flexible and may join from any suitable environment, but they are expected to be present and participate actively.</p>		
Program and Specialization	International Management		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1"> <tr> <td><b>Module Type:</b> Compulsory Elective</td> <td><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> 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	A keen interest and basic understanding of the luxury sector is an advantage.		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> </ul>		

	Self-Competence		
	§ Self-Management & Self-Reflection		
	§ Ethical & Social Responsibility		
	§ Learning & Change		
Module Learning Objectives	Students... § learn about the major trends & technologies shaping the future of the business of luxury. § apply their knowledge to practical problems and find solutions while considering the management specifics of the luxury context. § find creative solutions to digital transformation challenges in practice while working collaboratively in groups. § study the preparatory material, readings, etc. individually and acquire a basic knowledge of the management specifics and major drivers of change in the luxury context. § improve their written and oral communication skills in different settings throughout the course.		
Module Content	§ Specifics of luxury management § Digital transformation in the luxury context § Company culture & change management § Digitally enabled business models in luxury § International & intercultural management § Luxury customer experience in a "phygital" environment § Luxury consumer behavior & digital platforms		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2ILu.XX w.BA.XX.2ReLu.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work § Literature Review	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	28 h	32 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>32 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	15	40,00 %
Talk/oral presentation	Grade	20	60,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other Max. 2 authorized absences (4 lessons) per semester.		
Language of Instruction/Examination	English		
Compulsory Reading	to be advised on Moodle		
Recommended Reading	to be advised on Moodle		
Comments	Please note that because we have many external professionals from different countries sharing their knowledge, a significant number of lectures will be online (not in the classroom) or, if feasible, in a hybrid format. Participants may join from any suitable environment but are expected to be present and to participate actively.		