

2019.FS

Module Name: Rethinking Luxury			
Module Code	w.BA.XX.2ReLu.XX		
Module Description	The world of luxury is constantly changing. Digitalization, globalization, individual value shifts, evolving societal norms and structures, as well as other factors influence how luxury is defined, consumed, and displayed. This module is dedicated to exploring the evolution of luxury and luxury consumption in a wider context, looking at the greater interdependencies, but also at current trends and at how luxury companies can react to them. Starting from a brief introduction to the basics of luxury management (for a broader introduction, please choose the other LGM elective in the spring semester) this module focuses on new definitions of luxury, niche luxury products/services/experiences, the integration of the "digital sphere," new service trends, experiential luxury, luxury ecosystems, and mindful luxury.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § 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 Abt. International Business Leitung		
Module Coordinator	Maya Gadgil (gadg)		
Deputy Module Coordinator	Fabio Duma (dumf)		
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 and how it changes over time. A basic knowledge of the luxury industry and luxury management (as taught in the elective LGM) is helpful, but not mandatory.		
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 § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § Students become familiar with the major trends / changes in the luxury goods sector. § Students learn about the significance of luxury and its impact on culture, society, and the economy. 		

	§ Students get to know "new" elements in the luxury field, e.g., sociology, the digital sphere, experiential luxury, ecosystems, and sustainability and are able to consider and evaluate managerial implications. § Students understand the strategic challenges of the international luxury industry and upcoming trends and use that knowledge to develop product and market strategies.		
Module Content	§ Basic knowledge of luxury ("old vs new" luxury) § An introduction to/overview of the luxury trends in the luxury industry and fundamental theories (e.g., from sociology) § Analysis of specific luxury trends, e.g., digitization, sustainability, experiential luxury § Best practices/insights of luxury brands "adapting" to specific trends		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2LGM-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key) § Key academic & non-academic 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	30 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	40,00%
Talk/oral presentation	Grade	20	20,00%
Written Assignment	Grade	-	40,00%
Classroom Attendance Requirement	Attendance is mandatory - unexcused absences or absences for no important reason will result in lower individual grades; in such cases, the program head will be notified.		
Language of Instruction/Examination	English		
Compulsory Reading	§ Kapferer, J. & Bastien, V. (2012). The Luxury Strategy: Break the Rules of marketing to build luxury brands. 2nd edition. Kogan Page. ISBN 9780749464912.		
Recommended Reading	§ Wittig, M., Sommerrock, F., Beil, P. & Albers, M. (2014). Rethinking Luxury: how to market exclusive products and services in an ever-changing environment. LID Publishing Ltd. ISBN 978-1-910649-97-8. § Amatulli, C., De Angelis, M., Costabile, M. & Guido, G. (2017). Sustainable Luxury Brands: Evidence from Research and Implications for Managers. Palgrave. ISBN 978-1-137-60158-2.		
Comments	-		