

2019.FS

Module Name: Luxury Management	
Module Code	w.MA.XX.IBL-M12-2.16HS
Module Description	Important: This is a block seminar (3,5 days instead of weekly lectures). If you choose this module, make sure you can be present on all the days. 100% attendance needed; in case of illness, the lecturer has to be informed in advance (= before the lecture) and a doctor's certificate has to be provided). Students know the status quo and key change drivers of the international luxury business. They gain industry/segment-specific marketing and strategy knowledge and are able to put their knowledge of theories and models into practice. Students are able to gather, interpret, and analyze relevant qualitative and quantitative information and draw managerial conclusions. Teaching methods: Class lectures with theoretical input, cases, group work, guided self-study/group work, and individual reading assignments.
Program and Specialization	International Business
Legal Framework	Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W International Management Institut
Module Coordinator	Fabio Duma (dumf)
Deputy Module Coordinator	Maya Gadgil (gadg)
Prerequisite Knowledge	Detailed knowledge of the reader material (basic knowledge about luxury management). Relevant articles will be provided in advance.
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"> § gain specific knowledge and understanding of management issues in the context of luxury companies. § deepen their theoretical and practical marketing and strategy knowledge. § understand the differences and specific strategic and marketing issues of mass market, premium segment and luxury. § apply general and industry/segment-specific marketing and strategy knowledge to luxury context. § are able to gather, interpret, analyze, and prioritize relevant information and derive managerial insight and plans for action. § have the ability to see the phenomenon of luxury and its dynamic nature in a broader context and apply their understanding to make managerial judgments in the respective context. § learn to communicate and visually underpin their knowledge and practical conclusions in cooperation with others and critically reflect and discuss their results in front of an audience of peers.

Module Content	§ The new luxury: Foundations, trends, intercultural perceptions & managerial Implications § Definition of luxury and the difference between luxury and premium § The status quo of the international luxury market (segments, players, key figures) § Historical roots and functions of luxury consumption § Democratization of luxury: What is luxury today? § The development of luxury consumption: A model & strategic consequences for luxury companies § Cultural differences in the perception and consumption of luxury § Specifics of marketing/brand management and strategy in the luxury context, with a focus on: Strategic Brand Positioning (Dimensions of a luxury brand, Corporate Identity); Anti-rules of luxury marketing; Significance of the personal interaction (Behavioral Branding, Internal Branding, Service Quality) § Future challenges for luxury managers		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Literature Review § Discussion § Presentation § Group project	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	12 h	-	
Excercise	4 h	-	
Project Work	-	8 h	
Seminar	-	8 h	
Total	16 h	16 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	15	40,00%
Written Assignment	Grade	-	60,00%
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	This is a block seminar of 3,5 days (no weekly lectures). No absences other than illness will be accepted. Full (100%) attendance of classes is mandatory. If you are absent for any other reason, you will fail the module. If you choose this module, please make sure that you can be present on all 3,5 days. In case a student cannot attend for health reasons, a doctor's certificate has to be provided to the lecturer. In the case of unexcused absences, the Program Head will be informed.		
Language of Instruction/Examination	English		
Compulsory Reading	§ Duma, F., Hallier Willi, C. & Steinmann, C. (2015). The Business of Luxury. Zürich: vdf Hochschulverlag. ISBN 978-3-7281-3662-6. § Kapferer, J. & Bastien, V. (2012). The Luxury Strategy – Break The Rules Of Marketing To Build Luxury Brands. 2nd edition. London: Kogan Page. ISBN 978-0749464912. § Wittig, M., Sommerrock, F., Beil, P. & Albers, M. (2015). Rethinking Luxury. Roland Berger. ISBN 978-1907794568.		
Recommended Reading	-		

Comments	<p>Module schedule (subject to change):</p> <ul style="list-style-type: none"> - Pre-Module Preparation by students: studying of the reader provided by the lecturer. <p>Block Seminar, Day 1 (Kick-off):</p> <ul style="list-style-type: none"> • Theoretical input, in-class exercises on the basis of luxury management and the status quo of the industry • Group formation <p>Block Seminar, Day 2:</p> <ul style="list-style-type: none"> • Workshop: Groups identify the major trends in luxury • Group presentations • Collection & evaluation of major trends in class <p>Block Seminar, Day 3:</p> <ul style="list-style-type: none"> • Workshop: Groups work on different trends and prepare a trend report with managerial implications • Optional: Company visit (subject to availability) <p>During semester:</p> <ul style="list-style-type: none"> • Group project: Preparation of presentation & seminar paper • Coaching of individual groups and their projects <p>End of semester:</p> <ul style="list-style-type: none"> • Final presentations and in-class discussion of group projects • Submitting of seminar papers <p>IMPORTANT:</p> <p>100% attendance of the block seminar is required. Make sure in advance that you can be present during the entire seminar (3,5 days) if you choose this module. In the case of an illness, a doctor's certificate has to be provided to the lecturer, and he or she has to be notified before the lecture.</p> <p>As for the exams: If your module grade is 4.0 and above, you will have passed the module. If your module grade is 3.75 or 3.5, you will be asked to retake the exam. If you pass the resit exam, you will receive a module grade of 4.0. If you fail the resit exam, you will need to retake the module in the following year. If your module grade is 3.25 or below, you will have failed the module and will need to retake it in the following year.</p>
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