

Valid from 2025.FS

<b>Module description: Luxury and Creative Industries</b>	
<b>Module Code</b>	w.MA.XX.LCI.24HS
<b>ECTS Credits</b>	3
<b>Language of Instruction/Examination</b>	English
<b>Module Description</b>	<p>Before the block seminar, participants study the specifics of management in the field of luxury, cultural, and creative industries and become familiar with the status quo of the global luxury business and its many facets (self-study reading material on Moodle). In class, after a brief review of luxury management theory, students analyze, discuss, and reflect on the evolving definitions of luxury and key change drivers of the international luxury business. In groups, students acquire industry/segment-specific and company-specific marketing and strategy knowledge. They then put theories and models into practice that demonstrates their insights. Students have to demonstrate their knowledge of the luxury market and its specifics - and show that they are able to gather, interpret, and analyze relevant qualitative and quantitative information to draw concrete, well-founded managerial conclusions. NB: This module includes one field day (attendance compulsory) and may be taught partly online (e.g., guest lectures; synchronous and asynchronous teaching, self-study, and group work).</p>
<b>Organizational Unit</b>	Lehre AIB
<b>Module Coordinator</b>	Maya Gadgil
<b>Deputy Module Coordinator</b>	Thorsten Busch
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>• International Business</li> </ul>
<b>Legal Framework</b>	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
<b>Module Category</b>	<b>Module Type</b> Compulsory Elective
<b>Prerequisite Knowledge</b>	Relevant articles and other material will be provided in advance on Moodle.
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>
<b>Contribution to Program Learning Objectives</b>	<p><b>Professional Competence</b></p> <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> <p><b>Methodological Competence</b></p> <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> <p><b>Social Competence</b></p> <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> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>

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<b>Module Learning Objectives</b>	<p>Students...</p> <ul style="list-style-type: none"> <li>gain specific knowledge and understanding of international luxury consumer behavior and management issues in the context of luxury companies.</li> <li>deepen their theoretical and practical marketing and strategy knowledge with a focus on luxury companies.</li> <li>understand the differences and specific strategic and marketing issues of mass market, premium segment, and luxury.</li> <li>apply general and industry-/segment-specific marketing and strategy knowledge to luxury context.</li> <li>are able to gather, interpret, analyze, and prioritize relevant information and derive managerial insights and plans for action.</li> <li>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.</li> <li>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.</li> </ul>																										
<b>Module Content</b>	<ul style="list-style-type: none"> <li>New luxury: foundations, trends, intercultural perceptions, and managerial implications</li> <li>Definition of luxury, the evolution of luxury, and the difference between luxury and premium brands</li> <li>The status quo of the international luxury market (segments, players, and key figures)</li> <li>Historical roots and functions of luxury consumption</li> <li>Democratization of luxury and the development of the cultural and creative industries: What is luxury today?</li> <li>The development of luxury consumption: A model and strategic consequences for companies in the luxury, cultural, and creative industries</li> <li>Cultural differences in the perception and consumption of luxury</li> <li>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; the significance of the personal interaction (behavioral branding, internal branding, service quality)</li> <li>Future challenges for managers in the cultural and creative industries</li> <li>The "evolving" role of craftsmanship/creativity and innovation in the luxury context</li> <li>The key drivers of change (e.g., digitalization/CSR) and their impact on the luxury phenomenon</li> </ul>																										
<b>Links to other modules</b>	This module is linked to the following modules:																										
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>Reader</li> <li>Teaching Materials</li> </ul>																										
<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>Application Tasks</li> <li>Interactive Instruction</li> <li>Case Studies</li> <li>Literature Review</li> <li>Project Work</li> <li>Exercises</li> <li>Lecture</li> <li>Discussion</li> </ul>	<b>Social Settings Used:</b> <ul style="list-style-type: none"> <li>Individual Work</li> <li>Pair Work</li> <li>Group Work</li> </ul>																									
<b>Type of Instruction</b>	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>20 h</td> <td>-</td> <td></td> </tr> <tr> <td>Excercise</td> <td>4 h</td> <td>-</td> <td></td> </tr> <tr> <td>Project Work</td> <td>4 h</td> <td>8 h</td> <td></td> </tr> <tr> <td>Seminar</td> <td>4 h</td> <td>8 h</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>32 h</b></td> <td><b>16 h</b></td> <td><b>42 h</b></td> </tr> </tbody> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	20 h	-		Excercise	4 h	-		Project Work	4 h	8 h		Seminar	4 h	8 h		<b>Total</b>	<b>32 h</b>	<b>16 h</b>	<b>42 h</b>
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<b>Performance Assessment</b>	<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>Format</b>	<b>Length (min.)</b>	<b>Weighting</b>
	Talk/oral presentation	Grade	Gruppenarbeit	20	40.00
Written Assignment	Grade	Einzelarbeit	0	60.00	
<b>Classroom Attendance Requirement</b>	<p>80%</p> <p>The module is organized as a block seminar of three full days and one half-day for final presentations. The format will be adapted to meet specific requirements during the semester and decided on by the lecturer. It will be a mixture of on-site and online teaching (synchronous, asynchronous for guest lectures, or similar), self-study, and group work. The module usually includes a one-day field trip/company visit. Active participation during lectures (online/offline), group work, etc., and individual preparation beforehand are expected. Full attendance during the block seminar is also required. Seminar days should be reserved by participants well in advance.</p>				
<b>Compulsory Reading</b>	<ul style="list-style-type: none"> <li>• Duma, F., Hallier Willi, C. &amp; Steinmann, C. (2015). The Business of Luxury. Zürich: vdf Hochschulverlag. ISBN 978-3-7281-3662-6.</li> <li>• Other reading material on Moodle</li> <li>• Kapferer, J. &amp; Bastien, V. (2012). The Luxury Strategy – Break The Rules Of Marketing To Build Luxury Brands. 2nd edition. London: Kogan Page. ISBN 978-0749464912.</li> </ul>				
<b>Recommended Reading</b>	<ul style="list-style-type: none"> <li>• Refer to Moodle</li> </ul>				
<b>Comments</b>	<p>IMPORTANT: Please be aware that the module may be taught partly online (e.g., guest lectures, synchronous and asynchronous teaching, self-study, group work). Depending on circumstances and feasibility, the module also includes an off-campus field trip.</p>				