

Module 2: Strategies in the Luxury Market: In-Depth Analysis & Trends		
Module Code	CAS LM Module 2	
Degree Program and Discipline	CAS in Luxury Management	
Legal Framework	Academic Regulations for Diploma and Certificate Courses at ZHAW of 25 August 2016	
Module Category	Module Type WB <input checked="" type="checkbox"/> Core Module <input type="checkbox"/> Related Module <input type="checkbox"/> Minor Module	Module Level <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized
ECTS	6 ECTS	
Organizational Unit	Competence Team Luxury Management, International Business	
Module Coordinator	Fabio Duma, dumf	
Deputy	Maya Gadgil, gadg	
Admission Prerequisites	Module 1: Strategies in the Luxury Market: Basics	
Module-Related Program Goals	Knowledge and understanding, application of knowledge and understanding, ability to make judgments, communication skills, self-learning skills	
Contribution of Modules Towards Program Goals	<ul style="list-style-type: none"> <li>• <b>Knowledge and Understanding:</b> Participants gain knowledge and understanding of the current challenges of the international luxury market.</li> <li>• <b>Application of Knowledge and Understanding:</b> Participants develop a promising business model or solution for their own company/project.</li> <li>• <b>Ability to Make Judgments:</b> Participants recognize the advantages and disadvantages of the various business models and assess their feasibility and potential for success in the luxury sector.</li> <li>• <b>Communication Skills:</b> Participants present an elaborated business model/project to a panel of experts.</li> <li>• <b>Self-Learning Skills:</b> Participants learn to question strategy alternatives and to develop and apply their own carefully considered solutions based on what they have learned.</li> </ul>	
Learning Goals	The world of luxury is constantly changing. Digitalization, globalization, individual shifts in values, evolving social norms and structures, and other factors all influence how luxury is defined, consumed, and presented. This module examines the development of luxury and luxury consumption in a broader context, looking at the most significant interdependencies as well as current trends and the reaction of luxury companies to them. It also addresses regional aspects including luxury niche products/services/the luxury experience, the integration of the "digital sphere," new service trends, experience luxury, luxury ecosystems, and mindful luxury.	
Learning Content	<ol style="list-style-type: none"> <li>1. Luxury, Craft &amp; Design: craft, design &amp; business, balancing tradition and innovation, building heritage, nurturing future resources.</li> <li>2. Luxury Strategies Applied: expert discussions.</li> <li>3. Mindful Luxury: luxury and sustainability, transparency, communication, technological solutions.</li> <li>4. Luxury and Culture(s): luxury consumption lifecycle, differing customer expectations, adaptation and education.</li> <li>5. Perspectives on Luxury: future outlook, interdisciplinary views, the evolution of luxury, new business models.</li> <li>6. Expert feedback/exchanges.</li> </ol>	
Detailed Module Goals (Competencies)	Knowledge and Understanding <ul style="list-style-type: none"> <li>• Participants understand the international market environment and its characteristics.</li> <li>• Participants understand the current issues affecting the luxury industry and their implications for management.</li> </ul> Application of Knowledge and Understanding <ul style="list-style-type: none"> <li>• Participants review the learning content "on site" during their study trip through exchanges with experts in a different cultural context.</li> <li>• Participants evaluate future models (in relation to their own companies).</li> </ul> Ability to Make Judgments <ul style="list-style-type: none"> <li>• Participants can critically analyze business models in the luxury sector.</li> <li>• Participants can evaluate the decisive success factors of business models.</li> </ul>	

	<p>Communication Skills</p> <ul style="list-style-type: none"> <li>Participants give an oral presentation of a business model relevant to their company (or employer)/project (final presentation) including written documentation (Performance Assessment 2).</li> <li>Participants learn how business models can be tested for their soundness through exchanges with their fellow participants.</li> </ul> <p>Self-Learning Skills</p> <ul style="list-style-type: none"> <li>Participants learn techniques for testing the validity of business models.</li> </ul>
Links to Other Modules	<p>This module is linked to the following other module(s):</p> <p>Module: 1      Content: Strategies in the Luxury Market: Basics</p>
Methods of Instruction	<p><b>In the Classroom</b></p> <p><input checked="" type="checkbox"/> Lecture</p> <p><input checked="" type="checkbox"/> Reflection</p> <p><input checked="" type="checkbox"/> Exercises</p> <p><input checked="" type="checkbox"/> Discussion</p> <p><input checked="" type="checkbox"/> Presentation</p> <p><input checked="" type="checkbox"/> Group work</p> <p><input checked="" type="checkbox"/> Case studies</p> <p><input type="checkbox"/> Literature review</p> <p><input type="checkbox"/> Simulation</p> <p><input type="checkbox"/> Others (pls. specify):</p>

Attendance Requirement	80% 100 % attendance during the study trip (compulsory)			
Module Structure	<b>In the Classroom</b> (1 lesson à 45 minutes = 1 h workload)	<b>Guided Self-Study</b> (1 lesson à 45 minutes = 1 h workload)		<b>Independent Self-Study</b> (1 lesson à 45 minutes = 1 h workload)
<b>Total</b>	<b>54 h</b>	<b>8 h</b>		<b>88 h</b>
Performance Assessments	<b>Type</b>	<b>Volume</b>	<b>Length (minutes)</b>	<b>Assessment</b>
	<input type="checkbox"/> Written exam(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input type="checkbox"/> Oral exam(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input checked="" type="checkbox"/> Presentation(s)	1	30	<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input type="checkbox"/> Paper(s)/Report(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input checked="" type="checkbox"/> Others (please specify): Report relating to the presentation			<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<b>Type</b>	<b>Weighting</b>		<b>Format</b>
	Written exam(s)			<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials (pls. specify) <input type="checkbox"/> Closed book
	Oral exam(s)			
	Presentation(s)	40 %		
	Paper(s)/Report(s)			
	Others (please specify):	60 %		
	<b>Resources</b> (see the respective guidelines -> SML Intranet, Exams/Certificates) <input type="checkbox"/> Free choice of calculator <input type="checkbox"/> ZHAW calculator <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify):			
Language of Instruction (Class and Exam)	<input type="checkbox"/> German <input checked="" type="checkbox"/> English only			
Materials	<input checked="" type="checkbox"/> Lecture slides <input type="checkbox"/> Script <input type="checkbox"/> Electronic tools <input type="checkbox"/> Others (please specify):			
Compulsory Reading	Preparatory reading / texts			
Recommended Reading	Kapferer, J. & Bastien, V. (2012). The Luxury Strategy. 2nd edition. Kogan Page, Limited. ISBN 978-0749464912  Wiedmann, K. & Hennigs, N. (2013). Luxury Marketing. Wiesbaden: Springer Gabler. ISBN			

	<p>978-3834943989.</p> <p>Chevalier, M. &amp; Gutsatz, M. (2012). Luxury Retail Management. Singapore: John Wiley &amp; Sons. ISBN 978-0470830260.</p> <p>Wittig, M., Sommerrock, F. &amp; Albers, M. (2015). Rethinking Luxury: How to Market Exclusive Products in an Ever-Changing Environment. 1st edition. Lid Publishing Inc. ISBN 978-1907794568.</p>
Remarks	<p>Participation in the study trip is compulsory.</p> <p>100% attendance during the study trip is mandatory.</p>