

Luxury Management

Certificate of Advanced Studies (CAS)

**Including Study Trip to a
European Luxury Capital**



Building Competence. Crossing Borders.

Program

Luxury. A phenomenon with a thousand facets

This program enables participants to rethink luxury and understand its management specifics.

INTRODUCTION

The global luxury business has seen constant growth over the last few decades. But what is luxury? And what will be considered luxurious in the future? Many key drivers in different macroenvironmental spheres have an impact on what people crave and what their status symbols are in different cultural contexts. Numerous industries have a top segment offering luxury products and experiences. The ever-changing nature of luxury and luxury consumption requires such companies to constantly adapt while at the same time safeguarding the identity and superior value of their brands in the eyes of the customers.

PROGRAM

The program introduces professionals in this field and those with an interest in the inner workings of the luxury business to the fundamentals of luxury management in the 21st century. It strikes a balance between sound academic education and practical work on participants' own projects. While enrolled in the program, participants will work on individual projects and take part in workshops offered by experts from different fields. Once they graduate, they will not only have a diploma and a professional network in the field of luxury, but also a sound understanding of modern luxury management and of the broader macroenvironmental context that will shape the luxury business of the future. In addition, they will have developed a sound business model or concept for an existing or new luxury product or experience, based on the academic and practical content of the program.

TARGET AUDIENCE

Interested persons who are new to the field and/or are already working with luxury/premium goods, considering next career moves, or planning to start an own company in the luxury sector.

PROGRAM BENEFITS

The program focuses on the key change drivers of luxury and is based on theoretical concepts and their practical application in a contemporary business context.

By completing this CAS program, you will ...

- gain a broader perspective on luxury as a social phenomenon and a driver of many different business models.
- learn about the significance of luxury for culture, society, and the economy.
- be challenged to critically rethink the common notion of “luxury” and develop new, future-proof ideas.
- gain an understanding of the buying behavior and expectations of (new) luxury goods customers in different cultural contexts.
- understand the key drivers of “new” luxury and learn how to react in an environment marked by digitalization, globalization, multiculturalism, millennials, and immaterialization.
- expand your network as you interact with other participants, lecturers, and industry representatives.

APPROACH

We employ a wide range of different teaching and learning techniques to suit different learners, including lectures by experienced ZHAW School of Management and Law faculty members and external guest speakers, company visits and presentations, group discussions, individual projects, case studies, individual literature review, and a study trip to a European luxury capital.

The program will take place under the academic lead of Dr. Fabio Duma. He will be joined by a selected group of highly qualified lecturers as well as representatives and experts of various luxury industries.

Organizational Matters

Build the foundation for your success in the business of luxury

Visit us online for more information.

ADMISSION REQUIREMENTS

Applicants need to be graduates of universities or universities of applied sciences and have at least three years of professional experience. Professionals without a university degree may be admitted on merit, subject to at least five years of professional experience and corresponding continuing education qualifications, such as from a college of professional education and training (höhere Fachschule) or a federal vocational and professional education and training certificate/diploma (eidg. Fachausweis/Diplom). Admission decisions are made by the Head of Program.

REGISTRATION

Registration for the course takes place online. Applications will be considered in the order in which they are received:

>>> www.zhaw.ch/imi/cas-lm

NUMBER OF PARTICIPANTS

The minimum number of participants is 14.

PROGRAM DATES

The program dates are published online:

>>> www.zhaw.ch/imi/cas-lm

WORKLOAD

Successful program participants earn 12 ECTS (European Credit Transfer System) credits. Each ECTS credit is worth approx. 25 hours of study. For the entire study program, this corresponds to about 300 hours.

PERFORMANCE ASSESSMENTS

In module 1, the performance assessment is an oral presentation, in module 2 an oral presentation and a written paper.

LOCATION

With the exception of the company visits and the study trip, classes take place at the ZHAW School of Management and Law in Winterthur or Zurich.

>>> www.zhaw.ch/sml/campus

LENGTH OF PROGRAM

This part-time program takes five to six months to complete.

LANGUAGE OF INSTRUCTION

The language of instruction is English.

QUALIFICATION

After passing the performance assessments and provided the attendance requirement of at least 80 percent has been fulfilled, participants are awarded a "Certificate of Advanced Studies in Luxury Management."

COSTS

The program fee is CHF 9,600 per person. This includes all course materials, lunches (2) and company visits, as well as accommodation (3 nights) during the study trip (3 days), including local transportation costs. The travel to/from the company visits as well as to/from the destination of the study trip is at the expense of the participants.

TERMS AND CONDITIONS OF PARTICIPATION

The general terms and conditions for continuing education events at the ZHAW School of Management and Law can be found at:

>>> www.zhaw.ch/sml/atb-wb

Contact

We are happy to advise you in a personal appointment



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Competence Team Luxury Management

The Competence Team Luxury Management dedicates its experience and resources to finding relevant, applicable, and innovative solutions to luxury-specific challenges. We share our knowledge by educating international students and course participants on all levels as well as by offering tailor-made research, consulting, and corporate education programs to leading luxury companies and up-and-coming niche players.

>>> www.zhaw.ch/imi/clm

Structure and Content

Acquire the means to understand luxury now and in the future

A well-balanced mix of lectures, hands-on application, and field experiences.

MODULE OVERVIEW

MODULE 1 6 ECTS Credits					Assessment 1 oral presentation
Session 1 (Winterthur/Zürich)			Session 2 (Winterthur/Zürich)		
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Introduction to Luxury Luxury as a Phenomenon Luxury Consumption Business of Luxury Individual Pitch Presentations	The Luxury Brand Definition & Characteristics Brand Management Specifics Brand Expansion Brand Stretching Building a Contemporary Luxury Brand	Luxury Strategy Strategy Types Meta-Luxury Models Luxury Foresight Strategic Challenges	Luxury Entrepreneurship Lectures & Discussions with Entrepreneurs and Innovators in the Field Luxury Disruptors Company Visit	Luxury Customer Experience Digital Transformation Online Experience Personal Interaction Offline Experience	Workshop & Expert Coachings Presentation of Projects Business Model Check Expert Discussions
MODULE 2 6 ECTS Credits					Assessment 2 oral presentation/written paper
Session 3 (Study Trip to European Luxury Capital)			Session 4 (Winterthur/Zürich)		
Day 7	Day 8	Day 9	Day 10	Day 11	Day 12
Luxury, Craft & Design Craft, Design & Business Balancing Tradition & Innovation Building Heritage Nurturing Future Resources	Luxury Strategies Applied Company Visits Networking Expert Discussions	Mindful Luxury Luxury & Sustainability Transparency Communication Technological Solutions	Luxury & Culture(s) Luxury Consumption Lifecycle Differing Customer Expectations Adaptation & Education	Perspectives on Luxury Future Outlook Interdisciplinary Views Evolution of Luxury New Business Models	Advisory Board & Final Presentations Final Presentations Expert Feedback & Discussion Networking

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