

**MSc Fashion, Design and Luxury Management, awarded by Grenoble Ecole de Management**

Module Title	Learning Objectives
Accounting	<p>This introductory course aims to deliver the fundamentals of Accounting Information and Financial Reporting. The accounting concepts, rules and presentations illustrated with real companies' financial statements would help the students to understand the impact of transactions and business decisions on the financial situation of firm.</p> <p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• To comprehend the main objectives of financial accounting</li> <li>• To master the concepts, assumptions, principles, rules, and constraints in financial accounting</li> <li>• To be able to understand the financial statements and the relationship between business transactions and their impact on the financial statements</li> <li>• To be able to mobilize different sources of accounting information as one of the relevant sources of information in firm decision making process</li> </ul>
Branding & Brand Equity Management	<p>A brand is arguably an organization's most important asset. This fact is based on the premise that people do not buy products but they buy brands and also that consumer's perceptions of the brand ultimately influences their relative perceptions and behaviours towards the brand. Therefore, organizations today place tremendous emphasis on managers to devise appropriate strategies for building, growing and managing brands.</p> <p>Branding is similar to storytelling: Every organization (regardless of size or purpose) has a story to tell. Its brand articulates each chapter of its existence; past, present and future. This course will explore step by step from design through application and management, how branding gives organizations a unique and competitive edge. As such, this course aims to equip students with the knowledge, tools and competencies required to manage luxury brands successfully.</p> <p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Appreciate the fundamental role of brands in the marketing strategy of luxury organisations and apply tools and techniques in the effective management of luxury brands</li> <li>• Identify and characterise the different types of brands and the different stages and strategic implications of the brand life cycle</li> <li>• Understand the concept of brand equity and how to calculate the equity of a brand</li> <li>• Develop a corporate communication strategy that takes into consideration the role of the brand</li> <li>• Understand conceptual issues relating to the theory of creating, managing and sustaining luxury brands</li> <li>• Ability to critically analyze and evaluate brand identity, brand positioning and brand leverage</li> <li>• To practically apply luxury brand management strategically in a global context</li> </ul>

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Corporate Finance	<p>This course in corporate finance aims to familiarize the students with the simplest concepts of financial decision. They should be able to understand decisions taken by others (and, in simple cases, take the decision themselves) on central financial management points. Moreover, they should have a clear idea of what finance is about in a company and how it could and should impact many areas of management.</p> <p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Comprehend what is finance and the role of finance in a company</li> <li>• Understand the time value of money</li> <li>• Be able to use several investment appraisal techniques</li> <li>• Understand the various sources of financing</li> <li>• Be able to estimate the cost of capital of a company</li> </ul>
Customer Management & Customer Intelligence	<p>Customer management is a concept that has, together with its almost obvious benefits, been discussed for several decades. Despite this fact, organizations are still struggling to align themselves to the relationship oriented paradigm.</p> <p>This module pays attention to fundamental issues and challenges that lie at the heart of this struggle. We will take a broader and more strategic look at the challenge in an attempt to find solutions and a path to better alignment.</p> <p>In particular, it will also focus on the differences of the mass-consumers industry customers with respect to the specificities of the luxury and fashion customers. The differences in the concepts and related strategies will be analyzed.</p> <p>Content includes: building value for the customer; achieving customer satisfaction in the fashion and luxury sector; understanding and building customer loyalty in the luxury industry in the new markets; establishing a customer relationship; creating employee/stakeholder value; behavioural aspects of marketing and advanced behaviour for Luxury and Fashion clients; CRM &amp; loyalty; Relationships &amp; interactive marketing.</p> <p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand key factors for new clients in the fast-growing markets versus consolidated markets</li> <li>• Debate the complexities of implementing a CM strategy for fashion and luxury industry</li> <li>• Understand the possible pitfalls of CM and develop ideas on how to avoid it or how to manage it</li> <li>• Identify ways of getting and keeping the right customers in the fashion and luxury industry</li> <li>• Understand some of the concepts around customer lifetime value</li> <li>• Measure the profit impact of customer retention - lifetime value analysis</li> </ul>

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Digital Marketing in the Fashion & Design Industries	<p>This module introduces students to Digital Marketing, encompassing content including E-tailing; Web 1.0, Web 2.0 and Web 3.0; implications for retailing; characteristics of digital and web marketing media; virtual place strategies; search engine marketing; digital mix; web-based performance indicators and metrics; planning and developing a marketing plan.</p> <p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Have a practical understanding of the limits, benefits and opportunities of marketing in virtual environments</li> <li>• Have a critical understanding of the developing Web 2.0 and Web 3.0 paradigms, and their implications for digital marketing</li> <li>• Have an understanding of the range of promotional and advertising tools for Internet marketing</li> <li>• Translate, interpret and apply marketing theory in digital environments</li> <li>• Develop a digital marketing plan</li> </ul>
Fundamentals of Fashion & Design Industry	<p>This module will provide the student the specific knowledge required for understanding and analyzing the dynamics of the production and distribution of goods in the Fashion and Design industries.</p> <p>Topics covered in this module are:</p> <ul style="list-style-type: none"> <li>• An Introduction to Fashion, Design and Luxury industries as design-intensive and cultural and creative industries, as well as organized fields/systems or Art Worlds</li> <li>• Fashion and Design Art world as “milieu” (main actors, technical vocabulary, main dynamics)</li> <li>• Designing/creating Fashion and Design products (work aspects)</li> <li>• The production of value in Fashion, Design and Luxury industries</li> <li>• Symbolic aspects of Fashion and Design products</li> <li>• Economic specificities of Fashion and Design goods</li> <li>• Case Studies in the Fashion and Design industry</li> </ul> <p>At the end of the module students will acquire a specific knowledge of the overall functioning of the Fashion and Design industries and of the specific dynamics and actors of these related fields; they will be able to use this specific knowledge to improve and fine tune the managerial skills provided by the other classes.</p>
Industrial Design	<p>Aesthetics and symbolic meaning are indispensable elements for the desirability of luxurious products and services. However, an attractive design goes beyond aesthetical and emotional aspects and often combines multiple characteristics. Fashion trends, newness, coherence with the brand identity, attention to details, ease of usage, and price all influence product attraction. And in specific situations, environmental friendly and ethical aspects also contribute to product charisma. Good design integrates these elements, while working in line with the company's strategy.</p> <p>Design topics covered from a business / marketing perspective include:</p> <ul style="list-style-type: none"> <li>• A user-centred development process, based on empathy</li> <li>• Company culture and design DNA</li> </ul>

	<ul style="list-style-type: none"> <li>• The strategic use of design</li> <li>• The role of marketing and other disciplines in this process</li> <li>• The integration of brand identity by design</li> <li>• Environmental sustainability as integrative part of good design</li> </ul> <p>At the end of this module, students should be made aware of:</p> <ul style="list-style-type: none"> <li>• The role of company culture in supporting design excellence</li> <li>• Design best practices</li> <li>• The design thinking process</li> <li>• The usage of design thinking in more than product development</li> <li>• Experience the steps in design thinking project</li> </ul>
Integrated Communications Strategies & PR	<p>Integrated Communications Strategies, otherwise known as Integrated Marketing Communications or IMC, is a process by which brand equity and customer relations are driven by an effective communications campaign. It consists in strategically controlling all of the messages delivered in and around the image of a brand or product and in ensuring they are logically connected to each other in order to maximize awareness on end-users, while minimizing the costs of these efforts.</p> <p>This course will therefore examine the different components of IMC. It will begin by exploring the very foundations of brand value itself and then proceed to explore the Advertising, Promotional and Integrated tools employed to vehicle the message consistently.</p> <p>At the end of the module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand how IMC fits into an overall Marketing Strategy and the importance of Integrated Marketing Communications Strategy in the current economic climate and the barriers which it faces</li> <li>• Identify the core elements of a brand identity, their origin, and understand the relation between these elements and consumer behaviour</li> <li>• Select and implement appropriate communication strategies through advertising and promotional tools and integrated marketing campaigns</li> </ul>
Luxury Sectorial Analysis	<p>This module provides students a strong theoretical framework apt to analyze and understand the main characteristics of the Luxury production and consumption in their close relationship with Economic Growth, with Status and Class dynamics and with some main psychological aspects. This general framework will be applied to the analysis - conducted both via databases/secondary sources and field research - of different sectors of the Luxury field (i.e. Haute Couture, food, wine, jewelry etc.) with a particular attention to the ability to understand and foresee the possible mid-term trends and the long term-evolutions in these very competitive sectors.</p> <p>At the end of the module, students should be able to apply an overall theory of the production and consumption of luxury goods to the single - always changing and rapidly evolving - sectors composing the luxury field. The teaching will be coupled with the study trip in order to give the students the possibility to experience/analyze through field research, products and services in luxury.</p>

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Strategic Management of Luxury Brands	<p>This module will highlight all the different facets of the concept of Luxury, Luxury goods and services in regards to their differences with other types of goods, services and industries and will examine closely the managerial implications stemming from these specificities:</p> <ul style="list-style-type: none"> <li>• The constant research for Innovation and Exclusivity</li> <li>• The focus on the long-term (e.g. investments and growth, heritage, second hand and vintage)</li> <li>• The importance of Branding strategies to reach customers</li> <li>• The influence of “Art” and of the “Starsystem Economy”, in shaping Porter’s Value Chain</li> </ul> <p>Therefore focusing in particular on:</p> <ul style="list-style-type: none"> <li>• The environment and the external factors influencing Luxury companies, such as the main industry trends, market evolution, stakeholders</li> <li>• The internal environment of a Luxury Brand, i.e. the different types of organizations, business models and management styles for the design, production and distribution of Luxury goods</li> <li>• The very special relationship existing between Luxury companies and their customers, with a particular focus on the integration of traditional distribution and service and the new opportunities and constraints opened by the Digital world</li> </ul> <p>At the end of this module, the students will have a clear understanding of:</p> <ul style="list-style-type: none"> <li>• The differences between Luxury goods and premium goods and the difference between Fashion and Luxury goods</li> <li>• The main specificities of the Luxury Fields in comparison with other industries (e.g. Heritage, Exclusivity, Craftsmanship, Service, Customer Experience, Sales Ceremony)</li> <li>• The main dynamics and the evolution of the Global Luxury Market</li> <li>• The Luxury value chain</li> <li>• The main managerial strategies to achieve international recognition and exclusivity</li> <li>• The main Business and Organizational models of the Luxury companies e.g. Family Business, Corporates, Conglomerates</li> <li>• The management styles in the Luxury Business</li> </ul>
Purchasing, Operations & Supply Chain Management in the Fashion & Luxury Industries	<p>This module will provide managers an understanding of the strategic components of Operations and Supplier Management to provide an overview of the most relevant tools of the field.</p> <p>At the end of this module, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Assess the strategic role of operations to allocate proper resources to the function</li> <li>• Have educated discussions with experts in supplier management and work in project teams</li> <li>• Grappled the challenges of the field through cases that will cover a wide spectrum of industries in the luxury trade</li> <li>• Lead discussions about the evolution of the Supplier network, develop or adapt an organization, etc</li> </ul>

Module Title	Learning Objectives
Research Methods	<p>This module will introduce and practice students in the understandings of knowledge and theory and how to develop and refine lines of enquiry that contribute effectively to knowledge areas and organizational development.</p> <p>Students will learn the essentials of organizing a research project and the standard practices and methodologies of data collection for a specific purpose, organizing and analyzing the data and presenting logical conclusions and recommendations.</p> <p>At the end of this module, the students will have a clear understanding of:</p> <ul style="list-style-type: none"> <li>• Introduction to research. The theory of knowledge and the importance of good research in the decision making process. Key terms and theories of research</li> <li>• Developing Topics and Research Questions. Developing and framing a valid Research Question and/or identifying a hypothesis to test and Sample Frame and Population identification and access strategies - 'What' to ask 'Who'</li> <li>• Secondary Data Collection and Analysis – Sourcing, reviewing and analyzing secondary data</li> <li>• Methodology and Research Design – Quantitative, Qualitative and Mixed research approaches and methods</li> <li>• Data management, organization and analysis and drawing valid and appropriate conclusions from analyzed data</li> </ul>
Retail Management	<p>Retail Management covers many fields of business management including Human Resources, Marketing Management, Operations Management, Supply Chain Management and Information Technologies.</p> <p>This module has a particular focus upon excellence in people and service management, effective in-store merchandising management and will also provide an introduction to distribution and retail marketing which will include:</p> <ul style="list-style-type: none"> <li>• Managing Retail Marketing &amp; Distribution</li> <li>• The Retail Mix</li> <li>• Fashion Retailing and Customer Service</li> </ul> <p>At the end of this module, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the critical importance of distribution and retailing</li> <li>• Appraise the strategic and tactical significance of the major elements of the retail mix Articulate the latest trends within fashion retailing &amp; distribution</li> <li>• Critically evaluate fashion retailer's domestic and international strategies</li> <li>• Articulate and evaluate key techniques in managing store staff for maximum effectiveness in delivering the service proposition</li> <li>• Appraise and suggest a range of actions that can be taken at store level to build a competitive advantage through excellent customer service</li> <li>• Judge the effectiveness of a range of space management and visual merchandising techniques and their impact on merchandise planning, productivity and image</li> </ul>

Module Title	Learning Objectives
Strategic Management	<p>The module will introduce and apply various strategy tools and apply them to real world cases. Situations will relate to various industries but particularly to Luxury Goods and Services segments and firms. Students will learn what makes the firm successful and what are the key issues specific to the Fashion and Luxury industry.</p> <p>At the end of this module, the students should be able to think strategically and understand the big picture of the fashion industry. They will learn how to analyze the external and internal environment of the firm and how firms in these industries can compete successfully in the market place.</p>
Sustainable Luxury & Design	<p>Luxury Development is creating sustainability issues at different levels. This module will specifically analyze the strategic issues that luxury sectors are facing in relation to their responsibility and sustainability and related challenges. It will bring in an in-depth analysis on how luxury companies are answering to these challenges and new scenarios through specific programmes and policies.</p> <p>At the end of this module, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge of sustainable development, its relevance to business and to Luxury and Design industries in particular</li> <li>• Demonstrate knowledge of sustainable Design Thinking and its relevance to Luxury</li> <li>• Be able to start or join an initiative to achieve a more responsible and sustainable luxury enterprise</li> </ul>
Technology & Innovation in the Fashion & Design Industries	<p>Innovation stands at the very heart of the Fashion and Luxury industries, and Design represent in this sense not only a partially overlapping and different industry, but also the main common method to nurture and foster the continuous need for new ideas and products.</p> <p>This module explores how companies can obtain a decisive competitive advantage by successfully identifying, selecting, assimilating and exploiting innovation and new technologies, in Fashion and Design and through Design.</p> <p>At the end of the module students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic theoretical concepts of innovation in general and its importance for the so called Cultural and/or Creative industries</li> <li>• Be aware of the business opportunities (and threats) created by the different means to produce innovation (scientific, technological, design) in the Fashion and Design industries</li> <li>• Be aware of, explore and analyze the more recent developments in design and technological innovation in the Fashion and Design Industries</li> </ul>
The Legal Context of the Design & Fashion	<p>This module covers the legal context of the Design and Fashion Industry including:</p> <ul style="list-style-type: none"> <li>• Definitions of industry characteristics</li> <li>• Scope of Intellectual Property applicable to the industry of Fashion &amp; Design</li> <li>• Infringements and enforcement of the Intellectual Property Rights (IPRs): Knockoffs and Counterfeiting</li> </ul>

	<ul style="list-style-type: none"> <li>• Remedies</li> <li>• Licensing of the IPRs in the industry of Fashion &amp; Design</li> <li>• Imports and Customs issues in Fashion</li> </ul> <p>At the end of the module students should be able to:</p> <ul style="list-style-type: none"> <li>• Have a clear definition of Fashion &amp; Design, and be familiar with the industry characteristics of: <ul style="list-style-type: none"> <li>a) importance of Fashion &amp; Design in the global economy</li> <li>b) consolidation: the growth of fashion conglomerates</li> <li>c) disruptive transformation: fast fashion and the Internet</li> <li>d) ethical issues and sweatshops issues</li> </ul> </li> <li>• To provide the students with a clear understanding - both theoretical and practical- of the various IPRs that may cumulatively be associated with, and protective to, fashion &amp; design products and services</li> <li>• To provide the students with a clear understanding of the concept of infringement of IPRs (knockoffs, both legal and illegal: counterfeiting) as well as of the various legal remedies in case of infringement of IPRs</li> <li>• To provide the students with a mastery of Licensing of IPRs and enable them to competently negotiate licensing agreements of IPRs in the industry of Fashion &amp; Design</li> </ul>
<b>Language</b>	
Chinese	<p>A beginner's introduction to Chinese language and Chinese writing. The course will look at simplified Chinese characters. An introduction to Chinese culture will also be given.</p> <p>Pronunciation of Pinyin including:</p> <ul style="list-style-type: none"> <li>• Rules relating to writing Chinese characters</li> <li>• Basic grammar - How to introduce oneself</li> <li>• How to introduce one person to another</li> <li>• Polite expressions</li> <li>• An initial approach to the Chinese culture</li> </ul> <p>Basic for oral communication</p>
French	<p>This course is designed for complete beginners. Students will learn the basics in French in order to allow them to deal with everyday situations. Additionally, the course will give students a broader understanding of the French social and cultural context.</p> <p>Following this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Introduce themselves and talk about what they do in life</li> <li>• Handle everyday situations</li> <li>• Talk about their home country</li> </ul> <p>Purchase goods and ask for their prices - use the present tense</p>



Responsible Leadership	<p>Today's organisations have to adapt to constantly changing environment. Managers need to understand and lead their followers towards responsible business. This module aims at understanding how responsibility is constructed at the interface of the individual and the society level and how to implement it in practice. Students will develop their critical thinking regarding environmental and social stakes in organisational transformations.</p> <p>The module will particularly focus on ethical dimension of decision making, on digital transformation and its impact on the individual, the organisation, and the broader society, and on how to conduct change for sustainability. In this course, we look at contemporary crises that leaders may confront at the interface of the meso-level of the organization and macro-level of society. Ethics acts as a transversal theme, with an emphasis on the ways that leaders are tasked responsibly addressing and problem-solving crises.</p>	
	The following topics will be covered:	
Leadership Perspectives	Intro session to set the stage for what leadership is, covering different perspectives and evolutions of leadership.	
Ecological Crises	We focus on how leadership addresses environmental issues at the interface of their organization.	
Social Crises	We focus on how leadership addresses issues pertaining to socio-economic issues (e.g., inequality, poverty, war) at the interface of their organization.	
Cultural Crises	We focus on how leadership responds to issues of diversity, focusing on marginalized groups at the interface of their organization.	
Managing Global Teams	<p>How to manage teams, especially in international context, is a critical challenge for managers. This module provides key tools and perspectives to manage the organisation and facilitate team collaboration. Considering topics such as cultural values and norms, international regulatory structures, cross-cultural discourse, multinational HR systems, and power, politics, and motivation in multinational organizations, this module seeks to prepare students to manage in organizations with a presence in multiple national contexts and work effectively and responsibly with employees, partner organizations, and government actors coming from multiple cultural contexts across a broad range of industries.</p> <p>After setting the stage for global work, we zoom in on some key themes concerning global work, from macro to micro with ethics as a transversal theme:</p>	
Topic	Details	
Global Work	Intro session to set the stage for global work. Focus: production chains, regulation, multinational organizations, and HR systems.	
Digitalization	We spotlight the key theme (and problematic) of the technological tools and resources necessary to actualize global work and their impact on knowledge creation and collaboration.	

	Diversity	We spotlight the key theme of global teams, focusing on intercultural considerations, covering the potentiality and issues that arise in cross-cultural contexts.
	Displacement	We spotlight the impact that global work has on individuals and the ways in which global work both places and displaces an array of workers ranging from global elites to expatriates, digital nomads, migrants, and refugees.
Project Management		<p>Organizations are increasingly defined and operate through project and program based strategies. The module aims to introduce the key processes, tools and management of projects as managers, project clients and organizational stakeholders.</p> <p>Key components of the course are:</p> <ul style="list-style-type: none"> <li>• What is a project? Why do projects fail?</li> <li>• Defining the project (its goal and its desired benefits)</li> <li>• Project Methodologies – Project Phases – Influence of organization structures on projects.</li> <li>• The project manager profile – Project team - Project manager interfaces. Roles &amp; responsibilities matrix. Managing the team.</li> <li>• Project initiation – Project scope analysis – Charter.</li> <li>• Project risk and assumptions – Risk management planning.</li> <li>• Project planning and planning systems – Duration estimation – investments - Cost estimation, estimation methods.</li> <li>• Tasks and activities – WBS, Work Breakdown Structure.</li> <li>• Project networks – CPM and PERT – Critical Path.</li> <li>• Scheduling – Gantt Chart / Bar Chart – Project crashing.</li> <li>• Project acceptance &amp; closing.</li> <li>• Project documents. Templates and Project Manager’s tools.</li> </ul>
International Negotiations		<p>Of all of the skills you will need to be successful in business (and in life), negotiation will definitely be one of the most important. This course has been designed to give you the knowledge and the skills that you will need to achieve maximum results in your personal and professional negotiations.</p> <p>The primary objective of this course is to help students become more effective negotiators. In addition to learning key concepts and vocabulary particular to the field of negotiation, students will also have a number of hands-on experiences with case studies that become increasingly challenging throughout the module. The intercultural component of negotiation will also be explored, and students will have the opportunity to both prepare and execute an intercultural team negotiation.</p> <p>The topics to be covered include (but are not limited to):</p> <ul style="list-style-type: none"> <li>• Negotiation Theory and vocabulary</li> <li>• Preparing to Negotiate (preparation methodology)</li> <li>• Distributive and Integrative Negotiation</li> <li>• Intercultural &amp; Intern</li> </ul>

Sustainability in International Business	<p>This module is intended as a fun and accessible way for GEM Msc students to understand the sustainability transition and its challenges, and to acquire the fundamental tools for developing international sustainable businesses.</p> <p>The module will aim to fill the following pedagogical objectives:</p> <ul style="list-style-type: none"> <li>• Understand, monitor and redefine the challenges of the ecological, economic and societal transition (EEST), as pertinent to the student’s professional domain.</li> <li>• Understand and monitor the relation between societal evolution, ecological challenges, the dynamics of technology and of international business.</li> <li>• Understand the broad consequences of any innovation project on society, the economy and the environment.</li> <li>• Be able to identify and use sustainability related measurement tools regarding his/ her personal and professional endeavours.</li> <li>• Be able to identify both benchmark and transformational practices of sustainable development related to international business.</li> </ul>
Risk Management	<p>This module focuses on protecting the Company’s interests through a better Risk management, the main purpose of is to prepare Company resources to face organizational risks, identify possible Risk Cause and to mitigate their relevant impacts. Students completing the module will understand organisational risk from the generic managers perspective and stake holding, whilst providing gatekeeper knowledge areas for defined Risk Managers.</p> <p>The module will cover the following topics:</p> <ul style="list-style-type: none"> <li>• Introduction to Risk Management.</li> <li>• Identifying and naming risk- Defining Risk Cause and Risk Event.</li> <li>• Quantifying Risk and Development of Risk Register.</li> <li>• FMEA Tables.</li> <li>• Risk Management Strategies and Prevention/Treatment Controls.</li> <li>• Risk Contracting and Insurances- Developing Reserve Estimates to absorb risk event and impact.</li> <li>• Opportunities within Risk.</li> </ul> <p>On completion of the course, participants will have significant knowledge and skills in:</p> <ul style="list-style-type: none"> <li>• Understanding the concepts of Risk Management with emphasis on assessment and mitigation actions.</li> <li>• Getting a detailed description of major risks any international industrial project may face.</li> <li>• Understanding and applying Risk Management techniques as a management tool.</li> <li>• Identifying sources of disputes and building protective reserves into performance estimates.</li> <li>• Identifying ‘Positive Risk’ and opportunities that Risk may present</li> </ul>

<p>Global Business applied to Fashion, Design &amp; Luxury Industries</p>	<p>The objective of this module is to introduce the subject of international business and international trade applied to the fashion, luxury &amp; design sector. Through lectures and discussion, the module aims to improve the student’s ability to identify and understand key factors in the international business environment. Furthermore, it explores key concepts related to globalisation, international business &amp; trade and the internationalisation of companies. It covers opportunities and risks related to business environments of different markets, the main theories on internationalisation of companies and market entry alternatives, multinational corporation and internationalisation strategies, with examples of corporate success/failure and cases of these.</p> <p>An important contribution to the course will be group and individual analysis on a sectoral issue at end of the module. Focusing on a specific firm of their choice operating in the fashion, luxury &amp; design industry, students are required to analyse the challenges of international business development across three new markets. Analysis needs to take into account the relevant factors from political &amp; legal, economic, cultural and competitive environment, suggest modes of entry for the new markets, and provide recommendations</p>
<p><b>Final Dissertation</b></p>	
<p>The final dissertation is one of the core components of the second year of the program. The academic dissertation asks students to understand and analyze a key business or managerial issue. Students first undertake an extensive review of our current knowledge of the issue through an in-depth literature review. Working with their tutor, students then identify an area that requires further exploration (Research Gap) and a methodology for filling that knowledge gap (Research Design). Students will undertake original research (Data Collection) to fill the pre-defined gap before writing up their findings and considering their personal contribution to the chosen research domain. This includes an analysis of the academic and practical / managerial implications of their research.</p>	

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