

DESIGNED FOR YOUR WORLD

SDA Bocconi
SCHOOL OF MANAGEMENT

SDA BOCCONI SCHOOL OF MANAGEMENT
program for GNAM network schools

**“The Italian Excellence and the Luxury Sector: leading
business transformation in post-pandemic and new
geopolitical context”**

17-21 OCTOBER 2022



- TO NETWORK: **MEET MBAs FROM OTHER SCHOOLS!**
- TO GAIN AND **APPLY** NEW KNOWLEDGE
- TO **MOTIVATE** YOU TO SEARCH FOR NEW SOLUTIONS

OBJECTIVES

The Italian Excellence and the Luxury Sector: leading business transformation in post-pandemic and new geopolitical context

The program will consist of:

- 1) “Pre-work” activities: case studies and articles (before the program starts)
- 2) Lectures, work in small groups, guest speakers, company visits
- 3) Your work **in small groups (groups A)** on in-class assignment A **(due on October 17, 4 pm, 30% of the grade)**
- 4) Your work **in small groups (groups B)** on assignment B **(due on October 19, 6 pm, 30% of the grade)**
- 5) Your work **in small groups (groups C)** on the learning journal **(due on October 21, 7 pm, 40% of the grade)**
- 6) Our written feedback to your assignments

We are looking forward to working with you!

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ATTENDANCE

100% of attendance is obligatory.

Groups assignments: small groups will need to effectively organize their work on assignments, in class and after classes.

We will form small groups assuring that you have a chance to interact with students from other schools, make sure to be updated about your group for assignment A (Groups A), assignment B (Groups B) and learning journal (Groups C).

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CERTIFICATE AND GRADING

- 1) All assignments will be graded as pass/fail. You will be awarded a course certificate in case all your assignments are “pass”.
- 2) To “pass” group assignments you will need to show your minimum ability to apply concepts discussed in class to real cases and situations
- 3) To obtain a “pass” for your “learning journal” your group will need to synthetically describe at least one “lesson learnt”/”aha moment” for each class.
- 4) For all assignments you will be provided qualitative feedback that we will send you together with your attendance certificate

COURSE MATERIALS

All course materials will be posted via SDA Bocconi learning platform. You will be provided your personal ID to access the platform.

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October, 17
Macroeconomic context

8.30 Welcome to SDA Bocconi and campus tour
(Prof. Olga Annushkina)

Prof. Marco Merelli

9.30-13.00 Introduction to the Italian and European macroeconomic context: consequences of COVID 19 and new geopolitical context

14.00-17.30 Work in small groups on **assignment A. Presentations by small groups and plenary discussion: what's next for European firms?**



October, 18
Aligning operations to strategy

Prof. Alberto Grando
9.00 – 12.00 The impact of pandemic on the Italian manufacturing system. The first reaction «purpose-driven»

Introduction to the company visit

13.00 Departure from Milan
15.00- 20.00 Company visit in the Italian Motor Valley (producer of racing cars/premium motorcycles - to be confirmed)



October 19
Excellence through sustainability and long-term orientation

Prof. Nicola Misani
9.00 – 13.00 Sustainability and long-term orientation: discussion of GREENWISE case and turnaround. Work in small groups on **assignment B (due October 19, 18 pm)**

Afternoon: work in small groups on assignment B



October 20
Excellence of operations in food and food service industries

Prof. Vittoria Veronesi
9.00 – 13.00 The role of operations in designing and implementing premium or luxury strategies in the food industry: case of Calvisius Caviar

14.00 – 17.30 Italian Excellence in action: discussion of a case study and visit to a premium food store in Milan



October 21
Italian and global luxury industry: responses to COVID19

Prof. Gabriella Lojacono
9.00 – 13.00 Responses of fashion, luxury and experience industries to covid19 emergency: Italian and international experience.

Prof. Emanuela Prandelli
14:00 – 17.30 Value creation and innovation in luxury industries.

17.30 Program wrap-up

19.00: submission of **learning journal (Groups C)**

HOW TO GET THE BEST OUT OF THIS WEEK

- Network with faculty and your classmates!
- Stay in touch with us:
 - olga.annushkina@sdabocconi.it - course content, assignments, comments, questions
 - tiziana.tonelli@sdabocconi.it - access to e-learning platform, assignment submissions, attendance, composition of teams
- Stay in touch with your classmates and groupmates (Groups "A", Groups "B", Groups "C")
- Actively participate to in-class discussions sessions and work in small groups
- Focus & avoid multitasking
- Let us know about your difficulties at any time

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CONTACTS:

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