



SDA Bocconi

SCHOOL OF MANAGEMENT

DESIGNED FOR YOUR WORLD



Program for GNAM Network Schools



**“The Italian Excellence:
learning from art management and lifestyle industries”**

16 – 20 October 2023



OBJECTIVES

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

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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 18, 40% of the grade)
- 4) Your work **in small groups (groups B)** on assignment B
(due on October 20, 30% of the grade)
- 5) Your work **in small groups (groups C)** on the learning journal
(due on October 20, 30% of the grade)
- 6) Our written feedback to your assignments

We are looking forward to working with you!

MILAN, ITALY as CAMPUS

SDA Bocconi
SCHOOL OF MANAGEMENT



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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

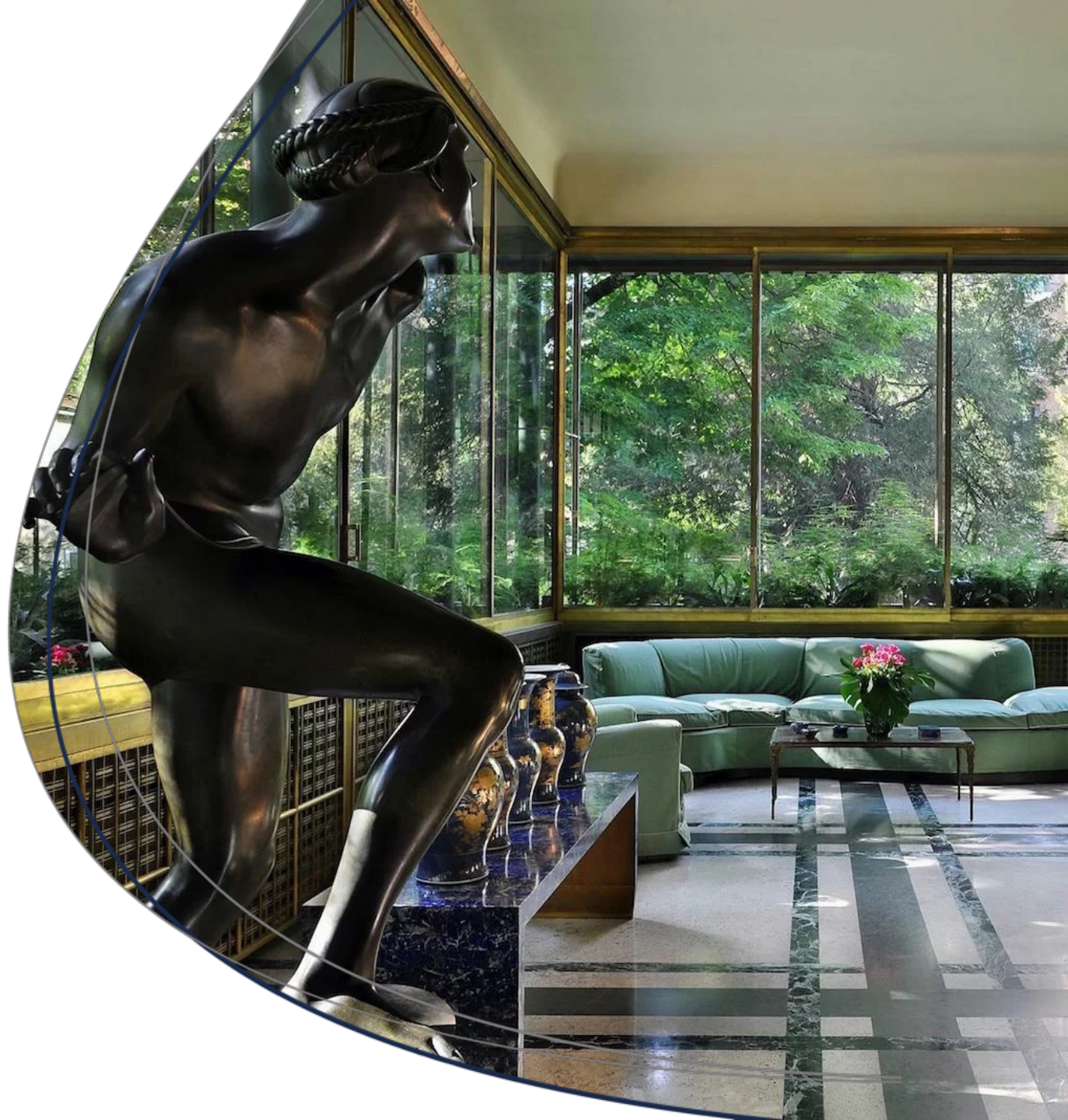
All course materials will be posted via SDA Bocconi learning platform.
You will be provided your personal ID to access the platform.

LEARNING GOALS

day 1-3

ART MANAGEMENT

- Identify the key elements of art management
- Describe the main approaches to the successful organizational models in organizations basing their businesses on art and creativity
- Identify the future trends (including technology) determining the business challenges of art management
- Identify the areas of applicability of the key principles of art management to other industries

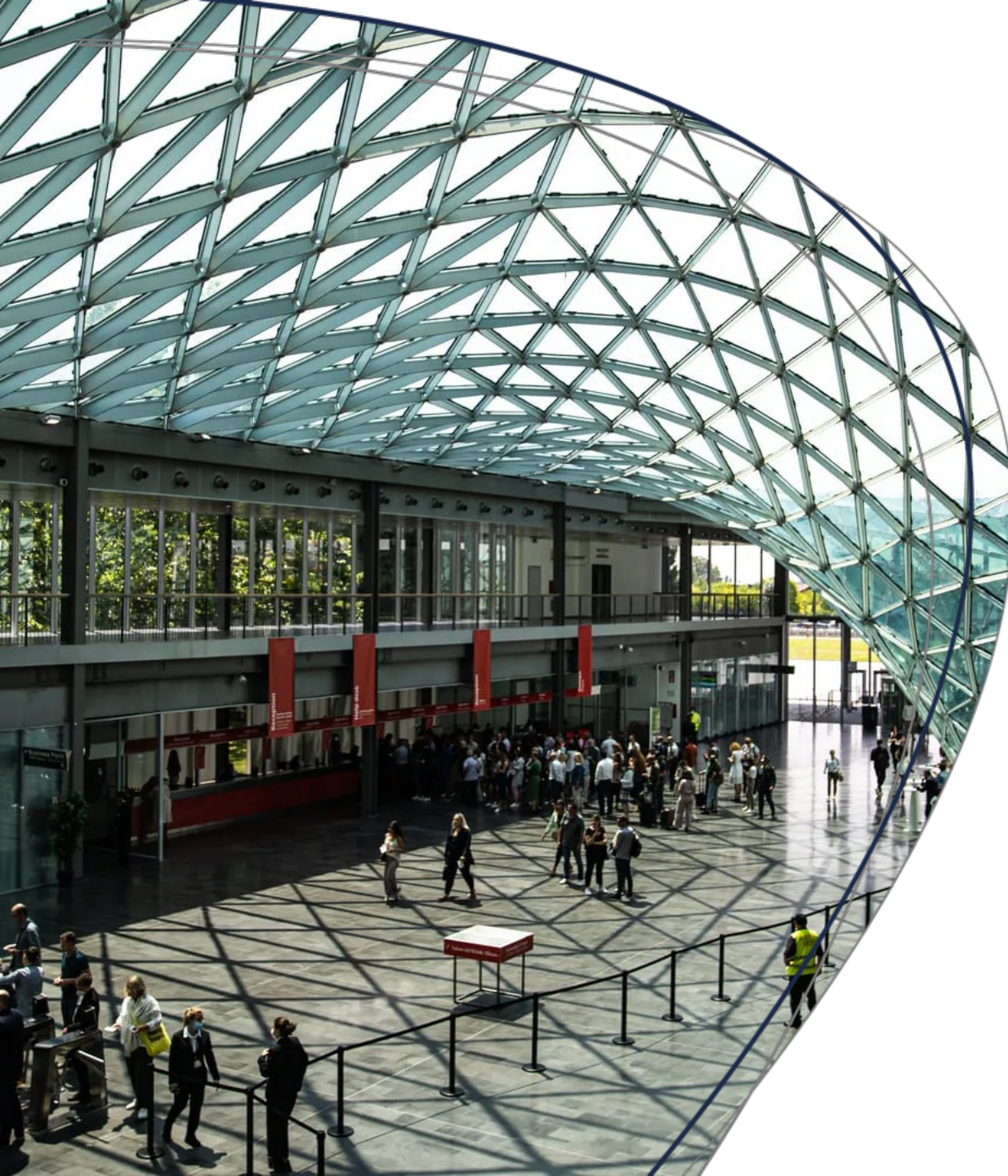


LEARNING GOALS

day 4-5

LIFESTYLE INDUSTRIES

- Identify the key trends and challenges in lifestyle industries
- Identify the key factors determining the resilience of business models in lifestyle industries
- Describe the key elements of successful business models in lifestyle industries based on radical innovation



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October, 16
Art management

8.30 Welcome to
SDA Bocconi

9.00-13.00 Art management:
introduction to key players
and key elements of
organizational models.

Discussion of a case study

14.00-17.30

Company visit Villa Necchi
Campiglio / Cenacolo
Vinciano (to be confirmed)

18.00 Networking event



October, 17
Art management

9.00 – 13.00

Company visit debrief.
The future challenges of
art management:
technological disruption.

A guest speaker session

14.00 – 17.30

Challenge: the future of art
management. Introduction to
assignment A and work in
small groups

Plenary session: Q&A for
Assignment A



October 18
Art management

9.00 – 13.00

Profitability, business
model resilience and art:
measuring the success in
art and creative
industries.

A guest speaker session

14.00 – 17.30

Work in small groups on
Assignment A and
presentations:
submission of
assignment A (Groups A)



October 19
**Innovation in
lifestyle industries**

9.00 – 13.00

Introduction to lifestyle
industries: guest speaker
session.

Challenge: the future of
lifestyle industries.
Introduction to
assignment B.

14.00 – 17.30

Lifestyle industries &
resilient business models
in action: company visit

Work in small groups on
Assignment B



October 20
**Innovation in lifestyle
industries**

9.00 – 12.30

Presentations of
Assignment B (assignment
B - Groups B)

Debrief and feedback

14.00 – 16.30

Program wrap-up

work in small groups on
learning journal

16.30: 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 your classmates and groupmates (Groups “A”, Groups “B”, Groups “C”)
- Actively participate to in-class discussions sessions and work in small groups
- Let us know about your difficulties at any time



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FACULTY

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Thank you

The background of the slide is a composite image. The left side shows a dark blue sky with scattered white clouds. The right side features a large, curved, grey structure with a vertical ribbed texture, resembling a modern architectural element or a large-scale sculpture. The text "Thank you" is centered in a large, white, sans-serif font, flanked by two thin white horizontal lines.