



SDA Bocconi
SCHOOL OF MANAGEMENT

DESIGNED FOR YOUR WORLD

Program for GNAM Network Schools

**“Italian Excellence:
Mastering Lifestyle Management”**

14 – 18 October 2024



OBJECTIVES

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

“Italian Excellence: Mastering Lifestyle Management”

- 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 15, 40% of the grade)**
- 4) Your work **in small groups (groups B)** on assignment B **(due on October 18, 30% of the grade)**. You may start reasoning, with your small group, about **Assignment B questions**:
 - What are key purchasing factors [KPF] in fast-moving cosmetics?
 - Visit one of KIKO stores in Milan, analyze KIKO’s website: what is KIKO’s positioning in terms of KPF? What are KIKO’s key gaps?
- 5) Your work **in small groups (groups C)** on the learning journal **(due on October 18, 30% of the grade)**
- 6) Our feedback to your assignments

MILAN, ITALY as CAMPUS

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ATTENDANCE

The attendance is mandatory. Each day of the week will be counted as 20% of the total attendance. In order to get the final certificate, you must attend at least 80% of the course.

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 and we will give you a final overall grade (see point 5). You will be awarded a course certificate in case all your assignments are passed (at least "low 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 small group will need to synthetically describe at least one “lesson learnt”/”aha moment” for each day of the program.
- 4) For all assignments you will be provided qualitative feedback that we will be posted via Blackboard.

International Scale	Equivalent out of 30
Honor Pass	29-30L
Pass +	25-28
Pass	21-24
Low Pass	18-20
Fail	<18

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

PHYGITAL CONTEXT

- Gain proficiency in navigating the global phygital terrain
- Understand the holistic framework connecting phygital marketing elements to essential aspects of lifestyle management
- Develop skills in charting and engaging ideal audiences, focusing on business-to-human (B2H) interactions
- Learn strategies for implementing experiential marketing tactics



LEARNING GOALS

day 2

INSIGHTS FROM THE FOOD&BEVERAGE INDUSTRY

- Understanding the growth paths in the F&B sector
- Understanding the sources of competitive advantage related to M&A growth in the F&B
- Understanding the key distinguish factor of Made in Italy in the F&B industry

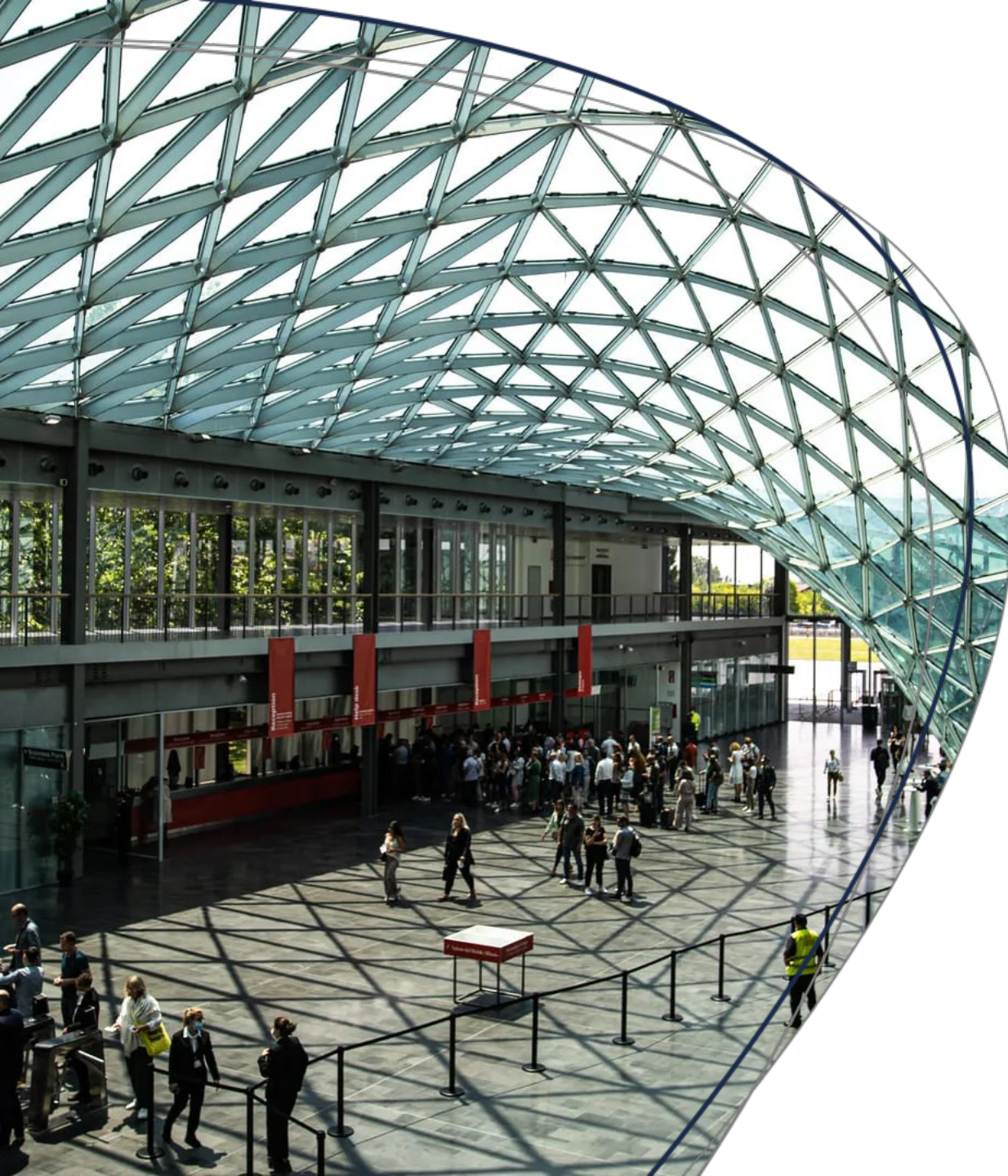


LEARNING GOALS

day 3-4-5

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, 14
Phyigital Context

Prof. Chiara Piancatelli

8.30 Welcome to
SDA Bocconi

9.00 Introduction to an
Holistic Framework Linking
Phyigital Marketing
Ingredients to Key Elements
of Lifestyle Management

11.30 Guest Speaker

12.30 Social Lunch

14.00-17.30

Company visit: Pomellato



October, 15
**F&B and Made in
Italy**

Prof. Vittoria Veronesi
Prof. Olga Annushkina

9.00 – 13.00

Critical Success Factors
of Authentic Italian Food
& Beverage Strategy

Campari Case
Discussion: The growth
of an Italian Iconic Brand
**Work in small groups on
Assignment A**

Prof. Vittoria Veronesi
14.00 – 17.30

Company visit: Museo
Campari



October 16
**Innovation in
lifestyle industries**

Prof. Gabriella Lojacono

9.00 – 13.00

Introduction to lifestyle
industries and Made in Italy

Balancing Heritage and
Innovation

Authenticity: Bottega Veneta
Case Study

14.00 – 19.30

Brief from Kiko

Giulia Buna, Marketing Manager
Collections - Cecilia Schena,
Chief Marketing Officer
Challenge: the future of lifestyle
industries.
Introduction to assignment B



October 17
**Innovation in lifestyle
industries**

Prof. Gabriella Lojacono

9.00 – 13.00

The magic of Beauty:
9.00 – 12:30
Gabriella Lojacono
Guest Speaker: Benedetto Lavino,
President Cosmetica Italia

14.00 – 19.30

Company visit: INTERCOS
Group



October 18
**Innovation in lifestyle
industries**

Prof. Gabriella Lojacono

9.00 – 12.30

Early morning; visit of KIKO
shops in Milan

Presentations of Assignment B
(assignment B - Groups B)
Presentations of Assignment B
(assignment B - Groups B) with
Chiara Calderone, HR Manager
Global Functions, KIKO
Cosmetics
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



The Italian Excellence: learning from art management and lifestyle industries

CONTACTS:

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CONTACTS:

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Thank you
