PROGRAM FOR GNAM NETWORK SCHOOLS

ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

13-17 October 2025

Chiara Piancatelli SDA Bocconi School of Management



RESEARCH RETHINK REIMAGINE











OBJECTIVES

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



- 1) "Pre-work" activities: case studies and articles (before the program starts)
- 2) Lectures, group porjects and hand-on activities, guest speakers, company visits
- 3) Your work in small groups (groups A) on in-class assignment A (due on October 14, 40% of the grade)
- 4) Your work in small groups (groups B) on assignment B (due on October 17, 30% of the grade).
- 5) Your work in small groups (groups C) on the learning journal (due on October 17, 30% of the grade)
- 6) Our feedback to your assignments



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).



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

- •Develop fluency in navigating the global phygital landscape through a lifestyle-centric lens.
- •Understand the integrated framework of phygital marketing and how it aligns with key lifestyle touchpoints.
- •Hone the ability to identify and engage ideal audiences through a Business-to-Human (B2H) approach, emphasizing emotional resonance, cultural nuance, and aspirational storytelling.
- •Explore and apply experiential marketing strategies that bring lifestyle branding to life—drawing on Missoni case discussion.



LEARNING GOALS

day 2 INSIGHTS FROM THE FOOD&BEVERAGE INDUSTRY

- Explore the evolving growth trajectories within the Food & Beverage (F&B) sector, with a focus on lifestyle-driven trends.
- Gain insight into the strategic role of M&A as a lever for growth in the F&B industry, uncovering how competitive advantage is cultivated through brand integration, cultural synergy, and market expansion.
- Understand the distinctive value of "Made in Italy" in the F&B landscape to create powerful lifestyle-driven differentiation on a global stage.









day 3-4-5 LIFESTYLE INDUSTRIES

- Identify the emerging trends and pressing challenges shaping today's lifestyle industries.
- Analyze the core drivers of resilience in lifestyle business models, including adaptability to cultural shifts, operational agility, and the ability to maintain emotional relevance across channels and markets.
- Describe the critical components of successful, innovation-led business models in the lifestyle space spotlighting how radical innovation can reframe category boundaries and create enduring brand equity.

DETAILED TENTATIVE PROGRAM | ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT





October, 13 **Phygital Context**

Prof. Chiara Piancatelli

8.15 Check-in & Welcome Coffee

9.15 Welcome to **SDA Bocconi**

9.30 Introduction to a **Holistic Framework Linking Phygital Marketing Ingredients to Key Elements** of Lifestyle Management

11.30 Missoni Case **Discussion with Missoni** Manager

Prof. Chiara Piancatelli 14.00 - 17.30

Company visit: Pomellato



October, 14 F&B and Made in Italy

Prof. Vittoria Veronesi Prof. Guia Pirotti 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 15 Innovation in lifestyle industries

Prof. Gabriella Lojacono

9.00 - 13.00

Introduction to lifestyle industries and Made in Italy

Guest Speaker: Balancing Heritage and Innovation

Introduction to Assignment B Challenge the Future of Lifestyle Industries

Prof. Gabriella Lojacono 14.00 - 17.30

Work in small groups on **Assignment B**



October 16 **Innovation in lifestyle** industries

Prof.Gabriella Lojacono

9.00 - 13.00

Guest Speaker: The magic of Beauty

Made in Italy and Italian Beauty: Relevance of B2B and Innovation in the Global Landscape

Work in small groups on **Assignment B**

October 17 **Innovation in lifestyle** industries

Prof.Gabriella Lojacono

9.00 - 13.00

Presentations of Assingment B With real time feedback from **Professors and Managers** involved

Debrief

Prof.Gabriella Lojacono 14.00 - 17.30

Company visit: INTERCOS Group

Prof. Chiara Piancatelli 14.00 - 17.30

Program wrap-up & learning journal activity 17.30: submission of learning journal (Assignment 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





CONTACTS:

Program coordinator:

Prof. Chiara Piancatelli chiara.piancatelli@sdabocconi.it

CONTACTS:

Program officer:

Ms.Laura Matera laura.matera@sdabocconi.it



THANK YOU









SDA Bocconi School of Management Via Sarfatti, 10 - 20136 Milano, Italy Phone: +39 02 5836 6605-6606 - email: info@sdabocconi.it www.sdabocconi.it