

# PROGRAM FOR GNAM NETWORK SCHOOLS

## ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

13-17 October 2025

Chiara Piancatelli  
SDA Bocconi School of Management

**SDA Bocconi**  
SCHOOL OF MANAGEMENT

RESEARCH  
RETHINK  
REIMAGINE







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# MILAN | ITALY

# OUR CAMPUS

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# SDA Bocconi

SCHOOL OF MANAGEMENT

**DESIGNED FOR YOUR WORLD**





# 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, group projects 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



# ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

## 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 (grid on the side). 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 PROGRAM | ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT



October, 13  
**Phyigital Context**

Prof. Chiara Piancatelli

**8.15** Check-in & Welcome  
Coffee

**9.15** Welcome to  
SDA Bocconi

**9.30** Introduction to a  
Holistic Framework Linking  
Phyigital 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. 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. Guia Pirotti  
**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**

Prof. Gabriella Lojacono  
**14.00 – 17.30**

Company visit: INTERCOS  
Group



October 17  
**Innovation in lifestyle  
industries**

Prof. Gabriella Lojacono

**9.00 – 13.00**

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

Debrief

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





# ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

## CONTACTS:

### Program coordinator:

Prof. Chiara Piancatelli

[chiara.piancatelli@sdabocconi.it](mailto:chiara.piancatelli@sdabocconi.it)

## CONTACTS:

### Program Management Specialist:

Ms. Alice Dealessi

[alice.dealessi@sdabocconi.it](mailto:alice.dealessi@sdabocconi.it)





THANK YOU

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