

# PROGRAM FOR GNAM NETWORK SCHOOLS

## ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

19-23 October 2026

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  
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**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 20, 40% of the grade)**
- 4) Your work **in small groups (groups B)** on assignment B  
**(due on October 23, 30% of the grade).**
- 5) Your work **in small groups (groups C)** on the learning journal  
**(due on October 23, 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 AND LIFESTYLE

- 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.
- 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
- Company visit in the jewelry industry



# 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.
- Company visit in the F&B industry



# LEARNING GOALS

day 3-4

## LIFESTYLE INDUSTRIES

- The Italian Beauty Industry: overview of the current scenario, market structure, and emerging trends shaping the sector
- Made in Italy & Italian Beauty: the strategic relevance of B2B dynamics and innovation within the global competitive landscape
- Case Discussions: in-depth analysis of Zegna and Bottega Veneta as benchmarks of Italian excellence and brand evolution
- Company visit in the beauty industry



# LEARNING GOALS

day 5

## FINAL CLASS PRESENTATION AND PROGRAM WRAP-UP

- Class presentation of the main assignment
- Program wrap-up through the Missoni case discussion



# DETAILED PROGRAM | TENTATIVE

## ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT



### October, 19 Phygital Context & Lifestyle Management

Prof. Chiara Piancatelli

**9.00** Check-in & Welcome  
Coffee

**9.30** Welcome to  
SDA Bocconi

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

**11.15** Missoni Case  
Discussion with Missoni  
Manager

Prof. Chiara Piancatelli  
**14.30 – 17.45**

Company visit: Pomellato



### October, 20 F&B and Made in Italy

Prof. Vittoria Veronesi  
Prof. Olga Annushkina

**9.00 – 12.30**  
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  
**15.15 – 18.15**

Company visit: Berlucchi  
Franciacorta



### October 21 Made in Italy and the Italian Beauty Industry

Prof. Gabriella Lojacono

**9.00 – 13.00**  
Guest Speaker: Cosmetica  
Italia

The Italian Beauty Industry:  
scenario, market and trends

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

Case Discussions: Zegna and  
Bottega Veneta  
Introduction  
on Assignment B

Prof. Gabriella Lojacono  
**14.30 – 17.30**

Guest Speaker: INTERCOS  
Group  
Work in small groups on  
Assignment B



### October 22 The Italian Beauty Industry

Prof. Gabriella Lojacono

**9.00 – 13.00**  
Guest Speaker: Ancorotti  
Cosmetic  
Italian contract manufacturing

Guest Speaker: ICR  
Perfume

Work in small groups on  
Assignment B

Prof. Gabriella Lojacono  
**15.00 – 17.30**

Company visit: INTERCOS  
Group



### October 23 Innovation in lifestyle industries

Prof. Gabriella Lojacono

**9.00 – 11.00**  
Work in small groups on  
Assignment B

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

Debrief and feedback

Prof. Chiara Piancatelli

**11.15 – 12.30**  
Program wrap-up through the  
Missoni Case Discussion  
Prof. Chiara Piancatelli  
**14.00 – 17.30**

Work in small groups on  
Assignment C  
**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:

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## CONTACTS:

### Program Management Specialist:

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THANK YOU

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