HAVING REGARD TO Politecnico di Milano’s Articles of Association;
HAVING REGARD TO Ministerial Decree 3.11.1999, no. 509;
HAVING REGARD TO Ministerial Decree 22.10.2004, no. 270;
HAVING REGARD TO the University's Educational Rules - Regulations;
HAVING REGARD TO the Regulation of Specialising Masters of Politecnico di Milano issued with Rector's
Decree no. 2235 of 05.08.2013;
HAVING ACQUIRED the favourable opinion of the Academic Senate during the meeting on 21.11.2022, on
the establishment and activation of proposals for Specialising Masters, including the “INTERNATIONAL
MASTER IN LUXURY MANAGEMENT AND CUSTOMER EXPERIENCE - THE ITALIAN
EXCELLENCE” first-level Specialising Master’s.

DECREES

That the “INTERNATIONAL MASTER IN LUXURY MANAGEMENT AND CUSTOMER EXPERIENCE
- THE ITALIAN EXCELLENCE” first level Specialising Master’s has been established and activated for the
academic year 2023/2024.

ART. 1

Master's features

The “INTERNATIONAL MASTER IN LUXURY MANAGEMENT AND CUSTOMER EXPERIENCE -
THE ITALIAN EXCELLENCE” first-level Specialising Master’s has been established and activated at the
Management, Economics and Industrial Engineering Department.

The Academic Programme is provided by POLIMI Graduate School of Management (MIP Politecnico di
Milano – Graduate School of Business) joint-stock consortium company. The reference school is the School of
Industrial and Information Engineering.

The Specialising Master's Director is Professor Alessandro Brun.
The Committee of the Specialising Master’s programme comprises:

- Prof. ALESSANDRO BRUN - POLITECNICO DI MILANO
- Prof.ssa ANTONELLA MARIA MORETTO - POLITECNICO DI MILANO
- Prof. FEDERICO FRANCESCO ANGELO CANIATO - POLITECNICO DI MILANO
- Prof. FABRIZIO MARIA PINI - POLITECNICO DI MILANO
- Prof. ANTONELLA SALVATORE - JOHN CABOT UNIVERSITY

ART. 2

Educational objective and employment opportunities

Master's goal is to provide young professionals with various technical and managerial skills that are needed
today to operate in the Luxury sector; it aims to develop the future professionals in the world of hospitality, in
the world of jewelery and, in multiple luxury sectors with particular focuses on Luxury Customer Experience
and Italian Excellence.

This Master addresses young graduates who want to operate in the Luxury sector. In particular it aims to train
professionals who, in addition to the classic management skills, have the specificity, acquired during the
course, of declining excellence in the customer experience, an essential element in the various Luxury sectors. The Master offers students an experience of international excellence given from the nature itself of the two partners and, at the same time, it offer a path that enhances the specificities of Italian Excellence. In addition, the Master benefits from several collaborations with the industrial world, both through professional associations and directly with companies, in order to combine the theoretical preparation with a knowledge of the business reality.

**The Programme will be delivered in English.**

**ART. 3**

**Teaching content and organisation**

The Specialising Master’s will start in **September 2023** and end in **September 2024**.

The Master delivered half in Milan (POLIMIGSOM Campus) and half in Rome (JCU).

Market analysts and business experts agree on the fact that luxury businesses have a better performance than others operating in different sectors even in turbulent periods. The reason lies in their ability to meet the need for the "exceptional", that is expressed by a growing number of consumers around the world. To answer to this request luxury businesses need specific and excellent skills, as well as the ability to transfer the unique experience of the customer in the interaction with the client itself and the ability to create a deep meaning through the brand. Helping businesses to develop and manage skills of this type and the ability to be successful in the Luxury market require particular and specialist skills that are generally not covered by traditional programs in general management. For these reasons and also thanks to the partnership between POLIMIGSOM and JCU, the "International Master in Luxury Management and Customer Experience - The Italian Excellence" combines in a unique mix international skills with the best practices of Italian Excellence in the Luxury field.

Teaching will be organised as follows:

<table>
<thead>
<tr>
<th>SSD</th>
<th>Insegnamento</th>
<th>Totale ore attività</th>
<th>CFU</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ING-IND/17 e</strong></td>
<td>General Management (Management Accounting, Corporate Finance, Strategy, Supply Chain Management, Marketing)</td>
<td>250</td>
<td>10,0</td>
</tr>
<tr>
<td><strong>ING-IND/35</strong></td>
<td>Introduction to Luxury Sector</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td><strong>ING-IND/17 e</strong></td>
<td>Analysis of the Luxury Value Chain</td>
<td>150</td>
<td>6,0</td>
</tr>
<tr>
<td><strong>ING-IND/35</strong></td>
<td>Quality in Luxury: creating the right customer experience</td>
<td>150</td>
<td>6,0</td>
</tr>
<tr>
<td><strong>Presso John Cabot University</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N.A.</td>
<td>Creating and Managing a Luxury Brand and Brand Portfolio</td>
<td>150</td>
<td>6,0</td>
</tr>
<tr>
<td>N.A.</td>
<td>Communication &amp; Promotion</td>
<td>150</td>
<td>6,0</td>
</tr>
<tr>
<td>N.A.</td>
<td>Leadership and Managerial skills</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>N.A.</td>
<td>Elective Courses</td>
<td>250</td>
<td>10,0</td>
</tr>
<tr>
<td></td>
<td>Project Work</td>
<td>250</td>
<td>10,0</td>
</tr>
<tr>
<td></td>
<td><strong>Totale</strong></td>
<td><strong>1.500</strong></td>
<td><strong>60,0</strong></td>
</tr>
</tbody>
</table>
ART. 4
Admission requirements

The master is reserved to candidates with a Bachelor of Science/Master of Science. For candidates having obtained a degree abroad, the equivalent qualifications of the respective university systems will be considered. The Commission will be responsible for the selection process.

ART. 5
Formal requirements

The admission application must be submitted starting from the day after the date of this Decree and by:

- **30 June 2023** for extra-EU candidates
- **31 July 2023** for EU candidates

The admission application must state the following "I authorise this University, under EU Regulation no. 2016/679 on data protection, to process personal data only for purposes related to the Master’s admission, enrolment and management, and agree to the disclosure of my personal information to third parties, particularly:

- public and private entities interested in possible recruitment;
- to academic programme backers; Politecnico Treasurer for services related to tuition fees;
- to entities managing unsecured loans, housing, flexible employment contracts, cultural, recreational and/or sports activities.
- I authorise the use of the data for statistical purposes in respect of the procedures and authorisations required by the cited regulation.

The extended information on data processing and data subject rights is available on the website [www.polimi.it/privacy](http://www.polimi.it/privacy).

The documentation is available electronically at: [https://apply.gsom.polimi.it/signup](https://apply.gsom.polimi.it/signup)

The documents must be sent to:

**POLIMI Graduate School of Management**
Via Lambruschini, 4C - Building 26/A
20156 MILANO (MI)
Phone: +39 0223992820
Fax: +39 0223992844
email: infomasters@gsom.polimi.it

* **Italian/foreign citizens who graduated in Italy**
  - copy of the identity document
  - copy of the Diploma Supplement or photocopy of the degree diploma

* **Italian/EU citizens with qualification gained abroad**
  - copy of the identity document
  - copy of the academic qualification obtained both in original language and translated
  - copy of the certificate (both in original language and translated) showing the marks given in the individual exams or Diploma Supplement (during enrolment, the certificate of equivalence issued by the relevant area's Italian Representative abroad or certificate issued by the Enic/Naric Centres must be submitted)

Under Art. 75 of Italian Presidential Decree 445/2000, if the Administration, after carrying out suitable checks, finds that the content of the declarations made by the applicant is untrue, the declarant forfeits any benefits obtained by the measure issued based on the untrue declaration.
* Non-EU citizens who graduated abroad

Non-EU foreign citizens must submit the following to the Managing Authority:

- **copy of the degree** in the original language and its translation into Italian/English/French or Spanish
- **copy of the transcripts** with the list of exams in the original language and their translation into Italian/English/French or Spanish or Diploma Supplement
- **copy of a valid passport**

At least 30 days before the closing date of the registration period as indicated in this article.

The Managing Authority shall send the documentation listed above for the evaluation of qualifications, to participate in the Politecnico di Milano's Specialising Masters, **Masters and Lifelong Learning Service by the closing date of this call for applications**, under the MIUR/MAE note "Procedures for entry, stay and enrolment of students applying for visas in higher education programmes in Italy for the 2022/23" academic year.

**Following acceptance by the University, and only after confirming to the Managing Authority their participation on the Programme by the set methods, students must register on the Ministerial portal https://www.universitaly.it informing the Managing Authority that the registration has been completed in order for the application to be sent to the Representative responsible for issuing the entry visa.**

**ENROLMENT METHOD:**

Students admitted to the Master’s Programme must create access credentials to Politecnico di Milano's online services on the website www.polimi.it They must then enter their details and create a **person code**, attaching a valid identity document (passport for non-EU citizens), and communicate their person code to the Master’s Managing Authority. Students already registered must update their personal details, if they are obsolete.

**Portal access credentials must be retained as they will be required to access all of Politecnico di Milano's services.** Lost access credentials may be autonomously restored or obtained through an OTRS ticket.

Politecnico creates a temporary student identification number to allow the student to pay the enrolment fee via online services.

The achievement of an Italian degree can be self-certified by completing the appropriate form provided by the Managing Authority. A degree obtained abroad must be documented by presenting a **declaration of value (DOV)** issued by the Italian Representative abroad (Italian Embassy or Consulate) on letterhead complete with its original stamp; or a **certificate issued by the Enic/Naric Centres.**

In addition to the above documentation, **non-EU citizens must upload a copy of a valid residence permit on their online services personal data record.**
ART. 6
Degree and award recognitions

ISSUED CERTIFICATION
Students admitted to the Master's final examination will pay the fee via the online services of Politecnico di Milano in order to be able to take the exam.

At the end of the Programme, upon completion of the course and after passing the final test, the student will be awarded the “International Master in Luxury Management and Customer Experience - The Italian Excellence” first-level Specialising Master’s diploma will be awarded, in English.

STUDENT OBLIGATIONS
Attendance is compulsory for at least 75 per cent of the programme activities. Cancellation from the Programme must be made in writing. The training period may not be suspended for any reason.

TESTING METHODS
The final exam will consist in the presentation and discussion of a thesis/ dissertation.

ART. 7
Tuition fees and contributions

The cost of the Specialising Master’s is € 16,000.00 divided as follows:

- Politecnico di Milano enrolment fee is € 500.00 per student.
- Participation fee is € 15,500.00 per student

The Politecnico di Milano enrolment fee will not be refunded under any circumstances.

Information on scholarship and loans are available on POLIMI GSOM website.

000010025X55 – ABI 05696 – CAB 01620 – CIN L – IBAN IT02 L056 9601 6200 0001 0025 X55
At Banca Popolare di Sondrio, Agenzia n. 21, Via Bonardi n. 4, Milano – made out to MIP Politecnico di Milano

Specifying the payment reason ID 2462 MU1 Luxury Management and Customer Experience.

ART. 8
Personal data processing

Under EU Regulation no. 2016/679 on data protection, the University processes personal data only for purposes related to the master’s admission, enrolment and management, and you agree to the disclosure of your personal information to third parties, particularly:

- public and private entities interested in possible recruitment;
- to academic programme backers; Politecnico Treasurer for services related to tuition fees;
- entities managing unsecured loans, housing, flexible employment contracts, cultural, recreational or sports activities.
- I authorise the use of the data for statistical purposes in respect of the procedures and authorisations required by the cited regulation.

The extended information on data processing and data subject rights is available on the website www.polimi.it/privacy
ART. 9
Publication

This Decree is made public on Politecnico di Milano's website at https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/

FOR CLARIFICATIONS AND FURTHER INFORMATION, PLEASE CONTACT:

Dr Anna Bacigalupi
Via Lambruschini 4c, Building 26/A
20156 Milan (MI)
Telephone: +39 02 2399 2820
Email: infomasters@gsom.polimi.it
http://www.gsom.polimi.it

Rector
(Prof. Ferruccio Resta)
Signed Ferruccio Resta

Digitally signed document, under legislation.