HAVING REGARD to the Statute of Politecnico di Milano;
HAVING REGARD to Directorial Decree of 3.11.1999, n.509;
HAVING REGARD to Directorial Decree of 22.10.2004, n. 270;
HAVING REGARD to the Educational Rules of University;
HAVING REGARD to the University Master's Regulation of Politecnico di Milano enacted with Rectoral Decree n. 2235 of 05.08.2013;
HAVING ACQUIRED the favourable opinion of the Academic Senate in its meeting of 20.06.2022, regarding the organization and activation of Specializing Masters, among which the 1st level Specializing Master “INTERNATIONAL MASTER IN LUXURY MANAGEMENT”

HEREBY DECREES

That the 1st level Specializing Master “INTERNATIONAL MASTER IN LUXURY MANAGEMENT” is set up and activated for the year 2023/2024.

ARTICLE 1
Master features

At the Department of Management, Economics and Industrial Engineering, the 1st level Specializing Master “INTERNATIONAL MASTER IN LUXURY MANAGEMENT” is set up and activated.

The administrative seat of the Specializing Master is at POLIMI Graduate School of Management (MIP Politecnico di Milano Graduate School of Business) Società Consortile per Azioni. The reference School is the School of Industrial and Information Engineering.

The Head of the Specializing Master is prof. Alessandro Brun.

The Specializing Master Programme Commission is made up by:

- Prof. ALESSANDRO BRUN - POLITECNICO DI MILANO
- Prof. FEDERICO FRANCESCO ANGELO CANIATO - POLITECNICO DI MILANO
- Prof. LUCIO LAMBERTI - POLITECNICO DI MILANO
- Prof. GIULIANO NOCI - POLITECNICO DI MILANO
- Prof. GIOVANNI MIRAGLIOTTA - POLITECNICO DI MILANO
- Prof.ssa MARGHERITA EMMA PAOLA PERO - POLITECNICO DI MILANO
- Prof. ALBERTO PORTIOLI STAUDACHER - POLITECNICO DI MILANO
- Prof. STEFANO RONCHI - POLITECNICO DI MILANO
- Prof. ANDREA SIANESI - POLITECNICO DI MILANO
- Dott. FABRIZIO PINI - CONSULENTE ESTERNO
- Prof. GIOVANNI TOLETTI - POLITECNICO DI MILANO
- Dott. SUBRAMANIAN DILIP - NEOMA BUSINESS SCHOOL
ARTICLE 2
Educational objective and job opportunities

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.

This Master addresses young graduates who want to operate in the Luxury sector. It aims to train professionals to acquire the different technical and management skills necessary nowadays to operate in this sector.

The course will be provided in English.

ARTICLE 3
Content and organization of training activities

The Specializing Master will start in October 2023 and will end in October 2024.

This course is held in collaboration with Neoma Business School, rated in France and recognized at an international level as a management school. This Master, entirely held in English, half in Reims and half in Milan, offers the students a real international experience, an essential characteristic to be successful in this sector.

The educational programme will be as follows:

<table>
<thead>
<tr>
<th>SSD</th>
<th>Teaching</th>
<th>Total hours of activity</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>n.a.</td>
<td>Brands as Narrative Assets in Luxury Industry</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Consumer Behaviour &amp; International Luxury Experience</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Cost Accounting in Luxury Industry</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Diversity &amp; Sustainability Management in Luxury Industry</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Financial Management in Luxury Industry</td>
<td>150</td>
<td>6</td>
</tr>
<tr>
<td>n.a.</td>
<td>Geopolitics of International Luxury Markets</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Luxury Market International Overview</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Managing Luxury Technology in Digital Era</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Protecting Luxury Brands</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Strategic Management in Luxury Industry</td>
<td>50</td>
<td>4</td>
</tr>
<tr>
<td>n.a.</td>
<td>Managing Luxury Fashion Collection</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Leadership Seminar</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>n.a.</td>
<td>Leadership seminar</td>
<td>100</td>
<td>5</td>
</tr>
<tr>
<td>ING-IND/35 e ICAR/13</td>
<td>Product and collection design</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Operations and Quality Management</td>
<td>125</td>
<td>4</td>
</tr>
<tr>
<td>ING-IND/17</td>
<td>Supply Chain and Purchasing Management</td>
<td>125</td>
<td>5</td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Communication and Promotion</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Digital Communication</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>ING-IND/17 e ING-IND/35</td>
<td>Channel, Retail and Sales Management</td>
<td>175</td>
<td>7</td>
</tr>
<tr>
<td>n.a.</td>
<td>Project Work (third term)</td>
<td>375</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,775</td>
<td>64</td>
</tr>
</tbody>
</table>
ARTICLE 4
Requirements for participation

This Master program is designed for graduated candidates, with an excellent knowledge of the English language (TOEFL, TOEIC, IELTS or equivalent for non-native speakers). For the candidates who have graduated abroad, equivalent study titles in the respective educational institutions will be considered. The selection is made by the Commission.

ARTICLE 5
Formal fulfilment

The admission application must be presented in one day from the day after the date of this Decree and within:
- **May 30, 2023** - for candidates with non-EU citizenship
- **July 15, 2023** - for candidates with EU citizenship.
(Registrations may close before once the capacity is reached).

* Italian/foreign citizens with educational qualifications obtained in Italy

- Self-certification concerning personal identity (surname and name, date and place of birth, nationality and residence)
- copy of the identity document
- copy of the Diploma Supplement or photocopy of the laurea qualification and certificate with the list of exams taken for graduate students of the Old Educational System

* Italian/E.U. citizens with a qualification obtained abroad

- Self-certification concerning personal identity (surname and name, date and place of birth, nationality and residence)
- copy of the identity document
- Photocopy of the academic qualification obtained, with a certificate showing the scores obtained in each exam or Diploma Supplement (upon enrolment, the on-site Value Declaration issued by the Italian Representation abroad competent for the territory or certification issued by the Enic/Naric Centres)

The admission application must show the declaration. "I authorize this University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

The documentation is available electronically at: [www.applyformasters.net/](http://www.applyformasters.net/)

The documents must be sent to:

**POLIMI Graduate School f Management**
Via Lambruschini, 4C - Building 26/A - 20156 MILANO (MI)
Phone: +39 0223992820
Fax: +39 0223992844
email: infomasters@gsom.polimi.it
Pursuant to Article 75 of Presidential Decree 445/2000, if the Administration finds, on the basis of appropriate checks, an untruthful content on declarations provided by the candidate, the declarant does not have the benefits eventually obtained by the provision issued on the basis of the untruthful declaration.

* Non-E.U. citizens with a qualification obtained abroad

Non-EU foreign citizens must submit to the Institution:

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

At least 30 days before the closing date for registration, as indicated in this article.

The Institution sends all the documents listed above for the evaluation of the qualifications, for the purposes of participation in the Specializing Master, to Politecnico di Milano, **Corporate & Continuing Education Unit**, **within the deadline of this call**, according to the provisions of the MIUR/MAE note "Procedures for access, stay and registration of visa applicant students for higher education programmes in Italy for the academic year 2021/22".

The Corporate & Continuing Education Unit communicates the acceptance of the student and the outcome of the access tests, where required, to the competent Representations, for completion of the documentation related to the qualification, required for the issue of the Entry Visa.

After confirmation of acceptance by the University, the candidates submit their qualification to the Diplomatic Representation, for the required consular acts.

**ENROLMENT METHOD:**

Students admitted to the Master’s programme must create access credentials to Politecnico di Milano’s online services using the following website [www.polimi.it](http://www.polimi.it) They must then enter their data and create a person code, attaching a valid identity document (passport for non-EU citizens), and communicate their person code to the Master’s programme Manager. Registered students will have to update their personal data, if it is obsolete.

**Keep portal access credentials for later access to Politecnico di Milano services.** Lost access credentials can be autonomously restored or with ticket OTRS.

Politecnico creates a temporary student identification number to allow the student to pay the enrolment stamp online.

An Italian degree is 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 Representations 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.**
ARTICLE 6  
Qualification and recognitions

CERTIFICATION ISSUED
At the end of the programme, after passing the final exam, the 1st level Specializing Master diploma in “International Master in Luxury Management” will be issued, in English.

Students admitted to the final exam of the Master will pay the stamp through the online services of Politecnico di Milano, in order to take the exam.

OBLIGATIONS OF STUDENTS
Attendance to the activities of the Master is compulsory for at least 75% of the programme activities. The renunciation to study must be submitted in writing. The training period cannot be suspended for any reason. It is not possible to enrol, at the same time, in a Specializing Master and in another study programme activated by an Italian University.

METHOD OF VERIFICATION
The final test will be a project work thesis discussion.

ARTICLE 7  
Tuition fees and contributions

The cost of the Specializing Master is 21,000,00 € to be paid:

- € 500,00 – registration fee to Politecnico di Milano
- € 20,500,00 – participation fee

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

The tuition fees will be collected by the Neoma Business School.

ARTICLE 8  
Data Treatment

The University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, uses the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

ARTICLE 9  
Advertisement

This Decree is published on the Politecnico di Milano website at the page https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/.
FOR INFORMATION ON THE UNIVERSITY MASTER:

Dott.ssa Valeria Auzino
Via Lambruschini 4c, Edificio 26a
20156 Milano (MI)
Phone: +39 02 23992820
Fax: +39 02 23992844
info.masters@gsom.polimi.it
http://www.gsom.polimi.it

The Rector
(Prof. Ferruccio Resta)
Signed Ferruccio Resta

Digitally signed, according to the law.