

SUPSI

CAS Management and Business Innovation in Fashion

Descrizione

Codice
DTI MBIF

Presentazione

The aim of this CAS is to support professionals from the fashion and luxury industries in the development of their managerial competencies and skills. It consists of a foundation course on the main industry business models, their key product development, sales, manufacturing and retailing strategies, their economic and financial assessment, the related organizational issues, with a special focus on innovative customer-centric market approaches. This CAS is included into the Master of Advanced Studies in Fashion Innovation.

Obiettivi

At the end of this CAS, students will be able to:

- Know and explain the development of the fashion-luxury industry and of its most important trends;
- Identify different methodologies of assessment both of business models and plans ;
- Recognize consistent patterns in people management within the fashion-luxury industry;
- Assess their own potential and recognize the possible developments of their career .

Requisiti

The CAS is aimed at all graduated people (Bachelor Degree) with proved English proficiency and with relevant professional experience in the fashion industry.

The CAS programme may also be open to people with equivalent qualifications. In this case, once the application form has been received, the SUP will check the suitability of the applicant.

Crediti di studio

10 ECTS

Contenuti

Contenuti

Unit 1: Introduction to the fashion industry

- The fashion-luxury industry: segments of supply and business models. The fashion-luxury market demand: drivers and trends.
 - The evolving role of brands as drivers of demand. Brand extensions and their operational models. Alternative growth strategies: acquisitions and mergers. The brand identity system of fashion and luxury brands as a competitive driver. Brand identity management strategies.
 - TESTIMONIAL
- Case history on finance supporting brand and business development from Private equity partner and Entrepreneur

Unit 2: The fashion value chain

- The collection development cycle; Business models and collection timing (RTW, Premium, fast-fashion, verticals); Innovation in collection launch: “see now, buy now” and drops. The product development process, from design to samples.
 - Materials in the fashion industry (natural, artificial and synthetic fibers, yarns, fabrics and leathers). The main manufacturing processes and sourcing strategies (i.e. in- house, outsourcing, etc.). Planning, production, deliveries. Distribution and retailing strategies in the fashion-luxury industry. Direct and indirect brick-and mortar channels. Fashion and luxury e-commerce. Sales organizations.
 - TESTIMONIAL
- From collection to drops: design, development, sales, market launch
Innovation in retailing. Innovation in products.

Unit 3: Fashion innovative business models

- Business model canvas. Process innovation in the fashion industry: best practices (Pt.1).
 - Process innovation in the fashion industry: best practices (Pt.2).
- Use of technology for enhanced customer centricity Business process modelling.
The omnichannel revolution.
Product customization and organizational challenges.
- TESTIMONIAL
- Case history on a fashion start-up with a disruptive business model

Unit 4: Overview of finance for fashion

- The balance sheet and the P&L account. The financial performance of a company: revenues, costs, profit, assets and liabilities.
- Cost-Volume Profit Analysis Budgets and long – term plans. Business dashboards supporting managerial decisions.
- The main economic and financial performance indicators of fashion manufacturers and retailers. How innovative business models impact those financial indicators.
- TESTIMONIAL
- Case history on business turnaround

Unit 5: Organizational and creative team management in the fashion business

- The organizational models of fashion and luxury business. Managerial roles, soft skills, leadership. Evolution of competences and skills for the new management.
- Personal career plan and career mapping: individual tutorials.

Responsabile/i

Alessandro Balossini Volpe

Informazioni

Date

The CAS will start in January 2019.

Orari

Lectures are scheduled on Friday late afternoon (3 hours) and Saturday morning (3 hours)

Costo

5600