



MIFL Master in Made in Italy, Fashion & Luxury Management



a.y. 2018-2019 - Milan, Italy



MIFL – The Alliance



Università LUM School of Management

Founded in 1995 in Casamassima (Bari, Italy)
2 Faculties: Economics + Law
Over 3.000 students in the School of Management Master Programs since its foundation



FourStars

Founded in 2000 in Milan (Italy)
an HR company specialized in recruiting and placement
3 main branches: Milan, Rome and Shanghai (China)
FourStars has given professional opportunities to over 160.000 young workers in Italy and China (Milan, Rome, Shanghai and Hong Kong)

In cooperation with the best institutes and professional firms





MIFL – The Program

Intensive educational program and 3 months Internship in a Fashion and Luxury company, for a perfect balance between learning and practice.

01

International Business Management

Develops the pillars of international management and entrepreneurship

02

Focus on Made In Italy

To understand the unique characteristics of the Made in Italy, Fashion and Luxury environment

03

Fashion and Luxury Communication Lab

A practical web marketing and social media communication lab focused on Fashion and Luxury

04

Internship Program

A truly transforming experience in an Fashion and Luxury company

05

Project Work and Final Dissertation



MIFL – The Program 1/5

01



International Business Management

Develops the pillars of international management and entrepreneurship

In the heart of Milano, the first module will base the pillars of international business management:

- Business Administration
- Financial Accounting
- Human Resources Management
- International Strategies
- Strategic Marketing
- Global Economics and International Finance

These courses are thought for interdisciplinary participants and will introduce to the fundamental tools for international strategic management.

Diversity in the group is an added value feature of the Program. Participants come from different cultural backgrounds and disciplines. They are carefully selected in order to form a group with similar concerns, while maintaining a balanced mix of vision and cultures.



MIFL – The Program 2/5

02



Focus on Made in Italy

To understand the unique characteristics of the Made in Italy, Fashion and Luxury environment

In this module participants will learn the fundamentals and uniqueness of Made in Italy productions, through a case-based methodology and several guest speakers (managers and professionals with experiences in the Fashion and Luxury industry).

- Management of Fashion Companies
- Intellectual Property Law and Made in Italy certification
- Design Thinking
- Management of Luxury Goods
- Business Planning for Fashion and Design Innovation



MIFL – The Program 3/5

03



Fashion and Design Communication Lab

A practical web marketing and social media communication lab focused on Fashion and Luxury

This unique experience combines theoretical knowledge about digital marketing and social media communication and a practical “hands on” lab experience for improving e-media omnichannel communicating skills.

The lab will consist of a teamwork applied to a concrete firm need to improve e-marketing communication.



MIFL – The Program 4/5

04



Internship Program

A truly transforming experience in a Fashion and Luxury company

FourStars will lead the Placement, according to candidates' profile and ambitions, as expressed for their personal development plan.

Each candidate will be introduced to his/her Tutor, who will coach him/her during the internship program.



MIFL – The Program 5/5

05



Project Work and Final Dissertation

The final stage for getting
the Master Diploma

At the end of the program, participants are asked to describe their internship experience in the final project work, that would be the object of the final dissertation.

This stage is the final step to obtain a Master Degree in Made in Italy Fashion and Luxury, corresponding to 60 CFU, according to the Italian Ministry of Education.





MIFL – Master in Made in Italy, Fashion & Luxury Management



**Program Director
Antonello Garzoni**

Full professor of Business Administration
Vice-Rector for International Cooperation
Università LUM Jean Monnet



Laura Mazzolini

Responsible for Admissions and
Internship at FourStars

Faculty

The Faculty of the program combines a theoretical and practical knowledge, in a unique blend of academic professors and professional experts in Fashion and Luxury industry.



**MIFL fees amounts to
€ 8.500**

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