

COMMON COURSES

| WARM UP | | TOOLS | | FASHION PILLARS | |
|---------------------------------------------|-----|--------------------|-----|--------------------------------------|-----|
| 40h** | | 20h*** | | 140h | |
| MANAGEMENT, ECONOMICS, QUANTITATIVE METHODS | 20h | QUANTITATIVE TOOLS | 20h | PROJECT MANAGEMENT | 20h |
| FASHION COMMUNICATION | 20h | PROJECT TOOLS | 20h | FASHION BUSINESS MODELS | 20h |
| DESIGN PROJECTS | 20h | | | RESEARCH METHODS & TRENDS | 20h |
| FASHION SUSTAINABILITY | 20h | | | ITALIAN FASHION SYSTEM | 20h |
| | | | | FASHION MARKETING & BRAND MANAGEMENT | 20h |
| | | | | FASHION HISTORY | 20h |
| | | | | DIGITAL FASHION | 20h |

SPECIALIZED COURSES

| FASHION PROCESSES | | EMPOWERMENT & CAREER MANAGEMENT | | FASHION PRACTICES | |
|--------------------------------------------|-----|-------------------------------------------------|-----|--------------------------------------|------|
| 180h | | 54h | | 746h | |
| MANAGEMENT OF LUXURY | 20h | CAREER MANAGEMENT & ETHICS | 30h | FIELD PROJECTS | 190h |
| JEWELLERY & WATCHES MANAGEMENT | 20h | SOFT SKILLS & EMOTIONAL INTELLIGENCE | 12h | SEMINAR: SUSTAINABLE LUXURY & DESIGN | 6h |
| CRM & OMNICHANNEL STRATEGY | 20h | CROSS CULTURAL MANAGEMENT & THE LUXURY CUSTOMER | 12h | SEMINAR: THE SCIENCE OF HAPPINESS | 6h |
| PERFUMES & COSMETICS MANAGEMENT | 20h | | | ENTREPRENEURSHIP & START-UP PLANNING | 24h |
| WELLNESS & EXPERIENCE MANAGEMENT | 30h | | | INTERNSHIP | 480h |
| BRAND EXTENSIONS & MERCHANDISING | 30h | | | FINAL THESIS | 40h |
| COMMUNICATION OF LUXURY & DIGITAL BRANDING | 20h | | | CURIOSITY 20h | |
| LIFESTYLE & LUXURY EVENTS | 20h | | | STUDY TOUR VISITS | 20h |

LANGUAGE COURSES COMMON TO ALL THE MASTERS

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| ITALIAN | 52h**** |
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B1 Level Plida Certificate

IN PARTNERSHIP WITH



* The total hours of activity are 1500 including individual study

** Warm-up courses provide a minimum of 40 curricular hours out of 80

*** Tools courses provide a minimum of 20 curricular hours out of 40

**** The course is curricular for all the International Students