

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				
LIFESTYLE & LUXURY EVENTS	20h				
				CURIOSITY	20h
				STUDY TOUR VISITS	20h

LANGUAGE COURSES COMMON TO ALL THE MASTERS

ITALIAN	52h***
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B1 Level Plida Certificate

IN PARTNERSHIP WITH



* 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