

# MASTER IN GLOBAL LUXURY GOODS & SERVICES MANAGEMENT

## PROGRAM CONTENT

### CORE MODULES - TERM 1 | SP JAIN

- Introduction to the Luxury sector
- Luxury Management in emerging markets
- Quantitative Tools for Managers
- Accounting and Finance
- Marketing and Strategy
- Digital Marketing
- Operations and Supply Chain Management
- Luxury retail management and distribution

### CORE MODULES - TERM 2 | MIP

- Brand Creation & Portfolio Management
- Luxury Retail Management & Distribution
- Design & Innovation Management
- Luxury Operations Management
- Quality in Luxury Services
- Industry Perspective on Luxury

### ADDITIONAL MODULES

- Understanding Luxury
- Grooming and Etiquettes
- Managerial Communication
- Negotiation | Business Culture
- Buying and Merchandising
- Campaign Building and Execution
- Luxury Consumerism

Note: The program content is subject to change as per industry dynamics