IB2D2-15 Engaging with International Business - Strategic Luxury Leadership (WIISP - carry credit/Monash)

26/27

Department
Warwick Business School
Level
Undergraduate Level 2
Module leader
Ashley Roberts
Credit value
15
Module duration
2 weeks
Assessment
100% coursework
Study location
To be confirmed

Description

Introductory description

N/A.

Module web page

Module aims

The objective of this module is to explore the best-practices of growth strategy implementation adapted by successful companies operating in luxury industries. The program will provide participants with practical managerial tools and frameworks on the formulation and implementation of unique strategic positioning in any industry. Via pre and post virtual learning, interactive face-to-face seminars, lectures, case-studies and company visits, participants will uncover a variety of best practices that can be used by companies to differentiate themselves from competitors, create

value for their customers, communicate efficiently their product or service offering, and ensure the consistent delivery of quality and strategy implementation.
Luxury brands have seen a substantial increase in market share over the years and their appeal shows no sign of diminishing. These challenging markets bring specific demands and continually challenge our knowledge of strategic growth plus the need to remain ‘current’ with both macro and micro-trends. Recent innovations in digital technologies and the desire for sustainable luxury bring social, macroeconomic and political considerations for luxury goods where brand equity is to be maximised. A relevant location will be sought for module delivery (based on access to luxury markets/alumni speakers). An example of a suitable city would be Venice and students could be taught at the same location of other WIISP modules. Venice is a culturally significant city that brings together globally-recognised brands and has access to nearby the luxury fashion world in Italy. Located close to key economic hubs in Italy with high standards of living, Venice's success can be attributed to its strong economic and logistical base that enable tourism. Venice is a venue for many designer collections, fashion brands and luxury shopping districts plus has access to key luxury Head Quarters that would be used for corporate visits.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Business Models and Brand Management in luxury Companies: Six Key Dilemmas
Key Trends: International Expansion and Growth Strategies of Luxury Firms
Country of Origin
The Economics of Luxury: Digital Transformation and Data Analytics
Customer Engagement: The use of Digital Marketing
Sustainability, Ethics and Luxury Companies

Learning outcomes

By the end of the module, students should be able to:

- Understand and critically evaluate business models in luxury industries, the growth strategies of luxury firms plus their differentiation strategies in the international context.
- Evaluate macro-trends that link luxury to sustainability and to investigate sustainability as an opportunity to build trust, innovation, legitimacy and brand equity.
- To understand and critically consider the role of digital settings in enhancing the marketing strategy and the KPIs of customer engagement in luxury with lessons learned for other industries.
- Critically reflect on their own and the experiences of others as participants in Strategic Luxury Leadership, interdisciplinary learning processes.
- Critically reflect on and contrast different disciplinary models of pedagogy, learning, and theory.
- Identify trans and inter disciplinary issues, formulate questions and engage in Strategic Luxury Leadership problem-solving, including own independent research.
- Synthesise and analyse ideas imaginatively from a range of different disciplinary perspectives.

- Understand and critically evaluate the international expansion of luxury companies and global fashion brand management within social, macroeconomic, political and technological contexts

Indicative reading list

Reading lists can be found in Talis

Interdisciplinary

The module is designed to provide the students with an understanding of relationships between the different disciplinary areas within luxury management, particularly strategy, marketing and I.T. It also invites the students to make connections with other disciplinary areas covered in their main study programme. It provides a critical understanding of dominant traditions and methodologies associated with the luxury management covered in the module and enables the students to transcend disciplinary boundaries. The interdisciplinary course cohort provides contact opportunities and learning to see from different perspectives and is a core aspect of the learning experience.

International

The module is located in an international setting plus draws on cases and visits from different contexts, including different geopolitical areas, professional environments and linguistic contexts. The content and assessment invite the students to reflect on the societal relevance in different environments of the phenomena covered in the module. The assessment involves students working in groups with academic and ideally non-academic stakeholders which will) allow for a global and local outlook to be built into the module's work.

Subject specific skills

Evaluate and deploy research tools and resources, including cases, and reference material correctly.
Weigh and compare evidence from historical and contemporary sources in order to make informed but independent evaluations and original judgements.
Appreciate the value of understanding and experiencing different disciplinary approaches and perspectives on Strategic Luxury Leadership, especially in relation to their subject specialism.

Transferable skills

Analyse and reflect on personal Strategic Luxury Leadership approaches and those of others.
Participate in team activities with confidence, support the generation of original ideas and questions, help lead
teamwork and performance.
Articulate proposals and advice orally and through well-argued writing, supported by widely read research and

practice.
Solve problems pragmatically and with originality.

Study

Study time

Type	Required
Lectures	18 sessions of 1 hour (23%)
Fieldwork	1 session of 3 hours (4%)
External visits	1 session of 4 hours (5%)
Online learning (scheduled sessions)	2 sessions of 2 hours (5%)
Private study	48 hours (62%)
Total	77 hours

Private study description

Private Study and Independent Learning.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Students can register for this module without taking any assessment.

Assessment group A

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment	70%	51 hours	Yes (extension)

Reassessment component is the same

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Presentation	30%	22 hours	No
Reassessment component			
Individual Assignment			Yes (extension)

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

There is currently no information about the courses for which this module is core or optional.