

COMMERCE

Altagamma, SDA Bocconi shares Italian culture, heritage via master program add-ons

July 28, 2015



Promotional image for the SDA Bocconi master programs

By STAFF REPORTS

Fondazione Altagamma, an association of globally renowned Italian luxury brands, is broadening the professional growth of students with three new international master programs.

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Also behind the programs is Italy's SDA Bocconi School of Management. The school is listed among the most important international educational rankings in publications such as the Financial Times and Forbes. The school sources Italian cultural heritage as inspiration as it expands its program offerings to three new divisions.

Leveraging the arts

Based off of Italian excellence, the three master programs offered by SDA Bocconi will strengthen the cultural background and workplace skills of enrolled students. Italian excellence is broken into three segments: arts, fashion and design and food and beverage.

Through the support of Altagamma, many of the luxury industry's business leaders

working at globally successful companies have taught classes alongside resident and visiting professors. The alumni community is summarized as being “a crossroads of professionals with whom you can talk and share your experience.”

New to SDA Bocconi’s master roster is the MAFED, the Master in Fashion, Experience & Design degree, which investigates culture as “result-oriented creativity.” Students will receive specialized education in management and will learn a tool set from the world’s fashion and design capitals.



Graduates of SDA Bocconi School of Management, per the school's Facebook account

The second addition is the MAMA, the Masters in Arts Management and Administration, which supports artistic innovation and cultural development around the world. Taught from Milan, the program gives students exposure to its cultural environment through the city’s art and history.

Lastly, SDA Bocconi is offering a MFB, the Master of Management in Food & Beverage that looks at the restaurant and hospitality industry as well as advanced retailers from an innovative and effective perspective. Students enrolled will attend on-site company visits and travel on excursions across Italy.

A number of educational ventures put forth by commerce boards and luxury conglomerates have been used as a way to source talent in a climate where traditional craftsmanship roles such as leatherworkers and watchmakers have declined.

For example, luxury conglomerate LVMH Moët Hennessy Louis Vuitton has created a new professional training program, L’Institut des Métiers D’Excellence, or IME, to lessen the burden.

LVMH’s IME program will allow the company to voice its need for artisans while supporting young talent as they develop their crafts to ensure that the skills of the trade remain strong for future generations. The program launched in September and gives IME trainees accredited degrees through paired apprenticeships with LVMH houses ([see story](#)).

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