

Module code	LBM603	Level	6
Module title	Developing and Launching a Luxury Business	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Business and Luxury Brand Management	Teaching Period	Spring

1. Module description

This inspiring, hands-on module equips you with the skills to develop and plan a luxury enterprise of your own. Working collaboratively, you'll learn by doing –developing both critical commercial awareness and entrepreneurial know-how.

This module combines ideas and concepts from the fields of Entrepreneurship and Innovation. In doing so, it creates a learning environment that allows you to deconstruct taken-for-granted tools, theories and practices by thinking innovatively and “outside the box”.

You'll be challenged to create valuable solutions to contemporary business problems in luxury brands, develop an innovative business idea in the luxury space and build a business plan to pitch to potential investors.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)

Collaborate and build networks to develop an innovative business idea in the luxury space.

Decision Making (MLO 04)

Formulate informed decisions applicable to luxury brand management practice, using critical and reflexive thinking

Discipline Knowledge (MLO 07)

Critique and synthesise theories, concepts and facts in the fields of entrepreneurship and innovation as applied to the luxury brands sector.

Discipline Skills (MLO 08)

Combine and employ a wide range of entrepreneurial knowledge, techniques and tools to develop a portfolio containing a 'pitch deck' and business plan.

3. Learning and teaching methods

This module incorporates a variety of learning and teaching methods (including workshops, group work and discussion) to enable you to analyse, evaluate, organise and communicate the significance of information and data in complex contexts including data visualisation. You will be guided to act autonomously to develop an awareness of entrepreneurial know-how (including skills in critical and reflexive thinking, creativity, curiosity, communication, pitching ideas, leadership and innovation).

Learning hours	
Directed learning	48
Workshops/classes	48
Guided/Self-guided learning	152
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1 – Portfolio

Weight %: 100%

Word Count or Equivalent: 5000 words (portfolio content) + 5-minute individual video)

You are required to collaborate as a team to create a portfolio of relevant content (including a 'Pitch Deck' of impactful data, narrative and visuals) showcasing an innovative business idea in the luxury space, incorporating a business plan ready to pitch to potential investors.

You will additionally create a reflective video entitled "My contribution to content and creation of the group Portfolio".

The summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

Assessment tasks	MLO1	MLO4	ML07	MLO8
Portfolio (Group Assessment)	X	X	X	X

5. Indicative resources

Cattaneo, E. (2023) *Managing Luxury Brands: A Complete Guide to Luxury Brand Strategies*, Kogan Page.

Chevalier, M. & Mazzalovo, G. (2020) *Luxury Brand Management in Digital and Sustainable Times*, Wiley.

Donzé, P-Y, et al (2022) *The Oxford Handbook of Luxury Business*, Oxford University Press.

Duarte, N. (2008) *Slid:eology: The Art and Science of Presentation Design*, O'Reilly.

Neck, H. et al (2020) *Entrepreneurship: The Practice and Mindset (2nd Edition)*, Sage.

Rambourg, E. (2020) *Future Luxe: What's Ahead for the Business of Luxury*, Figure 1 Publishing.

Schmitt, R. et al (2021) *Omni-personal Luxury: How to Transform your Luxury Business for the Digital Age*, Palgrave MacMillan

United Nations 17 sustainable development goals: <https://sdgs.un.org/goals>