Presentation of Master’s Degree in “Fashion, Art and Food Management”

1. Introduction

The Department of Business and Economics advances a new Master’s Degree in "Fashion, Art and Food Management" (FAF Management), belonging to the LM- 77 Master Degree class, in English language.

Fashion, Art and Food industries show common features, common success factors and similar business models. However, to date there are not active master’s degrees on FAF management. Consequently, this master degree covers a gap in the competitive context, showing high margins of characterization, originality and operational relevance.

The Master’s Degree includes modules on the main business and economic skills related to the processes of analysis, design and management for companies of industries characterized by a strong creativity and innovation and an important tension towards the affirmation in supranational economic and market contexts.

Pasta, a marble statue, ties and Naples hide many more points in common than one might think.
2. Learning outcomes

The Master’s Degree in "Fashion, Art and Food Management" aims to create experts – as entrepreneurs, executives, managers or consultants - in the management of the fashion, art and high value-added businesses of the agri-food industry, considering the opportunities dictated by the deep transformations of national and international competitive contexts.

The course provides:

- the strategic intelligence tools to support the collection and processing of information for the definition of the strategies of companies operating in the fashion, art and food sectors;
- the methods of analysis and audit of operations;
- the economics of innovation for companies in the fashion, art and food sectors;
- the set of policies, from a side, to support companies operating in the fashion, art and food sectors and, on the other side, to develop synergies between FAF industries and Tourism;
- the skills useful for international business law;
- the business models for companies in the fashion, art and food sectors;
- the models and the tools of digital marketing;
- the history of FAF companies and FAF industries;
- the funding and investments decisions;
- the methods and techniques for business data analysis.

Graduates with this background can translate Art into success products.
3. Career opportunities

The Master’s Degree Course in "Fashion, Art and Food Management” aims to create entrepreneurs, executive, managers and consultants with high added value business expertise, a background on the relevance of innovation and creativity, able to support companies in decision-making processes and growth strategies in supranational contexts.

Graduates in this Master’s Degree Programme can work:
- in the Fashion, Art and Food firms;
- in companies strongly oriented towards innovation and quality;
- in consulting for Fashion, Art and Food firms;
- in firms, consulting and agencies promoting synergies between Tourism and Fashion, Art and Food industries.

Fashion, Art and Food are the main drivers of Tourism.

The new degree programme will be a specialized course able to train managers responsible for strategic or operational processes in companies with high added value business, innovative and with a significant component of creativity, in particular companies operating in the fields of high fashion, art and food.

In this sense, the modules of this master’s degree will involve subjects of economic, business and management area related to the analysis of economic systems, to the management of strategic processes, to the innovation policies, to the brand promotion, to the digital marketing, to the performance measurement, to the operations and quality audit on the core aspects of fashion, art and food.
4. Course syllabus

The course is completely taught in English and is designed as a two-year learning process.

The first year provides 63 credits including linguistic skills. As far as the English language is concerned, the student which has already acquired at least B2 level, will follow an English language course aimed at reaching a level at least equal to C1.

During the second year of the programme, there are 57 credits including 18 credits for the final exam and the internship.

The Programme provides 15 credits for the thesis, 3 credits for internships, and a free choice exam of 9 credits.

The syllabus is summarized in the following table.

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<th>Modules</th>
<th>Scientific Disciplinary Sector</th>
<th>Credits</th>
<th>Years</th>
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<td>Business Models in Fashion, Art and Food Industries</td>
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<td>Corporate Finance</td>
<td>SECS/P-11</td>
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<td>I</td>
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<td>Organizational Networks and Event Management</td>
<td>SECS/P-10</td>
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<td>I</td>
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<td>Tourism policies and Fashion, Art and Food industries</td>
<td>SECS/P-02</td>
<td>9</td>
<td>I</td>
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<tr>
<td>Business Data Analysis</td>
<td>SECS/S-03</td>
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<td>I</td>
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<td>International Business Law</td>
<td>IUS/04</td>
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<td>I</td>
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<tr>
<td>Economics of Innovation</td>
<td>SECS/P-01</td>
<td>9</td>
<td>II</td>
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<td>Language</td>
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<td>Operations and Quality Audit</td>
<td>SECS/P-07</td>
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<tr>
<td>Strategic Intelligence and Performance Measurement</td>
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<td>Digital Marketing</td>
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<td>Business History of Fashion, Art and Food</td>
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<td>II</td>
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<td>Free choice exam</td>
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<td>Internships</td>
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<tr>
<td>Thesis</td>
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Table 1- Master’s degree programme in "Fashion, Art and Food Management".
5. **Teaching, assessment and graduation methods**

Educational activities include classroom teaching, workshops, study trips and an internship at the end to acquire a wide range of skills from practitioners.

The various skills and knowledge acquired by students will be assessed through project works, team works, written and oral examinations.

The degree course culminates into a final project (thesis defence). The written thesis, which must be original, showing exhaustive documentation and scientific investigation, and which will be discussed with a committee of university professors and experts.

6. **Admission process**

Applications are open from August 1 to February 28. The application process is online. We have a dedicated admissions team to guide you through the process.

Required documents:
- Diploma from undergraduate/bachelor's degree, from an accredited university or college;
- Proof of English proficiency;
- Academic transcripts:
- CV.

7. **Contacts**

Master’s Degree Course Director: prof. Raffaele Fiorentino
e-mail: raffaele.fiorentino@uniparthenope.it
Website: [www.uniparthenope.it](http://www.uniparthenope.it)
8. Campus

The main campus “Pacanowsky Campus” is located at Università Parthenope in central Naples. It is within walking distance of both the port and the city's financial, cultural, and governmental centers.

9. Life in Naples

Studying in Naples at the University Parthenope is an exciting experience. In its one hundred years since its foundation, the most profound and characterizing trait of Parthenope University has remained unchanged as its most authentically traditional feature: the ability to interact with the social context and to continuously engage with its evolving demands.

The Parthenope University offers a unique opportunity to study whilst enjoying the cultural, social and recreational amenities of one of the world's most exciting cities symbol of Italian Excellence. With five universities and numerous research institutions, Naples offers one of Europe's most inspiring environments for students and academics to live and study. This intellectually appealing atmosphere coupled with the campus location puts our students in the heart of a dynamic academic environment.

Moreover, Parthenope University offers accommodations for eligible students.