



COURSES / **FASHION** / FASHION MANAGEMENT /

A FOCUS ON...

RETAIL MANAGEMENT: THE PSYCHOTHERAPY OF RETAILING INTERMEDIATE LEVEL

OBJECTIVES

The course will enable international students to learn how to run any retail outlet at an international level with confidence.

MAIN TOPICS

With more and more retail outlets (whether physical shops or e-shops) opening every day, demand for Retail Managers has never been greater. This course will first and foremost discuss the importance of a Retail Manager as a Brand Ambassador. Students will also learn the importance of communication and psychology within the retail environment. They will look at the many responsibilities involved in the day-to-day running of a retail outlet, focusing on merchandising, visual display, store accounting, and the multi-tasking skills needed in the world of Retail Management (not only in Italy but also at an International level).

LANGUAGE

English

CALENDAR AND ATTENDANCE

20 July – 30 July, 2010

45 hours' lessons: on Tuesday 20 July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lessons again from 2 pm to 5 pm.

On the other days there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm.

Attendance is mandatory.

CANDIDATE PROFILE

Applicants should possess the following skills:

- Knowledge of the English language
- An acute interest in retailing
- Completion of business and/or management related studies
- Current or previous work experience in a retail environment



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano



ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html> and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure). The deadline for application form acceptance is 25 June 2010.

ASSESSMENT AND FINAL QUALIFICATION

In the final project, students will keep their own Retail Manager's Log. In their logs they will provide detailed information such as:

- Recruiting new staff
- Training
- Payroll
- Performance management
- Scheduling
- Sales achieved
- Visual Merchandising

At the end of the course, students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor:
Damon Pittman

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

CONTACTS

Evelina Scrivani

Summer Programs Office
Nuova Accademia di Belle Arti
Via Darwin 20
20143 Milano

www.design-summer-courses.com

summer@naba.it

Phone: +39 02 97 37 21