



## Creative Businessmanship in The Textile Value Chain

### Kreativt affärsmannaskap i den textila värdekedjan

7.5 credits

7.5 högskolepoäng

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**Ladok Code:** 52KA01

**Version:** 2.0

**Established by:** The Teaching Committee 2012-08-22

**Valid from:** Autumn 2011

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Industrial Economics (A1N), Textile Management (A1N)

**Disciplinary Domain:** Technology

**Prerequisites:** Bachelor of Science degree in textile technology, textile economics, business economics, industrial economics, engineering, media or design, as well as English B.

**Subject Area:** Industrial Engineering and Management

**Grading Scale:** ECTS-credits

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## Content

The course includes the following elements:

- Management, monitoring and control of the company's internal and external value chain in a global fashion and clothing industry
- Industry structure analysis and tools for surrounding world and competitor analysis.
- Business models and business strategies.
- The manufacturing process from concept to finished garment.
- The product development process from concept to sales samples.
- The production process from sales collection to shop garments.
- Time planning, schedules and lead times.
- Product hierarchy, range planning and price models
- Purchasing and delivery models
- Sourcing and strategic purchasing approaches
- Process orientation and linking to supply chain management
- Brand perspective throughout the value chain.

## Learning Outcomes

After completing and passing the course, students should be able:

- to describe how design, communication, planning and logic build up businessmanship in the textile and fashion industry.
- to use acquired tools, models and working methods which are directly applicable in practice, thereby allowing them to plan, monitor and control the value chain in the fashion and clothing industry.
- to understand how a process-oriented approach permits creation of competitive advantages for the company by means of superior business processes
- to describe criteria for the future development of the fashion sector and be able to apply this in planning work.
- to reflect on how differences and similarities in business cultures throughout the clothing manufacturing process have to be handled and overcome.
- to analyse, plan, evaluate and communicate alternative actions, utilising the abilities gained in terms of strategic and creative thinking.

## **Forms of Teaching**

Tuition consists of lectures, practical exercises and discussions. Teaching will take place through the medium of English.

## **Forms of Examination**

The following examinations will form part of this course:

- Project work 7.5 credits Grading Scale: EC with respect to the stated learning objectives.  
Grading scale: EC, i.e. the course, is assessed using the grades A, B, C, D, E, Fx or F (ECTS grading scale).  
Each examination will be offered on 5 occasions, at least 3 of which will be within the space of one year.  
Offered examination sessions refer to scheduled exams or resits, or the stated date for written or verbal accounts.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## **Literature and Other Teaching Materials**

- Hedén, A & McAndrew, J. Modefabriken - Kreativt affärsmannaskap från insidan. ISBN 91-631-6807-3, eller kompendiet Hedén, A & McAndrew, J. The Fashion Factory - Creative Businessmanship from the Inside, Portfolio Sweden AB
- Osterwalder&Yves Pigneur, Business model generation/Alexander / ISBN 978-0470-87641-1

## **Student Influence and Evaluation**

The views of students will be canvassed systematically and regularly by means of written course assessments once courses are complete. Student representatives will work together with the Director of Studies and the course manager once a term to review courses held. For further information, please see the College's policy on course assessments and documents prepared by the Institutional Board, Director of Studies and course manager.

## **Miscellaneous**

The course is primarily a programme course for a Master's programme in Textile Management.