



UNIVERSITY OF BORÅS

## Creative Businessmanship in The Textile Value Chain Kreativt affärsmannaskap i den textila värdekedjan

7.5 credits

7.5 högskolepoäng

**Ladok Code:** 52KA01

**Version:** 3.0

**Established by:** The Teaching Committee 2013-08-20

**Valid from:** Autumn 2013

**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

### Content

The course includes the following elements:

- Management, monitoring and control of the company's internal and external value chain in a global textile and fashion industry
- 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
- CRS and environmental footprint index

### Learning Outcomes

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

- describe how design, communication, planning and logistic build up a businessmanship in the textile and fashion industry.
- use acquired tools, models and working methods which are directly applicable in practice, and thereby be able to plan, monitor and control the value chain in the textile and fashion industry.
- understand how superior business processes can create competitive advantages
- describe the criteria for the textile and fashion sectors' future development and to be able to apply this in the planning process
- reflect on how differences and similarities in business cultures throughout the textile and fashion manufacturing process have to be handled and overcome.
- analyse, plan, evaluate and communicate alternative actions in terms of strategic and creative thinking

### Forms of Teaching

Tuition consists of lectures, practical exercises and discussions. Teaching will be held in English.

## **Forms of Examination**

The following examinations will form part of this course:

- Written exam 6.5 credits. Grading Scale: EC with respect to the stated learning objectives.
- Individual project 1 credit. Grading Scale: U/G

Grading on the course is based on the written exam but requires a G on the individual project.

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

## **Literature and Other Teaching Methods**

Burns, L, Mullet, K & Byrant, N. (2011). *The Business of Fashion: Designing, Manufacturing, and Marketing*. New York: Fairchild publications. ISBN 978-1-60901-110-9.

Compendium and scientific research articles and papers will be handed out during the course.

## **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 a programme course primarily for the Master's programme in Textile Management