UNIVERSITY OF BORÅS

Management and aestethics, advanced level
Management och estetik på avancerad nivå

7.5 credits
7.5 högskolepoäng

Ladok Code: 52ME02
Version: 4.0
Established by: The Teaching Committee 2014-06-27
Valid from: Autumn 2014

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Textile Management (A1N)
Disciplinary Domain: Social sciences
Prerequisites: Bachelor degree in Textile Business and Administration or Textile Engineering and English B or equivalent knowledge.
Subject Area: Leadership, Organisation and Management
Grading Scale: ECTS-credits

Content

Presentation technique
• Software for image processing and graphic design
• Photography

Value stream mapping
• Value flow analysis
• Tools for measuring sustainability impact

Aesthetical markets
• Brand values
• Social and cultural aspects

Learning Outcomes

When the student has passed the course the student should be able to:

- Identify, explain and use concepts for brand values in the textile value chain.
- Identify and account for the aesthetical functions of the fashion market and analyze these functions from an economical, social, and ecological perspective.
- Use tools for graphic design, photography and presentations technique and communication aesthetical perspectives in the textile value chain.
- Analyze the textile value chain in relation to aesthetical perspectives and reflect around different communication tools in order to illuminate and critically analyze economical, ecological and social

Forms of Teaching

Lectures, Seminars and field studies

The language of instruction is English.

Forms of Examination

The following examinations will form part of this course
• Project work and presentation 3,5 credits, Grading scale: U/G
• Individual written examination, 4,0 credits, grading scale EC

The total grade is set by the individual written examination 4.0 credits with the conditional grade pass on project work and presentation 3,5 credits.

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

Literature and Other Teaching Materials

Rockström, J. & Klum, M. (2012). *The human quest: prospering within planetary boundaries.* Stockholm: Langenskiöld.

Bergström, B. (2008). *Essentials of visual communication.* London: Laurence King.

Entwistle, J. (2009). *The aesthetic economy of fashion: markets and value in clothing and modelling.* Oxford: Berg.

Including scientific papers

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