



Introduction to Textile Management and Business Administration Introduktion till Textilt Management och Företagsekonomi

3.5 credits

3.5 högskolepoäng

Ladok Code: A1TM1A

Version: 1.0

Established by: Committee for Education in Business and Working Life 2016-08-30

Valid from: Autumn 2016

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G1N), Textile Management (G1N)

Disciplinary Domain: Social sciences

Prerequisites:

Subject Area: Other Subjects within Social Science

Grading Scale: Seven-degree grading scale (A-F)

Content

The main contents and purpose of this course is to give the student an overview of the most basic concepts and procedures within business administration. The student shall understand how a contemporary business idea may be conceptualized, how the proposed product/service may develop and be marketed, how such activities can be financed and organized, and how all these processes may be monitored, analyzed and reported. This in order to create value, not only to the owner and the subsequent organization but all internal and external stakeholders to the company and its business. Apart from this the student will attain basic knowledge about ethical considerations in relation to these processes and decisions.

Learning Outcomes

After completing the course the student should be able to:

Knowledge and understanding

- 1.1. describe basic economic issues, processes and structures at company level,
- 1.2. describe the company's main approaches for the development and marketing of its products / services,
- 1.3. describe the company's main approaches to organizing, financing, operations and accounting
- 1.4. describe the company's internal and external stakeholders' roles as well as its main ethical aspects,

Skills and Abilities

- 2.1. apply basic business practices and models (eg in the textile context),
 - 2.2. apply basic models for analysis of economic issues in the textile business,
- 3.1. independently relate to and critically evaluate different business issues at the elementary level and
 - 3.2. constructive proposals for improvements in different business issues at the basic level.

Forms of Teaching

Instruction consists of lectures

The language of instruction is English.

Forms of Examination

The course is examined through a written examination, 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 Methods

Ronald J. Ebert and Ricky W. Griffin (2017), Business Essentials, 11th Edition Pearson Publishing

Student Influence and Evaluation

The views of students will be canvassed systematically and regularly by means of written course assessments once courses are complete. For further information, please see the university policy on course assessments and documents prepared by the Faculty Board, Director of Studies and Course Coordinator.

Miscellaneous

The course is an introductory course in the program Master in Fashion Marketing and Management 120 hp. and Master in Textile Value Chain Management 120 hp.