



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

3.5 credits

Ladok Code: A1TM1A

Version: 3.0

Established by: Committee for Education in Business and Working Life 2017-08-28

Valid from: Autumn 2017

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 the course is to give the student an overview of the most basic concepts and procedures within business administration and textile management. The focus will be to create an understanding of the scientific foundation within business administration through assignments. It will give an insight into the market of fashion and its fundamental driving forces as well as give the student an insight in value creating processes in relation to the companies internal and external stakeholders. 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 give an overall account for central concepts, research questions and theoretical perspectives within business administration and textile management,
- 1.2 describe the fundamental driving forces of the fashion market in terms of fashion, consumption and identity
- 1.3 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 in the textile context,
- 2.2. apply basic models of economic issues in the textile business,
- 2.3 reflect upon fundamental driving forces in the global fashion market from the perspective of different stakeholders,
- 2.4 on a basic level, reflect upon fashion consumption of the individual in relation to a global production of fashion based on some selected research questions,
- 2.5 on a basic level and from selective research questions, reflect upon the company's role in the textile value chain,

Judgement and approach

- 3.1. Independently relate to and critically evaluate different business issues at the basic level and
- 3.2. to give operational suggestions on improvements in different business issues at basic level.

Forms of Teaching

Teaching consist of lectures.

The language of instruction is English.

Forms of Examination

The course will be examined through a written examination, 3,5 ECTS, Grading scale A-F. The grade on the examination will be the grade on the whole course.

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

Literature and Other Teaching Materials

The literature will consist of articles, book chapters and reports equivalent to 400 pages.

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 a program course for the Master program in Textile Management (1 year), the Master program in Fashion Marketing and Management and the Master program in Textile Value Chain Management.