Master programme (Two Year) in textile management with specialisation fashion management

Masterutbildning i textilt management med inriktning fashion management

120 credits

Ladok Code: SAFMA
Version: 6.0
Level: Second cycle
Approved by: Research and Education Board 2015-02-26
Valid from: Autumn 2015
Valid for:

General Objectives

Second level education shall essentially build on the knowledge that students acquire in first level education or corresponding knowledge. Second level education shall involve a deepening of knowledge, skills and abilities relative to first level education and, in addition to what applies to first level education, shall

- further develop the students' ability to independently integrate and use knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable independence or for research and development work.

(The Higher Educations Act, Chapter 1, Section 9)

Objectives

The Master of Science in Textile Management programme aims to be a national resource with a global appeal. It should enable graduates from the programme to take up skilled positions to manage work and development primarily within the textile industry and retail, as well as other areas. The programme focuses on the management of marketing within the fashion sector, in which the design process is key, but in which brand development, consumer analysis, retail and finance, business skills and communication are also extremely important to the results achieved. The programme is firmly based around research in this area, and has strong professional links, making it possible to prepare students for their own work within the industry. Innovation skills are encouraged, together with in-depth subject knowledge, in order to contribute to entrepreneurship in the industry. The programme aims to provide awareness of the issues concerning the environment, resource management, globalisation and ethics. Networking during the period of study is important and is supported by the environment of the Swedish School of Textiles, with collaboration between design, engineering and management. During the second year of the programme students are expected to undertake their studies with a greater degree of independence and responsibility, and they must demonstrate skills, in accordance with course objectives, that are required to participate in research and development work or another type of advanced activity. Individual learning objectives are as follows, with students needing to gain adequate knowledge, skills and and approaches during the programme that also meet the requirements of the Higher Education Ordinance's
system of qualifications:
1. Knowledge and understanding
The programme is structured so that students achieving the Master's degree shall be able to
1.1 demonstrate and apply broad knowledge about textile processes, methods and applications from a management perspective, as well as in-depth knowledge about the textile value chain, with an emphasis on brand development, consumer analysis, retail and finance, business skills and communication,
1.2 critically and systematically learn the literature and theory within those areas on which the main subject of textile management is based,
1.3 analyse and find solutions to organisational issues within textile flows, marketing and brand management, and
1.4 integrate and apply knowledge about the main subject in research, development and other types of advanced activity.
2. Skills and abilities
Students shall demonstrate an ability to

2.1 critically and systematically integrate knowledge and consider, analyse, assess and manage complex facts and situations in connection with issues in the fashion market,
2.2 plan and adequately undertake advanced tasks within a given area,
2.3 quickly acquire new organisational knowledge and apply this to fashion-related development and innovation by creating, analysing and critically assessing different market-related solutions,
2.4 develop and design textile processes and systems that take account of people's circumstances and needs and society's aims for economically, socially and environmentally sustainable development.
2.5 participate in teamwork and cooperation in groups composed of different skill-sets,
2.6 clearly provide verbal and written accounts of the knowledge and plans and results achieved in both Swedish and English, and
2.5 participate in research and development work or work independently in another type of advanced activity.
3. Judgement and approach
Students shall gain expertise and skills to operate in a social and an organisational context, including the ability to
3.1 make assessments regarding relevant scientific, social and ethical aspects and demonstrate awareness of ethical aspects of research and development work,
3.2 demonstrate insight about the opportunities and limitations of science and technology, their role in society and the responsibility of people in how they are used,
3.3 identify one's need for further knowledge to take responsibility for developing one's own knowledge.
3.4 plan and develop fashion distribution systems so that they correspond to given specifications,
3.5 ascertain and formulate the requirements for such systems with reference to social, economic and cultural views and values in order to design solutions that make use of and correspond to users' circumstances and needs,
3.6 understand and take account of the interaction of business and research with society, individuals and the environment,
3.7 consider alternative perspectives, value systems and forms of expression, and collaborate and communicate with different categories of skills and nationally and internationally.

Content

Teaching takes place in the form of lectures, exercises, laboratory sessions, seminars and project work with individual supervision. Courses at advanced level are planned in order to prepare students for both a programme of further research and skilled positions in professional businesses. The programme is designed to enable students to develop their scientific understanding of the processes and functions of the textile value chain, as well as applying these analytically and practically in order to independently solve specific problems concerning flows within areas such as logistics, marketing and brand management. It also encourages students to consider the environment, entrepreneurship and ethics, in addition to strengthening and further developing interest in management, governance and skilled handling of textile and fashion supply chains. These different focuses represent different parts of the value chain; the focus on fashion management described here is primarily oriented towards design-for-customers while the focus on management of the value chain primarily concerns design-for-distribution. These different areas of focus are combined in some joint courses and include a certain element of optional specialisation in the second year. This specialisation can be taken according to different routes; design management or retailing. The introductory course in creative businessmanship aims to both provide those students with little previous education in textiles with an understanding of the particular nature, methods and issues in the textile and fashion sector and give those students with a background in textiles with a greater understanding and other perspectives of value-adding measures and the business processes of the textile and fashion sector. The subjects listed below are included in the Textile Management programme with specialisation in Fashion Management. Courses forming part of this programme represent, in a realistic way, progression in the textile value chain, which is complex throughout, from idea and design to marketing, customer behaviour and handling of waste material. During the second year of the programme students undertake their studies with a higher degree of independence and responsibility, and they must also demonstrate skills, in line with programme objectives, that are required to participate in research and development work or other types of skilled activity. As mentioned, the programme has two specialisation options; in analysis of the role of the design process (D) or in retailing (R).
First year (SP1-4; there may be some variation)
The Business of Textiles and Fashion, advanced level (7.5 credits)
The value chain of the fashion sector, from the creation of new collections, production strategies to market launch from a brand perspective. (1.1-1.3; 2.1-2.6; 3.3-3.5)
Alternative course are offered to students that have completed undergraduate studies at the Swedish School of Textiles.
Fashion Brand Management (7.5 credits)
In-depth examination of the creation and development of brands as a strategic asset based on a company or entrepreneurial design perspective and the development of a company's business concepts from a brand perspective (1.1-1.4; 2.1-2.6; 3.1-3.5)
Fashion Retail Marketing (7.5 credits)
The development of retail and how each store is part of a company's marketing and the building of relationships with consumers. The course adopts both a historical and a future perspective with different scenarios for the future forms of retail. (1.1-1.4; 2.1-2.6; 3.3-3.5)
Fashion Visual Communication (7.5 credits)
Use of different visual, printed and digital communication media and creation of different messages from a brand and consumer perspective. (1.1-1.3; 2.2-2.3; 2.5-2.6; 3.3-3.5)
Art of Business (7.5 credits)

Processes for innovation-driven development in which design, art and research combine to identify and create models for how companies can be successful in a mature market. (1.1-1.4;
2.1-2.7; 3.1-3.7)
Fashion Consumer Behaviour I (7.5 credits)
In-depth study of theories of consumer behaviour, consumer trends and how consumer culture is developing in the fashion sector. (1.1-1.4; 2.1-2.7; 3.1-3.3; 3.6-3.7)
Project Management and Entrepreneurship (7.5 credits)
Organisation and communication within project management. Forming teams and particularly cooperation across different disciplines. Innovation, patents, design, function, aesthetics and ergonomics. Costing, budgeting and financing issues. (1.1-1.4; 2.1-2.7; 3.1-3.7)
Scientific Methodology and Communication (7.5 credits) In-depth study of scientific approaches and application of scientific methods in investigations and research work and communication of these methods. Valuation of scientific texts, criticism of sources, reference management. (1.2-1.4; 2.1-2.3; 2.5-2.7;3.1-3.3; 3.6-3.7)
Second year (SP1-4; there may be some variation)
Field Study in Textile Management (15 credits)
The field study aims to analyse and investigate issues relating to the textiles and fashion. This shall be undertaken in a textile-related business or based on a textile-oriented issue in cooperation with a company, institution or other external partner and will provide students with in-depth understanding and application of courses taken in fashion management. The specific issue to be examined is chosen by students in consultation with the company and supervisor and may form a feasibility study for the final thesis, an advanced practical period in which what has been taught on the Master's programme can be applied or it can be a defined, applied research project. (1.1-1.4; 2.1-2.7; 3.1-3.7)
Design Methodology (7.5 credits) or Advanced Retail (R: 7.5 credits)
D: Theoretical basis and principles for systematic design work. Applied design methodology for understanding the role of design methodology in the design process. What requirements are made of products and how these are met during the design process. Description and analysis of the role of the design process in the textile value chain and application in one's own projects.
R: In-depth study of retail management with a focus on future trends within retail. (1.1-1.4; 2.1-2.7;
3.13.7)
Management and Aesthetics (D: 4.5 credits) or Consumer Behaviour II (R: 7.5 credits)
D: Building brands for fashion and textiles and maintaining and communicating this by applying modern graphic design and photography. Aesthetic marketing and sociological aspects of marketing.
R: In-depth study of consumer behaviour from a cultural and sustainable perspective. (1.1-1.2; 1.4; 2.1-2.3;2.5-2.7; 3.1-3.7)
Final Thesis in textile management (30 credits)
The final piece of work on the Master's programme, in which the acquired knowledge and a scientific and professional approach are used to carry out a major project involving the solving of a particular issue, involving analysis and the drawing of conclusions. (1.1-1.4; 2.1-2.7; 3.1-3.7)

Admission Requirements

Bachelor’s degree, 180 credits, in social science subjects, engineering or design or equivalent.
Proficiency in English equivalent to :
IELTS (academic training), 6.5 (with no part of the test below 5.5)
or
TOEFL (Internet based): 90 (with a minimum of 20 on the written part)
or
TOEFL (paper based): 575 (with a minimum of 4.5 on the written part)
For further information about English language proficiency requirements, please view: http://www.hb.se/en/International-student/Application-and-Admission/Admission-Process/English-language-proficiency/

Degree

Degree of Master of Science (120 credits) with a major in Textile Management ; specialization in Fashion Management.

Degree certificates are issued upon application on a special form. More information is available at www.hb.se.

Student Influence and Evaluation

Faculty programme directors are responsible for finding out the views of students on the course. These views will form the basis for the development of the course. The programme undergoes overall assessment once a year and students' results and views and the structure/implementation of the programme are reviewed in order to continually improve the programme and keep it up to date. For individual courses, the teacher responsible for the course is responsible for ensuring that students are invited to put forward their views on the course. The results of these course evaluations will form the basis for the development of the course. Once a term the courses are assessed; the faculty programme director works together with the director of studies and student representatives to review students' views in order to constantly improve the course. A programme council, where student representatives work together with representatives of teachers and trade and industry, discuss issues relating to current and future education objectives, gives students the opportunity to influence their programme. For further information, please

see the university's policy on course assessments and documents prepared by the director of studies, the course coordinator and the department board.

Miscellaneous

The programme recruits internationally and teaching is in English. The degree provides authorisation for research studies within textiles and fashion.

The language of instruction is English.