HÖGSKOLAN I BORÅS

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

Magisterutbildning i textilt management med inriktning fashion management

60 credits

Ladok Code: TAFMA
Version: 4.0
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 specialising in Fashion aims to be a national resource with global appeal. This programme aims to allow students to take up advanced work and development-leading positions in – ideally, but not limited to – the textile industry and trade. This programme focuses on handling the fashion sector's market, in which the design process has a crucial part to play but where brand building, consumer knowledge, trade and economics, business skills and communication are also extremely important to the results. It should be well grounded in research in the field, have strong professional links and also prepare students for their own activities within the industry. lnnovative abilities must be encouraged together with in-depth knowledge of the subject so as to help bring about 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 interaction between design, engineering and management.

Content

Teaching takes place in the form of lectures, exercises, laboratory sessions, seminars and project work with individual supervision.
Second-cycle courses are planned in order to prepare for further third-cycle studies and for advanced professional positions. 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. The programme represents different elements of the value chain.
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 and logical way, progression in the textile value chain, which is complex throughout, from idea and design to marketing, customer behaviour and handling of waste material.
Study periods 1-4 (certain changes may take place between study periods
The Business of Textiles and Fashion, advanced level (7.5 HEC)
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 HEC)
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 HEC)
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 HEC)
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 HEC)
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)
Scientific Methodology and Communication (7.5 HEC)
Enhanced scientific approach and application of scientific methods in investigations and research work, and communication of the same. Evaluation of scientific texts, criticism of sources and reference management. (1.2-1.4; 2.1-2.3; 2.5-2.7; 3.1-3.3; 3.6-3.7)
Final Thesis in textile management (15 HEC)
The final work in the master's programme, in which acquired knowledge and a scientific and professional approach are applied in order to implement a major project assignment involving problem solving which includes analysis and 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 (60 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 takes place through the medium of English.
This degree provides authorisation for research studies within textiles and fashion.

The language of instruction is English.