UNIVERSITY OF BORÅS

Art of business
Konsten att bedriva affärer

7.5 credits
7.5 högskolepoäng

Ladok Code: 52AB01
Version: 3.0
Established by: The Teaching Committee 2013-03-19
Valid from: Autumn 2011

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Textile Management (A1N), Industrial Economics (A1N)
Disciplinary Domain: Technology
Prerequisites: Bachelor's Degree in Textile Technology, Textile Economics, Engineering, Management, Economics, Media or Design, and verified knowledge of English corresponding to English B in the Swedish Upper Secondary School or equivalent knowledge.
Subject Area: Leadership, Organisation and Management
Grading Scale: ECTS-credits

Content

The course is divided into two modules:

1. Strategic design and humanistic marketing (3.75 credits)

- Innovation-driven industry, including dialogue with design, art, humanistic research and experimentation
- Structures and models
- Success based on innovations linked with sociocultural value shifts
- Applications of leadership in the textile value chain
- Companies' potential for generating more unique forms of creativity, and how creativity itself demands constant renewal of leadership and marketing models

2. Strategic marketing and strategic control (3.75 credits)

- Historical development of strategic leadership
- Definitions and perspectives
- Evaluation of strategic choices
- Integration processes; strategies, value creation, CRM, relationship marketing, product development, brand development and integrated communication
- Control of relevant processes
- Generic knowledge and applications in the textile and fashion industry

Learning Outcomes

After completing and passing the course, students should be able:

- to understand och describe the relevance of both controlling creativity and the management's ability to comprehend and ensure latent demand in new markets.
- to apply a holistic approach and analyse the link between the company's results and social and environmental responsibility.
- to apply methods and tools which are customary in industrial decision-making
- to describe the dynamics of saturated markets and the conditions for globalised economies, and their application in future strategic tasks.
- to describe how to succeed in business with innovative initiatives in order to change our world.

Forms of Teaching

The course consists of the following elements:

- Lectures
- Workshops and seminar discussions
- Case studies with essay

Teaching will take place in English.

Forms of Examination

The following examinations will form part of this course with respect to the stated learning objectives:

Module 1:

- Oral examination 1.2 credits, Grading scale: EC
- Written report and presentation 2.5 credits, Grading scale: EC

Module 2:

- Oral examination 1.3 credits, Grading scale: EC
- Written report 2.5 credits, Grading scale: EC

Grading scale: EC, i.e. the course, is assessed using the grades A, B, C, D, E, Fx or F (ECTS grading scale).
Grades for full-time courses are assigned after weighting of the results from the respective elements. A minimum E grade is required in each element in order to receive a grade for the entire course.
Each examination will be offered on 5 occasions, at least 3 of which will be within the space of one year.
Offered examination sessions refer to scheduled exams or resits, or the stated date for written or verbal accounts.
ECTS grading scale.

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

Literature and Other Teaching Materials

Students registred for the course pick one of the following books, after consultation with the examiner for the course:

- Bauman, Zygmunt. Liquid Times: Living in an Age of Uncertainty. London: Polity, 2009.
- Chouinard, Yvon. Let My People Go Surfing: The Education of a Reluctant Businessman. New York: The Penguin Press, 2005.
- Fletcher, Kate, and Lynda Grose. Fashion and Sustainability: Design for Change. London: Laurence King, 2011.
- Hawken, Paul, Armory Lovins, and L. Hunter. Natural Capitalism: Creating the Next Industrial Revolution. New York: Back Bay Books, 1999.
- Hethorn, Janet, and Connie Ulasewicz. Sustainable Fashion: Why Now? A Conversation About Issues, Practices and Possiblities. Fairchild: Fairchild, 2008.
- Jackson, Tim. Prosperity Without Growth: Economics for a Finite Planet. London: Earthscan, 2009.
- Rifkin, Jeremy. The Empathic Civilization: The Race to Global Consciousness in a World in Crisis. New York: J.P. Tarcher/Penguin, 2009.
- Rivoli, Pietra. The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of World Trade. Hoboken, New Jersey: Wiley, 2005.
- Scardi, Gabi, Lucy Orta, Joanne Entwistle, Aware: Art Fashion Identity, Bologna: Damiani, 2011
- Shell, Ellen Ruppel. Cheap: The High Cost of Discount Culture. The Penguin Press, 2009.
- Siegle, Lucy. To Die For: Is Fashion Wearing Out the World? London: Fouth Estate, 2011.
- Thackara, John. In the Bubble: Designing in a Complex World. Cambridge: MIT, 2006.
- Thomas, Dana. Deluxe: How Luxury Lost Its Luster. The Penguin Press 2007.

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

The course is primarily a programme course for a Master's programme in Textile Management.