

## **Business and management in the textile and fashion industry** **Företagande och management i textil och modebranschen**

3.5 credits

3.5 högskolepoäng

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**Ladok Code:** AE1BM1

**Version:** 3.0

**Established by:** Committee for Education in Business and Working Life 2020-04-08

**Valid from:** Autumn 2020

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):** Textile Management (G1F), Textile Engineering (G1F)

**Disciplinary Domain:** Social sciences 50%, Technology 50%

**Prerequisites:** Bachelor's degree in business or industrial economics, textile technology, textile- or fashion design. In addition, knowledge of English equivalent to English 6 is required.

**Subject Area:** Leadership, Organisation and Management

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

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### **Content**

Course aims to introduce students to the interdisciplinary subject of textile and fashion management. In the course the student learns the basics of textile technology and processes in the textile value chain along with foundations of product development, preproduction and production planning, and purchasing management in the textile and fashion business. The course also aims to provide knowledge about socio-cultural phenomenon of fashion and fashion trends, including its influence on the business of fashion and textiles. Besides providing students with foundational knowledge of textile and fashion business, the course develops students' ability to collect, analyze and present information (both orally and in written) on development of business plan for creating an apparel line.

### **Learning Outcomes**

After completing the course students will be able to:

#### *Knowledge and understanding*

- 1.1 Describe the textile value chain and identify the role of different actors,
- 1.2 describe different material types and their classification,
- 1.3 describe and identify textile material properties and use of different techniques for product development and end use,
- 1.4 explain the role of purchasing function in the textile and fashion business,
- 1.5 explain different channels and strategies for textile product buying and sourcing,
- 1.6 account for textile material impact over textile value chain,
- 1.7 explain the phenomenon of fashion,

#### *Skills and Abilities*

- 2.1 make the time and action calendar as per different lead times and sourcing channels,
- 2.2 develop business plan for creating an apparel line,
- 2.3 reflect on the business alignment of purchasing in the textile and fashion business,
- 2.4 reflect on the influence of fashion trends on the business of fashion and textiles,

#### *Evaluation ability and approach*

- 3.1 critically and independently identify the role of different actors in textile supply chain and use different strategies according to market demand,
- 3.2 supplier resource evaluation for the development of strategical business plan.

## **Forms of Teaching**

Instruction consists of lectures and seminars.

The language of instruction is English.

## **Forms of Examination**

The course will be examined through the following examination elements:

Assignment (Learning Outcomes: 1.1, 1.2, 1.3, 1.5, 1.6, 1.7, 2.1, 2.2, 3.1, 3.2 ) 1,0 credits

Grading scale: Pass/Fail

Individual written exam (Learning Outcomes: 1.1, 1.2, 1.3, 1.5, 1.6, 1.7, 2.1, 2.2, 3.1) 2,5 credits

Grading scale: A-F

The grade for the entire course is determined by the grades of the individual written exam. For grades (A-E) for the entire course, the grade G is also required for the assignment.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

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

## **Literature and Other Teaching Materials**

Burns, L. D., Mullet, & Bryant, N. O. (2016). *The Business of Fashion. Designing, Manufacturing and Marketing*. Fairchild books: New York.

Kadolph, S.J. & Langford, A.L. (2013). *Textiles: Pearson New International Edition*. Pearson Education Limited: Harlow.

Literature and teaching materials are provided via the learning management system (max 100 pages).

## **Student Influence and Evaluation**

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

## **Miscellaneous**

The course is given within the program Master in Textile Management 60 hp, Master in Textile Value Chain Management 120 hp and Master in Fashion Marketing and Management 120 hp and for exchange students.

This syllabus is a translation from the Swedish original.