UNIVERSITY OF BORÅS

Management of fashion-tech value chains: a multidisciplinary perspective
Management av mode-tech värdekedjor: ett tvärvetenskapligt perspektiv
7.5 credits

Ladok Code: AE2FT1
Version: 1.0
Established by: Committee for Education in Business and Working Life 2020-10-21
Valid from: Spring 2021

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Textile Management (A1N)
Disciplinary Domain: Social sciences 50%, Technology 50%
Prerequisites: BSc. in Business Administration, Textile Management, Industrial Engineering, Textile Technology, Textile or Fashion Design, or equivalent. Furthermore knowledge in English equivalent to English 6.
Subject Area: Leadership, Organisation and Management
Grading Scale: Seven-degree grading scale (A-F)

Content

The course focuses on the field of Fashion Tech aiming to advance students' knowledge on how digitalization and virtualization of the design process affect the entire textile value chain management, including concept development and prototyping, production, supply chain operations and business model innovation, for faster, smarter, more efficient and sustainable garments. Contents will be delivered through a preliminary theoretical part aimed to level the knowledge of the students as a prerequisite for the practical challenge-based part of the course. In the challenge-based part students will work in the interdisciplinary international groups to experience the process and the methodological approach of a project development activity that includes design, product life management, costing and pricing, research and materials management.

*Students will be selected from: Hogskolan i Boras - Swedish School of Textiles (Sweden), Politecnico di Milano - School of Design (Italy), University of the Arts London – London College of Fashion (UK), TU/Delft - Industrial Design Engineering Faculty (The Netherlands), Ecole supérieure des Technologies industrielles avancées – Graduate School of Advanced Industrial Technologies (France).

Learning Outcomes
Upon successful completion of the course the student should be able to:

Knowledge and understanding
1.1 Describe and explain the implications of digitalization of the textile design process on the entire product life cycle management, including costs structure, innovation, business and supply chain management,
1.2 Identify and describe the limitations and opportunities of digitalization of textile design process in all the phases of value chain: ideation, prototyping, visualization, communication, distribution, showcase, selling and retailing,

Skills and abilities
2.1 Apply innovative research and methodological approaches in the multidisciplinary Fashion Tech context,
2.2 Develop insights into tools to digitize, visualize and simulate materials, garments for different application purposes,
2.3 Develop an innovative business model related to digital/virtual design processes and products,
2.4 Engage in dialogue with various stakeholders across multiple disciplinary international contexts,

Evaluation ability and approach
3.1 Reflect on complexities associated with virtual/digital implementation of a 3D collection and associated business practices,
3.2 Critically reflect from the SDG perspective on the economic, environmental, and societal impacts of implementing a completely digital/virtual design and product development process,
3.3 Reflect on the ethical dimension of the Fashion-Tech profession using relevant theoretical insights.

Forms of Teaching

Teaching comprises both theoretical and practical activities, including digital lectures, self-studies, written essays/tests, peer interaction via forum participation, tutoring/coaching session with industry and academia representatives, and the final project assignment. Students will also be introduced to innovative ways of teaching that are based on digital tools used both to deliver the course and to develop project work and group collaboration between teammates.

The language of instruction is English.

Forms of Examination

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

Examination: individual written exam
Learning outcomes 1.1-1.2, 2.1-2.3, 3.3
Credits: 2.0
Grade: A-F

Written group report
Learning outcomes 2.1-2.4, 3.1-3.2
Credits: 2.0
Grade: Pass/Fail

Presentation: oral group presentation
Learning outcomes 2.4, 3.1-3.2
Credits: 2.0
Grade: Pass/Fail

Peer interaction via digital forum participation
Learning outcomes: 2.4, 3.1-3.3
Credits: 1.5
Grade: Pass/Fail

The grade for the full course is set according to the A-F scale and is determined by the grade on the written individual exam. To get the final grade for the course, the students should receive 'pass' on all other forms of examinations in addition to the written group report.

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

Aagaard, A. (red). (2019). *Digital Business Models: Driving Transformation and Innovation.* Palgrave Macmillan: Cham.

Bertola, P. & Teunissen, J. (2018). Fashion 4.0. Innovating fashion industry through digital transformation. *Research Journal of Textile and Apparel*, 22(4), pp. 352-369.

Cabigiosu, A. (2020). *Digitalization in the Luxury Fashion Industry: Strategic Branding for Millennial Consumers.* Springer Nature Switzerland AG: Cham.

Harris, C. (2017). *The Fundamentals of Digital Fashion Marketing.* Bloomsbury Visual Arts: London.

A selection of additional literature can be included in the course (maximum 300 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

Course is given as an elective course.