



## **MSc Degree Project in Fashion Management w. spec. in Fashion Marketing and Retailing**

### **Examensarbete i Fashion Management med inr. modemarknadsföring**

15 credits

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**Ladok Code:** SEF013

**Version:** 2.0

**Established by:** Research Board 2011-03-16

**Valid from:** Spring 2011

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Fashion Management (A1E)

**Disciplinary Domain:** Social sciences

**Prerequisites:** Completed at least 30 higher education credits in the Master Programme in Fashion Management with specialisation in Fashion Marketing or equivalent knowledge.

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

**Grading Scale:** ECTS-credits

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### **Content**

Degree work is based on acquired knowledge from previous Master's courses. Degree work can be executed in cooperation with a national or international company or organisation or with a university in an interdisciplinary context, or as a theoretical study of a relevant subject field covered by this Master's programme.

### **Learning Outcomes**

Essay work is the final work for a Master's course. After completing the course, students must be able:

- To use the knowledge amassed during their studies to complete the task linked with the course.
- To formulate, plan, structure and implement a major project task with problem solving, including analysis and drawing conclusions.
- To take on board the content of relevant specialist literature in the field and set their own work in this context.
- To use their knowledge in a presentation of their degree work, both verbally and in writing.

### **Forms of Teaching**

- Individual tutoring, both in English and in Swedish
- Tutoring in seminar form

### **Forms of Examination**

Course is examined through the following forms of examination:

- Independent work reported in the form of a written essay, oral presentation of the independent work and oral and written opposition 15p Grading System: EC  
LyssnaLäs fonetiskt  
with regard to the given learning outcomes.

Course work is assessed with the grades A, B, C, D, E, Fx, or F (ECTS-grade scale).

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

### **Literature and Other Teaching Materials**

Literature is chosen according to the nature of the thesis and after consultation with the tutor.

**Student Influence and Evaluation**

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses.

For additional materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

**Miscellaneous**

This course is primarily a programme course in the Master Programme in Fashion Management with specialisation in Fashion Marketing.