



### Master Programme in Fashion Marketing and Management

#### Masterprogram i Fashion Management och Marknadsföring

120 credits

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**Ladok Code:** TMFMM

**Version:** 2.0

**Level:** Second cycle

**Approved by:** Committee for Education in Business and Working Life 2020-10-29

**Valid from:** Autumn 2021

**Valid for:** Admitted autumn 2022

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#### 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 Education Act, Chapter 1, Section 9)

#### Objectives

The Master's Programme in Textile Management is intended to be a national resource that is internationally attractive. The programme is a two-year programme that is given at the Swedish School of Textiles and is closely tied to practice. With its textile laboratories, including among others weaving, knitting, sewing and digital commerce labs, it constitutes a unique environment for collaboration between researchers, companies, and students. The programme is intended to open up opportunities for qualified work and management positions geared towards developments in primarily, but not limited to, the textile industry, the fashion industry, and trade. The educational programme provides preparation both for research and professional work. The programme is conducted in English, which means that the student is expected to master English at such a level of oral and written comprehension that allows for the accomplishment of all learning activities, such as active participation in group work and discussions, and independent presentation of individual work. The main subject is textile management, a multidisciplinary subject with a basis in social science research within industrial engineering, business administration, fashion studies, and related areas that address phenomena important for the textile and fashion industry, and with a strong focus on sustainability.

The Master's Programme in Fashion Management and Marketing starts with a first foundational year in textile management which concludes with field studies. The second year comprises deepening studies in textile management with a focus on fashion management in which the fashion system's structure, dynamics, and change processes are of particular importance. Areas in focus in the second year are e.g. trend analysis, concept development, consumer behaviour, marketing, digitalisation, and cultural perspectives on the fashion market. Ethics and sustainability are common themes throughout the entire programme. The educational programme is well founded on current research in the field and has a strong connection to professional work.

After completing the educational programme, the student should be able to:

#### *Knowledge and understanding*

1.1 demonstrate knowledge and understanding of textile processes, methods and applications from a textile management perspective, and a considerable degree of specialised knowledge of the textile value chain from a sustainability perspective, with an emphasis on innovation, logistics, supply chain, digital transformation, and consumer insight,

1.2 demonstrate in-depth insight into research and development work with a special emphasis on issues relevant to the textile and fashion industry,

- 1.3 demonstrate in-depth methodological knowledge by having knowledge of, and being able to apply, methods in different research areas in textile management,
- 1.4 demonstrate a good understanding of how companies can develop economically, socially and ecologically sustainable value processes and systems within the framework of the textile and fashion industry,

#### *Skills and abilities*

- 2.1 demonstrate the ability to critically and systematically integrate knowledge and to take a position on, analyse, assess and deal with complex phenomena, issues with practical relevance, and situations in relation to fashion industry and systems, even with limited information,
- 2.2 search, assess, and use different types of sources with relevance for analyses in textile management with both practical and theoretical underpinnings,
- 2.3 demonstrate the ability to critically, independently, and creatively identify and formulate scientific research problems in the field of textile management,
- 2.4 demonstrate the skills and abilities to independently plan and, with adequate methods, carry out qualified tasks within given time frames that also make a knowledge contribution in the area of textile management,
- 2.5 actively participate in, lead and reflect on teamwork and collaboration in groups of different compositions, in dialogue with the representatives of the practice and with the scientific community,
- 2.6 demonstrate the ability to present and discuss conclusions and the knowledge and arguments on which they are based in both national and international contexts orally and in writing,
- 2.7 demonstrate skills required to participate in research and development work in textile management or to work independently in other qualified activities,

#### *Evaluation ability and approach*

- 3.1 demonstrate a critical and analytical approach to scientific knowledge production in general and knowledge production in textile management in particular,
- 3.2 demonstrate the ability to make assessments based on theories in textile management with regard to relevant scientific, societal (e.g. gender issues, equal treatment, multicultural issues, sustainability) and ethical aspects, and demonstrate awareness of ethical aspects of research and development work in textile management,
- 3.3 demonstrate insight into the possibilities and limitations of science and technology, their role in society, and people's responsibility for how they are used,
- 3.4 demonstrate the ability to identify their own need for additional knowledge and to take responsibility for their own knowledge development.

### **Content**

This two-year Master's programme comprises four terms of full-time studies conducted via courses as described below. The educational programme provides in-depth knowledge of theory development, issues, methods, and current research in textile management with a focus on fashion management. The courses offered are strongly rooted in current issues in the textile and fashion industry as well as current research in textile management with a focus on sustainability and digital transformation. The educational programme is intended to be well founded on research in the field and have strong connection to professional work. Networking is important already during the study period and is benefitted by the Swedish School of Textiles's environment which has collaboration between design, technology, and management.

The pedagogy of educational programme is based on the Borås model, which means that the students use and develop their information seeking skills within the framework of the courses. The study method has been inspired by PBL (problem-based learning) and can be described as the independent seeking, analysis, and assessment of information (previous research and other relevant sources) based on the questions and themes presented during teaching. Conversely, the student will also have the opportunity, based on new knowledge, to work to identify problems and opportunities and to identify interesting issues for the scientific community and for practitioners. Special emphasis is placed on students' ability to convey research results to representative practitioners.

**Term One** establishes the study method that characterises the educational programme and the student should, when the term has concluded, have a good knowledge of information retrieval and source criticism. This is achieved through varying the work approaches in the four courses of the term so that the student works, both individually and in different group constellations, to search for and present (in writing and orally) current research on the issues discussed. The teaching consists of both traditional lectures that introduce different themes and seminars in which students are assigned roles as speakers, discussion leaders, or discussants.

The courses during the first term aim to broaden and deepen the students' knowledge gained from their Bachelor's education. As the programme has a broadened admission from several different disciplines, significant focus is on providing good foundational knowledge of theories in supply chain management and fashion studies, textile materials and production knowledge, as well as business models and strategic management. In addition, students take a course in methods that builds on the knowledge the students bring from their Bachelor's level educations. The teaching is based on methodological questions and scientific theoretical considerations in published research, which is linked to the texts from methodological literature.

Through this method, students acquire an in-depth knowledge in the design and implementation of research in textile management and are expected to be able to independently orient themselves in the different research areas within textile management.

During the first term, students take the following courses (some changes in the order of courses may occur):

*Business and management in the textile fashion industry* (3.5 ECTS credits)  
*Sustainability oriented business models in apparel and textile industry* (4 ECTS credits)  
*Theoretical foundations of Supply Chain Management and Fashion Studies* (7.5 ECTS credits)  
*On Methodology and the Philosophy of Science in Textile Management* (7.5 ECTS credits)  
*Business Strategy and Strategic Management* (7.5 ECTS credits)

**Term Two**, the students take two parallel courses with a focus on providing a deepened perspective on textile management and simultaneously forming the basis of the two specialisations in the subject, i.e. fashion management and marketing as well as the governance of textile value chains. During the last period of the second term, the student carries out either independent research work in collaboration with companies in the region and/or one of the University of Borås's research programme or an internship, all within the framework of the course Field Study in Textile Management. The course is intended to give the student deepened knowledge and application of textile management based on the knowledge they have gained during the first year.

During the second term, students take the following courses (some changes in the order of courses may occur):

*Fashion Retail Marketing* (7.5 ECTS credits)  
*Sustainable supply chain management in apparel and textile* (7.5 ECTS credits)  
*Field Study in Textile Management* (15 ECTS credits)

At the end of this study period, the student can apply for admission to a later part of the programme Master in Textile Management One Year without specialisation. Admission to this other programme is based on individual study results and is subject to the availability of place and resources, and provided that the application for a programme change has been received on time. The course Field Study in Textile Management is then replaced by Thesis for one-year M.Sc. degree in textile management (15 ECTS credits).

**Term Three** consists of four courses, all of which provide a deepening studies in the main field of textile management with a focus on fashion management.

During the third term, students take the following courses (some changes in the order of courses may occur):

*Digital Marketing Communication* (7.5 ECTS credits)  
*Fashion Consumer Behaviour* (7.5 ECTS credits)  
*Trend analysis and fashion forecasting in fashion retail* (7.5 ECTS credits)  
*Consumption and Branding – Cultural Perspectives on Fashion Markets* (7.5 ECTS credits)

**Term Four**, the student conducts an independent research project resulting in a Master's thesis of 30 ECTS credits (main area Textile Management A2E). The Master's thesis should be highly relevant for the development of knowledge in textile management and for its practice. The student is expected to demonstrate a critical approach and a high awareness of social science methodology and its application. If the student has completed a Master's degree of 15 ECTS credits, this will be replaced by the course Field Study in Textile Management of 15 ECTS credits.

## Admission Requirements

Bachelor's degree in business administration, fashion studies, textile design or fashion design. In addition, knowledge of English is required corresponding to English 6.

For further information about English language proficiency requirements, please view: [www.hb.se/Englishlanguageproficiency](http://www.hb.se/Englishlanguageproficiency)

## Degree

After completing the educational programme corresponding to the requirements in this programme syllabus, the student can, upon application to the university, receive this degree: *Degree of Master of Science (120 Credits) with a major in Textile Management specialization in Fashion Marketing and Management*

The diploma is bilingual (Swedish/English). Together with the diploma, you will receive a Diploma Supplement. Diplomas are issued upon application via a form; more information can be found on the university's website.

Degree certificates are issued upon application on a special form. More information is available at [www.hb.se](http://www.hb.se).

## **Student Influence and Evaluation**

The educational programme's staff are responsible for collecting students' views on the programme. The results form the basis for the programme's formation. Once a year, the programme in its entirety is evaluated and the students' results and views are reviewed; the programme's composition/implementation is reviewed in order to continuously improve the programme and ensure that it is currently relevant.

For individual courses, the course coordinator is responsible for collecting the students' views on the course. The results of these course evaluations form the basis for the design of the course. Once per term, the courses are evaluated by the programme's staff together with the Director of Studies and student representatives by reviewing the students' views in order to continuously improve the course. Through an education council, in which student representatives together with representatives made up of both teachers and industry practitioners discuss issues that affect current and future educational goals, students have the opportunity to influence the educational programme.

In addition, please see the university's policy for course evaluation as well as documents issued by the Director of Studies, course coordinators, and the board.

## **Miscellaneous**

The educational programme is open to students internationally.

The programme has only limited possibilities for international exchange but ensures the requirements for internationalisation at home through international recruitment, an international teaching team, as well as content in the courses in which internationalisation is a natural element of all its parts.

The language of instruction is English.