



The Business of Textiles and Fashion Företagande och affärer i textil- och modebransch

7.5 credits

7.5 högskolepoäng

Ladok Code: 51EI01

Version: 8.0

Established by: Committee for Education in Business and Working Life 2015-01-29

Valid from: Spring 2015

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Textile Management (G2F), Business Administration (G2F)

Disciplinary Domain: Social sciences

Prerequisites: Completed 60 higher education credits in Business administration or equivalent knowledge.

Subject Area: Business Administration

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

Content

- Market participants in the supply chain
- A fashion business' function and organization
- Models for industry structure analysis, market positioning and competitor analysis.
- The process of product development from idea to finished product.
- Fashion and textile industry logistics.
- Price strategies and ratios in the supply chain.
- Business strategies for sustainable consumption and production.

Learning Outcomes

After finished course and with passed result the student should be able to:

- Describe the textile value chain and to be able to identify its participants
- Use different models for analyzing the textile and fashion industry.
- State the importance of design, purchasing and productions strategies in a business economic perspective.
- State the importance of fashion logistics and the use of ratios in the supply chain.
- Analyze the role of marketing and branding in a fashion business.
- Analyze and problematize future business strategies for a sustainable consumption and production of fashion and textile goods.

Forms of Teaching

- Lectures
- Group assignments
- Seminars
- Log book

The language of instruction is English.

Forms of Examination

The course is assessed through the following examination elements and grading scales:

- Written exam 4 hp Grading scale: E7
- Group assignment 2.5 hp Grading scale: U/G

- Individual project 1 hp Grading scale: U/G

Grading upon completed course is based on the written exam but requires a G on the individual project and group assignment.

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

Literature and Other Teaching Methods

Burns, Leslie Davis, Mullet, Kathy K. & Bryant, Nancy O. (2011). *The business of fashion: designing, manufacturing, and marketing*. 4th ed. New York: Fairchild Publications

Svengren Holm, L. & Tijburg, K. (2013). *The international growth of Swedish Fashion Companies*. Borås: University of Borås.

Compendium and scientific research articles and papers will be handed out during the course.

Student Influence and Evaluation

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. 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