



Programrapport (Programme report)

Programmets namn (Name of programme): Master in Fashion Management	Ladokkod: AMFMM
Antal högskolepoäng (Total ECTS credits): 120 HP	Årskull (Year of Admission): 2019
Programansvarig (Programme manager): Hanna Wittrock	

Kommentar kring svarsfrekvens i studentvärderingen

Comments concerning response rate in study valuation

This year the program evaluation was made in sunet surevey for the first time as opposed to the normal procedure of the learning platform Pingpong. Despite this the response rate is terribly low, which is a problem for the analysis of what could be improved from a student perspective. Activities to ensure student evaluation must be considered for upcoming year. It should be added that the programme managers enjoy the befits of a close collaboration and are also active in many of the courses as teachers. This has enabled us to share information on a day to day basis and address issues raised by students hastily when they arise. We also collected feedback from the students at several program meetings throughout the year. Lastly, it can be mentioned that feedback from students also was gathered from anonymous reflections, that were a part of the assignment, in some courses.

Analys av (Analysis of):

Studenternas möjlighet till ansvar och delaktighet (The opportunity for student liability and participation)

The teaching generally, in line with the Borås model, emphasize a high level of student co-learning and independence. Many courses include group work, alongside individual assignments, in which participation, independence and collaboration is a key feature. The response from students indicate that group work is indeed appreciated if the overall management of the course is functional.

On a formal level, the students enjoy the the opportunity to affect the programme through course evaluations. The response rate is still unfortunately low, which can be deemed problematic. It should be noted, however, that regular held program meetings with students address these issues and serve to solve any problems that may occur. In addition is should be mentioned that conversations with students about different issues, ideas, aspirations or difficulties, is a recurring feature of the program managers' work.

In order to facilitate an open communication between the program manager/s, the following measures were undertaken:

- All courses are evaluated through a course evaluation.
- Regular digital programme meetings were set up throughout the year. Participation among students were very high.
- Student representatives for the program was appointed at the beginning of the year. One of the main tasks for the student representatives is to anonymously speak for the group as a whole so that those who do not want to speak up in class or at programme meetings are heard.
- The new programme advisory board had their first meeting during the spring which allowed

the student representatives opportunity to meet with company representatives

Innehåll, undervisningsformer, examination och progression (Contents, Forms of teaching, Examination and Progression)

The Master Program in Fashion Marketing and Management comprises a foundation year within textile management that ends with a field study. Specialized studies in Textile Management, in the field of Fashion Management, are conducted during the second year. The structure, dynamic and processes of the fashion system is a focal area. Topics dealt with in year 2 is, for example, trend forecasting, brand- and concept development, consumer behavior, marketing, digitalization and cultural perspectives of the fashion market. Ethics and sustainability is of central importance throughout the education. The program rely heavily on research in the field and have a strong link to the profession. Innovativeness is encouraged in practically oriented assignments alongside in-depth studies in the area of fashion management.

The program is suitable for students with a background in for example marketing, management, logistics, supply chain, fashion studies or design.

The majority of the students seem to be satisfied with the education. Despite the presence of guest teachers from the industry in some of the courses and the field study course in year 1, some students point out that they would have wished for more contact with the industry.

A recurring complaint by students is that group work at times is not valued in accordance with effort. Some students feel that they lack the tools to handle group work in an efficient and constructive way. Group work is, on the other side, also mentioned as something positive and constructive. The emphasis on sustainability and ethics in the education is highly appreciated by the students.

Due to the Covid 19 pandemic, the majority of the lectures were held digitally which in different ways posed a challenge for the teachers and the students.

Another challenge is the heterogeneity of pre-knowledge among students, which creates an uneven workload for the students, depending on their academic background. The unifying thread is, however, sustainability, which is clearly visible to the students and much appreciated.

General statistics on student completion:

- 19 students were admitted to the program.
- 17 students were registered.
- 10 students completed the master thesis.
- 7 students finalized the education.

Forskningsanknytning (Integration of research)

The master programs in textile management provides the student with academic tools to manage fashion and textiles as a multidisciplinary and multifaceted phenomenon. A special emphasis is on sustainability and digitalization, which are important areas of research at the Swedish School of Textiles. The research includes for example the development of alternative business models, collaborative consumption, sustainable trade and distribution with safe and effective systems for textile value chains and product flows. In all three pingpong surveys, students express that the integration of research in the courses both on first year and second year is evident.

Resurser (Resources)

The teachers at the programme are either highly involved in research related to their courses and/or have professional experience related to the course contents. Since we have noticed that students request more involvement of professionals, which we are in favour of, we have developed a closer collaboration with guest lecturers from the industry in some of the courses. As mentioned above – due to the pandemic students had only limited access to the physical resources on campus.

Användbarhet och förberedelser för arbetslivet (Usability and preparation for progression)

The programme is a broadening master. This means that the career that the students will have after the programme is dependent on what their bachelor degree is. For students with no prior experience in the fashion and textile industry, this programme is an opportunity to study the application of supply chain and fashion management in this industry. For students with a bachelor degree in design or fashion study, the programme offers an opportunity to change perspective and study textile and fashion as a product within a supply chain. Finally, for the students of textile engineering, the programme offers opportunities to broaden their understanding of fashion as a system or idea and management in general. All in all, the programme becomes a starting point for the students to develop an international network for their future career within Fashion and Textiles.

Övrigt (*Other comments*)

Based on the survey and comments by students in the digital meeting and in conversations we can see that the students have requested greater firmness in keeping grading deadlines and planning of schedules. Students also demand a common approach among the teachers with regard to acceptance of late submissions of assignments. Some students feel that progression from year 1 and 2 is too steep. The cause for this may be that some of the content in terms of methods and perspective in year 2 could have been introduced earlier. The progression in the programme has been addressed and, to our judgement, improved in the spring of 2020. The role of the programme manager also needs to be clarified to the students so they have an understanding of what we can actually do in terms of influence in specific courses. Finally it can also be mentioned that an Advisory board is currently under formation.

Eventuella förslag till förändringar (*Suggested changes*)

The revision process 2019/20 has brought about a number of changes that address, amongst other things, improvement of progression, increased students representation and the identity of the different international master programmes in textile management, placing emphasis on specialization and uniqueness of each programme. (For a more detailed overview I refer to the program report in Textile Management, 1 year, where all the changes are listed by Jenny Balkow.). Areas of concern that are also discussed is reach and marketing of our programmes, the admission process, future employment for students, alumni networks, increased collaboration with other programmes at the Swedish School of Textiles and networking with similar programmes on an international level.

