



The Business of Textiles and Fashion

Företagande och affärer i textil- och modebransch

7.5 credits

7.5 högskolepoäng

Ladok Code: 51EI01

Version: 10.1

Established by: Committee for Education in Business and Working Life 2023-09-12

Valid from: Spring 2024

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

The content and purpose of the course is to give the students an introduction to business models, supply chain management, and product development, with a particular focus on innovation development and creative processes for the textile and fashion industry. The focus of the course is how a fashion company analyses its market positioning, carries out competitor analysis and trend analysis, and creates products. The course also deals with buying or procurement strategies, supplier selection, and product specifications for collections, including sustainability perspectives.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and understanding

- 1.1 describe the textile value chain and identify the role of different actors,
- 1.2 describe different business models within the textile and fashion industry,
- 1.3 describe and identify the properties of textile fibres and the use of different techniques for product development,
- 1.4 describe different techniques for product development,
- 1.5 explain different materials and techniques and their environmental impact,
- 1.6 describe how textile and fashion products can be developed in accordance with market and consumer requirements,

Skills and abilities

- 2.1 develop a business plan for a fashion brand,
- 2.2 carry out a brand analysis based on image and market position,
- 2.3 develop a creative process with the objective of leading to product innovation,

Evaluation ability and approach

- 3.1 critically and independently identify the role of different actors in the textile supply chain and their use of different strategies based on market needs,
- 3.2 evaluate the proposed products from a sustainability perspective, including environmental, economic and social sustainability.

Forms of Teaching

- Lectures
- Group work
- Seminars

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Written exam

Learning outcomes: all learning outcomes

Credits: 4

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

Project work

Learning outcomes: all learning outcomes

Credits: 3

Grading scale: Fail (U) or Pass (G)

Individual project

Learning outcomes: all learning outcomes

Credits: 0.5

Grading scale: Fail (U) or Pass (G)

The course will be examined through the following examination elements:

Grades for the entire course are based on the written exam, but presupposes a grade of pass (G) on project work and individual projects.

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 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

Csikszentmihalyi, Mihaly (2014). *The Systems Model of Creativity*. Dordrecht: Springer Netherlands.

Additional literature and teaching materials are provided via the learning platform (max 100 pages).

Student Influence and Evaluation

The student's 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

The course is a part of the Textile Management and Business Administration Programme and is also a course for exchange students.

This syllabus is a translation from the Swedish original.