

## Course form to fill in (2019-2020)

### Course title:

Fashion: A Powerful Business Universe

### Staff responsible for the course:

Dr. Marie-Eve Faust

### Lecturers:

First Name + Name  
Dr. Marie-Eve Faust

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

#### **At the end of the course, the student should be able to:**

On successfully completing this subject, students should be able to:

- 1- Appreciate the business of fashion;
- 2- Differentiate fashion trends in time and in places and relate fashion theories and fashion cycles to trend analysis and prediction;
- 3- Get a overall knowledge of specific designers/brands;
- 4- Acquire vocabulary specific to apparel;
- 5- Identify the relationship between fashion design, production, and merchandising in the in the global world;
- 6- Understand what role the consumer plays in today's fashion world;
- 7- Recognize the ethical issues facing both consumers and firms in today's global fashion business;
- 8- Develop critical thinking and analytical skills related to Fashion Marketing & Merchandising.

### Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

N/A

### Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

This course provides students with a general understanding of the business and marketing of fashion. This course is designed to help students to become familiar with the fashion business and “its industry”. It discusses the men's, women's and children's wear (how, when and why they were developed) and their interrelationships. It also discusses the interdisciplinary of the “fashion business” as it relates to historical, cultural, economical and political features.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	12	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	10	
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	4	
- <i>Individual Projects</i>		
- <i>Personal work</i>		
<b>Total working time for the student</b>	<b>26</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☒ Case Study
- ☐ E-Learning and/or Self-learning
- ☒ Interactive courses
- ☒ Presentations
- ☒ Projects
- ☐ Research
- ☐ Seminars

- ☐ Tutorials  
☐ Visits

#### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

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List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation		1	20
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project		2	60
	Individual Project			
	Written assignment		1	20
	Exercises			
<b>Total</b>				<b>100%</b>

#### 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):
<ul style="list-style-type: none"> <li>Stone E. (2018) The Dynamics of Fashion, Fifth Edition, Fairchild Books, 480p. ISBN: 9781609015008</li> </ul> <p style="text-align: center;">Periodicals / Magazines Elle, Vogue, Women Daily Wear, WGSM, etc.</p>

Class books :

Reviews :

**Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

Name of the Website	URL