Course title:

Fashion: A Powerful Business Universe

Staff responsible for the course:

Jean-Baptiste Lion Pinson

Lecturers:

Alise Trautmane-Uzunera

1) COURSE PRESENTATION

Aims:

At the end of the course, the student should be able to:
- Understand the dynamic and multifaceted nature of the fashion industry as a global business.
- Analyze fashion categories and trends through the lens of fashion theories and historical developments.
- Gain a comprehensive understanding of pivotal designers, brands, and fashion conglomerates, and their market impact.
- Master industry-specific vocabulary and professional communication skills within the fashion sector.
- Examine the intricacies of brand building, strategic positioning, and competitive differentiation in fashion.
- Advocate for sustainable, inclusive, and ethical practices, recognizing industry challenges and solutions.
- Evaluate the transformative role of digital media and technology in fashion marketing, public relations, and consumer engagement.
- Collaborate effectively in team settings to simulate real-world fashion project management and decision-making.

Prerequisites:

N/A

Course contents:

This course navigates the journey from fashion history to the business of fashion today, focusing on pivotal figures, including key designers, brands, and fashion conglomerates shaping the industry. It looks at categories of the fashion sector and covers the industry's full cycle—from design to manufacturing and distribution—examining diverse brand strategies at each stage. The course will analyze the critical role of brand building and strategic positioning in the competitive fashion market. Discussions will extend to the transformative impact of technology, underscoring recent monumental shifts. Additionally, the course will address the growing importance of sustainability, diversity, and inclusivity within the fashion landscape, reflecting on how these elements are reshaping industry standards and practices.

2) WORKING LOAD

TABLE 1

Course's types	Number of hours	Notes

Effective presence		
- Magistral Course		
- Interactive Course	16	
- Tutorials		
- Coaching		
- PBL Course		
Training from a distance		
- Video-conferences		
- Webinars		
Self-learning		
- Books/ Articles 'readings	5	
- E-learning		
- Research	5	
Outdoors-training		
- In firms		
- Internship		
Personal work		
- Group Projects	4	
- Individual Projects		
- Personal work	10	
Total working time for the student	*40*	

3) EDUCATIONAL METHODS

☐ 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).

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
	Continuous assessment			
	Mid-term exam			

Continuous assessment	Participation			20
	Group presentation			20
	MCQ			
Final exam	Oral final exam			
	Written final exam			30
Others	Case study			
	Group Project			30
	Individual Project			
	Written assignment			
	Exercises			
Total				**100%**

5) RECOMMENDED READING

«The State of Fashion 2024: Riding Out the Storm» by Business of Fashion-McKinsey