



Teaching Guide

Identifying Data					2019/20
Subject (*)	Principles of Economics: Fashion Industry			Code	710G03003
Study programme	Grao en Xestión Industrial da Moda				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	First	Basic training	6	
Language	English				
Teaching method	Face-to-face				
Prerequisites					
Department	Análise Económica e Administración de EmpresasEconomía				
Coordinador	Varela Candamio, Laura	E-mail	laura.varela.candamio@udc.es		
Lecturers	Varela Candamio, Laura	E-mail	laura.varela.candamio@udc.es		
Web					
General description	<p>To know the basic foundations of the most relevant economic issues, both in microeconomic and macroeconomic aspects. The study of the fundamental concepts, instruments and principles of economics allows us to understand the economic decisions of citizens in their different roles as consumers, investors, voters, employers / employees, entrepreneurs, etc. The development of this matter is ultimately designed to understand the fashion industry and to apply what has been learned about the operation of markets (companies and customers) and the analysis of business competition to the issues and problems of this industry.</p>				

Study programme competences / results

Code	Study programme competences / results
A2	Conocer los aspectos del entorno que influyen en la evolución del mundo de la moda y sus empresas, con especial incidencia en el impacto de las cuestiones económicas y legales.
A7	Conocer la realidad y los condicionantes sociales que influyen en el mundo de la moda, con perspectiva de evolución histórica.
B1	Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
B2	Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
B3	Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
B4	Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
B5	Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
B6	Capacidad para la cooperación, el trabajo en equipo y el aprendizaje colaborativo en entornos interdisciplinares
B7	Capacidad para analizar tendencias (razonamiento crítico).
B8	Capacidad de planificación, organización y gestión de recursos y operaciones
B9	Capacidad de análisis, diagnóstico y toma de decisiones
C2	Dominar la expresión y la comprensión de forma oral y escrita de un idioma extranjero
C7	Desarrollar la capacidad de trabajar en equipos interdisciplinares o transdisciplinares, para ofrecer propuestas que contribuyan a un desarrollo sostenible ambiental, económico, político y social
C8	Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad

Learning outcomes

Learning outcomes	Study programme competences / results



Understand the real functioning of the economy in contemporary society as well as the interrelationships of business, labor, financial, social and political spheres to achieve a general perception of microeconomic and macroeconomic problems in international and globalized environments.		B1 B2 B3 B4 B5	
Ability to synthesize and apply the theoretical concepts for the treatment and resolution of economic problems in general (and those of the fashion industry, in particular) in a reflexive, critical and autonomous way. Capacity for oral and written expression. Capacity for teamwork.		B6 B7 B8 B9	C2
Awareness of the obligation of every citizen to contribute (with their knowledge) to try to solve individual and collective human needs with a better understanding of the nature and problems of the latter. Development of students in economic decision making throughout their lives, taking into account the sustainable economy approach (economic-social-environmental links) as a source of long-term welfare generation	A2 A7		C7 C8

Contents	
Topic	Sub-topic
MODULE I. INTRODUCTION	Chapter 1. Basic Economic Principles Chapter 2. Economic models
MODULE II. MICROECONOMICS, MARKETS AND COMPETITION	Chapter 3. Supply and demand Chapter 4. Elasticities Chapter 5. The supply curve Chapter 6. The perfect competition Chapter 7. Monopoly, oligopoly and monopolistic competition
MODULE III. MACROECONOMICS AND FINANCE	Chapter 8. Macroeconomics: a global vision Chapter 9. Macroeconomics measurement Chapter 10. Money, banking and central banks Chapter 11. International trade
MODULE IV. THE FASHION INDUSTRY	Topic A) Definition of fashion, luxury as well as complex competitive systems and business logic Topic B) Business models of the fashion industry Topic C) Style identity and product development process Topic D) Image identity and the communication process Topic E) Retail and distribution strategies

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Guest lecture / keynote speech	B1 B2 B3 B4 B5 C2	60	0	60
Supervised projects	B4 B5 B8 B9	0	30	30
Collaborative learning	A2 A7 B5 B6 B7 C8 C7	4	18	22
Aprendizaxe servizo	A2 A7 B2 B4	3	15	18
Mixed objective/subjective test	B1 B2 B3 B4 B5	2	0	2
Personalized attention		18	0	18

(*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description



Guest lecture / keynote speech	The professor will explain each of the topics of the program, insisting on the fundamental concepts and their interrelations. Class attendance is considered mandatory, although no attendance list will be passed.
Supervised projects	Students will solve issues and problems related to each of the chapters of the syllabus. The professor will explain in advance the methodology to be followed and the bibliographic orientation.
Collaborative learning	Set of guided teaching-learning procedures, face-to-face and / or supported with information and communication technologies, which are based on the organization of the class in small groups in which students work together in the resolution of assigned tasks by the professor to optimize their own learning and that of the other members of the group.
Aprendizaxe servizo	Methodology that combines the service to the community with learning in a single project, in which students are trained working on real needs of their environment in order to improve it. The project on this subject is entitled: "Economy with science and conscience: promoting sustainable development" for groups at risk of social exclusion.
Mixed objective/subjective test	The final exam of this subject is written. The exam will preferably consist of multiple-choice tests, although it may also consist of short questions and / or essay questions.

Personalized attention

Methodologies	Description
Collaborative learning	The teacher will be available for personalized attention to students when they required it, in person or by email, for those topics they deem necessary in relation to the subject's syllabus and, particularly, to resolve the doubts of the process of preparing the supervised projects and /or of the service-learning project.

Assessment

Methodologies	Competencies / Results	Description	Qualification
Collaborative learning	A2 A7 B5 B6 B7 C8 C7	It will be evaluated the knowledge and skills shown by the students in the development of collaborative activities, considered as continuous evaluation activities. These activities may consist of a supervised project or the development of the service-learning project.	30
Mixed objective/subjective test	B1 B2 B3 B4 B5	It will be evaluated the knowledge and skills shown by the students in the final exam proposed by the teaching team, and students must obtain a minimum of 3.5 points out of 7.	70

Assessment comments



Evaluation criteria (other comments):The minimum grade required to pass this subject will be 5 points.

Students who release part of the subject through one of the activities of "collaborative learning" or, if there is any, mixed (partial) test, will only be valid for the current course. If a student who has released a part fails to pass the subject as a whole at the opportunities of June or July, his/her final grade will be "Fail", and they will have to repeat all the subject in the following academic courses.

It is forbidden to access the classroom in which the different evaluation tests are carried out with any device that allows communication with the outside and/or storage of information.

Students with qualification of "not presented":Students will be qualified with "Non-Presented" in the event that they only present activities that together represent less than 20% of the final grade.Students with qualification of "suspended":Students who fail the mixed test (final exam) will appear with the qualification obtained on it.

Students with part-time dedication and academic waiver of attendance exemption:Students with any of these conditions will be evaluated under the above criteria.

Criteria for the second opportunity (July call):The aforementioned evaluation criteria will apply to both the first and the second opportunity.

Criteria for the advanced call:For students who want to attend the advance call in December to overcome this subject will apply the same criteria as in the second opportunity. In this case, 70% of the final exam (mixed test) and 30% of the continuous evaluation (collaborative learning).

Sources of information

Basic	Krugman, P., Wells, R. & Graddy K. (2014). Essentials of economics. 3rd Edition. Reverté Krugman, P., Wells, R. & Graddy, K. (2014). Fundamentos de economía. 3rd Edition.Reverté Dillon, S. (2012). Principios de gestión en empresas de moda. Barcelona. Editorial Gustavo Gili. Martin, M.S. (2009). El todo en uno del diseñador de moda. Barcelona: Promopress.
Complementary	Pindyck R. S. and Rubinfeld, D. L. (2013). Microeconomics. Pearson Frank, R.H. (2010). Microeconomics and Behavior. McGraw-Hill Blanchard, O. (2017). Macroeconomics. 7th Edition. Pearson Pindyck, R.S. & Rubinfeld, D.L. (2012). Introducción a la Economía: Microeconomía. Pearson. Prentice Hall Mochón Morcillo, F. (2009). Introducción a la Macroeconomía. Madrid. McGraw-Hill

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

- The delivery of the documentary works carried out in this area:
a.They will be requested in virtual format and / or in computer support
b.It will be done through Moodle, in digital format without printing
- The importance of ethical principles related to sustainability values in personal and professional behaviors must be taken into account.
- Work will be done to identify and modify prejudices and sexist attitudes, and the environment will be influenced to modify them and promote values of respect and equality.
- It will be facilitated the full integration of students who, for physical, sensory, psychic or sociocultural reasons, experience difficulties in adequate, equal and profitable access to university life.

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.