



| Teaching Guide      |   |        |                         |         |
|---------------------|---|--------|-------------------------|---------|
| Identifying Data    |   |        |                         | 2019/20 |
| Subject (*)         | Sustainable Management of the Fashion Value Chain   | Code   | 710G03018               |         |
| Study programme     | Grao en Xestión Industrial da Moda  |        |                         |         |
| Descriptors         |   |        |                         |         |
| Cycle               | Period  | Year   | Type                    | Credits |
| Graduate            | 2nd four-month period   | Second | Obligatory              | 6       |
| Language            | English   |        |                         |         |
| Teaching method     | Face-to-face  |        |                         |         |
| Prerequisites       |   |        |                         |         |
| Department          | Empresa   |        |                         |         |
| Coordinador         | Escourido Calvo, Manuel   | E-mail | manuel.escourido@udc.es |         |
| Lecturers           | Escourido Calvo, Manuel   | E-mail | manuel.escourido@udc.es |         |
| Web                 | <a href="http://gradoindustrialmoda.udc.gal/">http://gradoindustrialmoda.udc.gal/</a>   |        |                         |         |
| General description | The main objective of this subject is for the students to learn how to apply the principles of sustainability to the value chain of the fashion industry. |        |                         |         |

| Study programme competences / results |   |
|---------------------------------------|---|
| Code                                  | Study programme competences / results   |
| A1                                    | Conocer los fundamentos básicos de gestión de una empresa de textil/moda, tanto a nivel estratégico como operativo y funcional.   |
| 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.  |
| A12                                   | Tener los conocimientos básicos de inglés necesarios para las relaciones internacionales de negocio (acreditando nivel mínimo B1)   |
| A13                                   | Conocer el impacto de la tecnología en los distintos procesos de la industria textil.   |
| A14                                   | Tener una perspectiva clara del papel de las personas en la organización, y conocer las herramientas de gestión de recursos humanos necesarias para conseguir de las mismas la máxima implicación y rendimiento.  |
| A15                                   | Conocer y asumir la perspectiva ética y los valores imprescindibles en los que debe descansar el mundo de la moda y sus empresas.   |
| A16                                   | Incorporar criterios de sostenibilidad en los procesos de toma de decisión de la empresa (y por extensión a los mercados de moda).  |
| A17                                   | Saber implantar programas de Responsabilidad Social corporativa (en los mercados de moda).  |
| 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  |
| 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   |
| C4                                    | Desarrollar el ejercicio de una ciudadanía respetuosa con la cultura democrática, los derechos humanos y la perspectiva de género   |
| C5                                    | Entender la importancia de la cultura emprendedora y conocer los medios al alcance de las personas emprendedoras  |
| C6                                    | Adquirir habilidades para la vida y hábitos, rutinas y estilos de vida saludables   |
| 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          |
| C9 | Tener la capacidad de de gestionar tiempos y recursos: desarrollar planes, priorizar actividades, identificar las críticas, establecer plazos y cumplirlos. |

| Learning outcomes  |                                       |    |    |
|--|---------------------------------------|----|----|
| Learning outcomes  | Study programme competences / results |    |    |
| Understand the importance of the management of the value chain as an strategic element of the companies at the fashion industry and its relevance to business areas.           | A1                                    | B1 | C2 |
|  | A2                                    | B3 | C4 |
| Understand the importance of sustainability as an approach to generating economic, social and environmental value that contributes to the long-term well-being of society.     | A12                                   | B4 | C5 |
|  | A13                                   | B5 | C6 |
|  | A14                                   | B6 | C7 |
|  | A15                                   | B8 | C8 |
|  | A16                                   | B9 | C9 |
|  | A17                                   |    |    |
|  | A17                                   |    |    |
| Analyze, understand and apply sustainability criteria to all areas of the value chain of the fashion industry and its companies for strategic and operational decision making. | A1                                    | B1 | C2 |
|  | A2                                    | B2 | C4 |
|  | A12                                   | B3 | C5 |
| Extend sustainability towards an application of social responsibility in all areas of the company, as well as in its relations with stakeholders.                              | A13                                   | B4 | C6 |
|  | A14                                   | B5 | C7 |
|  | A16                                   | B6 | C8 |
|  | A17                                   | B8 | C9 |
|  | B9                                    |    |    |

| Contents  |  |
|---|--|
| Topic   | Sub-topic  |
| PART I. MANAGEMENT OF THE FASHION INDUSTRY VALUE CHAIN. | 01. Value chain: concept, elements and strategic management.<br>02. Value chain of the fashion industry and its companies.<br>03. Value chain management and sustainability.   |
| PART II. SUSTAINABLE MANAGEMENT OF FASHION VALUE CHAIN. | 04. Sustainable transformation: Fashion Industry Products and Processes.<br>05. Sustainable transformation: Fashion Industry Systems.<br>06. Sustainable transformation: Fashion Industry and Design.<br>07. Sustainable transformation: Fashion Industry Communication.<br>08. Fashion as a vehicle for the transmission of values. |

| Planning                       |   |                                      |                               |             |
|--------------------------------|---|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests          | Competencies / Results  | Teaching hours (in-person & virtual) | Student?s personal work hours | Total hours |
| Events academic / information  | A1 A2 A12 A13 C2<br>C4  | 5                                    | 0                             | 5           |
| Workbook                       | A14 A15 A16 A17 B9<br>B5 C2 C5 C8                                       | 10                                   | 15                            | 25          |
| Multiple-choice questions      | B1 B5 B9 C2   | 2                                    | 28                            | 30          |
| Guest lecture / keynote speech | A1 A2 A12 A13 A17<br>B1 B2 B3 B4 B5 B6<br>B8 B9 C2 C4 C5 C6<br>C7 C8 C9 | 20                                   | 40                            | 60          |



|   |  |    |    |    |
|---|--|----|----|----|
| Oral presentation   | B1 B2 B3 B4 B5 B6<br>B8 B9 C2 C4 C5 C6<br>C7 C8 C9 | 15 | 15 | 30 |
| Personalized attention  |  | 0  |    | 0  |
| (*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students. |  |    |    |    |

| Methodologies                  |  |
|--------------------------------|--|
| Methodologies                  | Description  |
| Events academic / information  | Students can become familiar with the practical cases presented by professionals in the field, students must also attend complementary practical activities (conferences, seminars, workshops and so on). They must reflect on the content and produce an analysis, which will be subject to assessment. |
| Workbook                       | To complement the lectures, texts and readings and/or practical tasks based on a variety of topics will be provided for analysis. Students must work in groups to answer the set questions.  |
| Multiple-choice questions      | Individual multiple choice test. Each wrong answer will lower the test score.  |
| Guest lecture / keynote speech | The contents of the subject's theoretical programme will be introduced in a formal lecture, through audiovisual media. The slides will be delivered to the students. The lecturer will monitor lecture attendance; regular attendance is a requirement in assessment procedure.                          |
| Oral presentation              | In the practical class, the group designated by the lecturer must present the set reading and / or the work from complementary activities. Group members must answer the questions that are formulated.  |

| Personalized attention |  |
|------------------------|--|
| Methodologies          | Description  |
| Oral presentation      | The students will be able to resolve any doubts while they work on the practical cases or readings that they must present. |
| Workbook               | They can also ask questions about topics explained in class. The teacher is assigned an availability for tutorials.        |

| Assessment                     |   |   |               |
|--------------------------------|---|---|---------------|
| Methodologies                  | Competencies / Results  | Description   | Qualification |
| Oral presentation              | B1 B2 B3 B4 B5 B6<br>B8 B9 C2 C4 C5 C6<br>C7 C8 C9                      | READINGS and ORAL PRESENTATION: 40% of the final grade.<br><br>Oral reports will be presented on the readings, bibliographic analysis and practical work. They will be done in a group.<br><br>Assessment criteria include how well the theoretical is explained, the quality and clarity of the presentation; the accuracy and quality of the answers; the range of primary and secondary sources used and the review of literature. | 40            |
| Multiple-choice questions      | B1 B5 B9 C2   | MULTIPLE CHOICE TEST: 50% of the final grade.<br><br>Individual multiple (four options) choice test. Each wrong answer will lower the final score.  | 50            |
| Guest lecture / keynote speech | A1 A2 A12 A13 A17<br>B1 B2 B3 B4 B5 B6<br>B8 B9 C2 C4 C5 C6<br>C7 C8 C9 | ATTENDANCE: 10% of the final grade.<br><br>Attendance of lectures, as well as of the practical classes, will make up 10% of the final grade.  | 10            |

| Assessment comments |
|---------------------|
|---------------------|



STUDENTS EXEMPT FROM CLASS ATTENDANCE AND SECOND OPPORTUNITY.

MULTIPLE CHOICE TEST. 100% of the final grade.

Individual multiple (four options) choice test. Each wrong answer will lower the test score. The score obtained will make up 100% of the final grade for the subject.

## Sources of information

|                      |   |
|----------------------|---|
| <b>Basic</b>         | Fletcher, K. and Grose, L. (2012): ?Fashion and Sustainability: Design for Change?, Laurence King Publishing, London (UK). Gardetti, M. A. and Torres, A. L. (2013): ?Sustainability in Fashion and Textiles: Values, Design, Production and Consumption?, Greenleaf Publishing, Sheffield (UK). Fletcher, K. and Grose, L. (2012): ?Fashion and Sustainability: Design for Change?, Laurence King Publishing, London (UK). Gardetti, M. A. and Torres, A. L. (2013): ?Sustainability in Fashion and Textiles: Values, Design, Production and Consumption?, Greenleaf Publishing, Sheffield (UK).   |
| <b>Complementary</b> | Burns, L. D. (2019): ?Sustainability and Social Change in Fashion?, Fairchild Books, Bloomsbury Publishing Plc, London (UK). Little, T. (2018): ?The Future of Fashion: Understanding Sustainability in the Fashion Industry?, New Degree Press, Potomac (USA). Black, S. (2013): ?The Sustainable Fashion Handbook?, Thames & Hudson, London (UK). Burns, L. D. (2019): ?Sustainability and Social Change in Fashion?, Fairchild Books, Bloomsbury Publishing Plc, London (UK). Little, T. (2018): ?The Future of Fashion: Understanding Sustainability in the Fashion Industry?, New Degree Press, Potomac (USA). Black, S. (2013): ?The Sustainable Fashion Handbook?, Thames & Hudson, London (UK). |

## Recommendations

### Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004

Fashion Supply Chain Management I: Procurement/710G03005

### Subjects that are recommended to be taken simultaneously

Fashion Supply Chain Management II: Operations Management/710G03017

### Subjects that continue the syllabus

Fashion Supply Chain Management III: Logistics and Transportation/710G03019

### Other comments

(\*)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.