Teaching Guide

	Identifying Data			2020/21
Subject (*)	Global Trends in Fashion: Digital Transformation and Sustainability		Code	710G03008
Study programme	Grao en Xestión Industrial da Moda			

		Descriptors			
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	Basic training	6
Language	English			
Teaching method	Face-to-face			
Prerequisites				
Department	Análise Económica e Administración de EmpresasEmpresaSocioloxía e Ciencia Política da AdministraciónSocioloxía e Ciencias da Comunicación			
Coordinador	Rey García, Marta	E-mail	marta.reyg@udc.es	
Lecturers	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es	
	Rey García, Marta		marta.reyg@udc.es	
	Taboadela Alvarez, Obdulia		obdulia.taboadela@udc.es	
Web				
General description				
Contingency plan	1. Modifications to the contents			

1. Modifications to the contents

No changes will be made

2. Methodologies

*Teaching methodologies that are maintained

-Lectures/Guest lectures/Keynote speeches (will be held online, preferably via Teams)

- Interactive sessions to develop and present case studies ((will be held online, preferably via Teams)

- Multiple-choice test exam (will be held online, preferably via Moodle)

*Teaching methodologies that are modified

- The requirement to attend face-to-face sessions will be eliminated after face-to-face activity is cancelled

- Seminars: in case of cancellation the assessment of this methodology will be incorporated to the assessment of the "Case study" methodology.

3. Mechanisms for personalized attention to students

- Moodle: will be used to consult course materials, request personalized attention and follow-up case studies

- Teams: will be used for individual and small group tutoring

4. Modifications in the evaluation

No changes will be made

*Evaluation observations:

Those already included in the teaching guide will be maintained, except for control of attendance to face-to-face sessions, that will be exerted only for the face-to-face sessions held until suspension of face-to-face activity

1. SITUATIONS

Those already included in the teaching guide will be maintained

2. REQUIREMENTS TO PASS THE COURSE

Those already included in the teaching guide will be maintained

5. Modifications to the bibliography or webgraphy

No changes will be made. Compulsory readings will be made available to students online.

	Study programme competences
Code	Study programme competences

A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
A13	To know the impact of technology on the different processes of the textile industry
A14	To acquire a clear perspective of the role of people in organizations, and to know the human resource management tools needed to achieve maximum commitment and performance
A15	To know and to commit to the ethical perspective and values that the fashion industry and its firms must rest upon
A16	To apply sustainability criteria to decision making in the fashion firm (and generally to the fashion industry)
A17	To know how to implement Corporate Social Responsibility programs (in fashion markets)
A18	To know the plastic and visual languages in the realm of fashion industry design, in order to understand and interpret the artistic creations of fashion garments
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
B10	Capacity to understand the social and historical-artistic dimension of fashion design and industry, as vehicle for creativity and the quest for new and effective solutions
C2	Mastering oral and written expression in a foreign language.
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C6	Acquiring skills for healthy lifestyles, and healthy habits and routines.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences		
To know the global trends that are transforming the value chain of fashion	A14	B1	C2
	A15	B2	C3
	A16	B3	C4
	A17	B4	C5
	A18	B5	C6
		B6	C7
		B7	C8
		B8	C9
		B9	
		B10	

To understand the importance of complying with regulation and self-regulation in the fashion industry	A14 A15 A16 A17	B6 B7 B8 B9 B10	C7
To know the mechanisms and tools that can improve traceability and transparency in fashion supply chains	A13	B8 B9	C3 C8
To know the importance of customer experience in fashion, its antecedents and its consecuences	A8	B7 B8 B9	C3
To understand the effects of digital transformation of fashion retailing in order to take advantage of its opportunities	A13	B3	C3 C8
To understand ongoing transformations in the fashion industry		B2 B4 B5 B6 B7	
To understand new styles of management, particularly in the fashion industry	A14 A15 A16 A17	B3 B6 B7 B8 B9	C3 C4 C7 C8
To understand the new trends in automation and digital disruption	A8 A13	B6 B7	
To understand new forms of marketing and customer behavior	A8 A13 A15 A16	B2 B3 B7 B8 B9	C3 C7 C8

Contents	
Topic	**Sub-topic**
Globalization and complexity in the fashion value chain	Definition of fashion value chain Globalization of production and consumption of fashion Complexity: outsourcing and offshoring
Social and environmental sustainability: responsible consumption and corporate social responsibility (CSR)	Key concepts Sustainable business models in fashion Responsible consumption
Compliance: regulation and self-regulation in the fashion industry	Definition and origins of compliance Hard law vs soft law in the fashion industry International alliances, norms and standards
Traceability of the fashion supply chain	Traceability and transparency in supply chains Tols and mechanisms for traceability for sustainability
Customer experience	Definition of customer experience Rethinking the customer experience in fashion: omnichannel and new customer journey
Digital transformation of brick and mortar stores	The new role of physical stores in the omnichannel paradigm Digital application in physical stores

Collaborative and circular economy	Key concepts
	Practical applications of collaborative economy in fashion
	Practical applications of circular economy in fashion
Digital disruption, artificial intelligence and automation	Key concepts
	New challenges for fashion businesses
	New paradigms and stakeholders
Customization	Definition, origins and evolution
	From "just in case" to "just in time": the big transformation of production and consumption

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Case study	A13 A14 A15 A16 A17 A18 B1 B7 B9 C2 C3	12	24	36
Seminar	B9 C5 C6 C9	8	16	24
Multiple-choice questions	A8 B10	3	21	24
Guest lecture / keynote speech	A14 A15 A16 A17 B2 B3 B4 B5 B6 B8 C4 C7 C8	21	42	63
Personalized attention		3	0	3
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Case study	Different learning materials will be used (cases, audiovisuals, readings); both in the classroom in order to complement theoretical and theoretical-practical teaching, and outside the classroom in order for students to prepare the group practical assignments that are subject to continuos evaluation and may deal with real organizations.
Seminar	Participation in all sessions of the course, including seminars, presentations of group practical assignments and guest lectures, is compulsory given that their contents can be subject to evaluation.
Multiple-choice questions	A test examination will be held, a multiple choice type where only one option is correct and incorrect answers entail a penalty.
Guest lecture / keynote speech	The fundamentals of the course will be explained in the classroom in theory-based sessions and utilizing audiovisual aids, guided discussions, cases and other interactive methodologies.

Personalized attention	
Methodologies	Description

Case study	Personalized attention (individual and small group tutoring) will be delivered via Teams, following an email/Moodle request.
	Personalized attention will be provided in order to solve for specific questions about course contents, to recommend additional sources of information in order to enhance case preparation, and to follow up on the group practical assignments. Furthermore, the seminars may be used by students to discuss relevant questions individually, beyond collaborative learning.
	The cases and other learning materials required to facilitate students' follow up of theoretical and interactive sessions and the course calendar will be detailed/uploaded in the virtual platform of the UDC whenever possible. Materials will be discussed in the classroom in an interactive way. Practical assignments will be assigned to student groups so that they are firstly presented in the classroom by the responsible group, and then discussed with all students attending the course. It is strongly recommended that all students prepare the materials in advance and participate in the session, sharing their individual questions and learning.
	Furthermore it is strongly recommended that students utilize tutoring hours in order to solve their questions about the assignments that are subject to continuous evaluation in a personalized way. The main goal of the personalized attention consists of solving questions about preparation of team projects and case studies.

Assessment			
Methodologies	Competencies	Description	Qualification
Case study	A13 A14 A15 A16 A17 A18 B1 B7 B9 C2 C3	The grade obtained in team projects will weight 30% of the final grade. All team members will get the same grade	30
Seminar	B9 C5 C6 C9	Attendance to all sessions is compulsory, including seminars and guest lectures, and will be duly assessed Attendance to sessions will weight a maximum of 10% of the final grade	10
Multiple-choice questions	A8 B10	A multiple-choice type of test exam administered via Moodle, where only one option is correct, will be taken. Wrong answers entail a penalty of one third of the value of correct ones. It is strictly necessary to pass the exam (with a grade equal or superior to 5, in a 0-10 grading system) in order to pass the course. All materials and contents addressed in the classroom, both face-to-face and virtually, or recommended in moodle, either through the lectures or in the interactive sessions (be them teaching case discussions, plenary or team-based, or seminars), including the discussion of individual assignments or in the presentation of group assignments, are subject to be asked about in the exam. It is important that students prepare individually for the exam utilizing all materials available in the virtual platform (visual aids, individual and team readings and multimedia materials), plus the notes they took in the classroom, in order to better understand the real examples used to illustrate course contents and to develop their own critical thinking and professional criteria. It is key that students complement these materials with the individual revision of suggested readings, in order to clarify any remaining question.	60

Assessment comments

Participation in face-to-face guest seminars and ordinary lectures (worth 10% of the final grade) could be randomly checked. The aforementioned evaluation criteria will apply to both the first and the second opportunity, including Erasmus and other exchange students. Those students with part-time registration and "dispensa académica de exención de asistencia" will have the following weights: 100% of the grade will come from the exam.Those students who fail the multiple-choice exam will receive the exam grade as course grade.The grade obtained by students from continuous evaluation, coming from their team projects (up to 30%) and attendance checks (up to 10%), will be valid only for the ongoing academic year. It is forbidden to access the classroom with any device allowing for data transmission and/or warehousing when any of the evaluations is taking place (mobile phones, smart watches, etc.).

Sources of information	
Basic	- Battilana, J; Lee, M.; Walker, J. Y Dorsey; Ch. (2012). In search of the Hybrid Ideal. Stanford Social Innovation Review, pp.51-55 - Caro, F., and Martínez-De-Albéniz, V. (2014). How fast fashion works: Can it work for you, too. IESE Insight, 21(21), 58-65. - Deloitte (2016). The Deloitte Consumer Review. CX marks the spot: Rethinking the consumer experience to win.. - Ellen MacArthur Foundation (2017). A New Textiles Economy: Redesigning fashion?s future. - Fogliatto, F.S.m, da Silveira, J.C, Borenstein, D. (2012). The mass customization decade: An updated review of the literature . International Journal of Production Economics Volume 138, Issue 1, pp 14-25 - Garcia-Torres, S., Albareda, L., Rey-Garcia, M. and Seuring, S. (2019). Traceability for Sustainability?Literature Review and Conceptual Framework.. Supply Chain Management: An International Journal. Vol. 24(1) 85-106. - GARCÍA-TORRES, Sofía, y REY GARCÍA, Marta (2020). Sostenibilidad para la competitividad de la industria de la moda española: hacia una moda circular, digitalizada, trazable y colaborativa. . En REY GARCÍA, Marta, Coord, Información Comercial EspañolaEspañola (ICE), Revista de Economía, 912, - Garcia-Torres, S., Rey-Garcia, M. and Albareda-Vivo, L. (2017). Effective Disclosure in the Fast-Fashion Industry: from Sustainability Reporting to Action.. Sustainability, 9(12), pp. 2256. - Karamchandani, A Kubzansky, M, Frandano, P. (2009). Emerging Markets, Emerging Models. MARKET-BASED SOLUTIONS TO THE CHALLENGES OF GLOBAL POVERTY. Monitor Company Group - McKinsey & Company (2019). https://cdn.businessoffashion.com/reports/The_State_of_Fashion_2019.pdf. The state of fashion 2019. - Prahalad, C.K., Hart, S.L. (2002). The fortune at the bottom of the Pyramid. Strategy+Business, issue 26 - REY-GARCIA, M. Y FOLGUEIRA SUÁREZ, T. (2019). http://www.catedrafundacionarecesdcuniovi.es/publicaciones-libros-publicados-es.html. El reto de la moda sostenible - Rey-Garcia, M., Lirola-Walton, E. & Mato-Santiso, V. (2017). La transformación digital de la distribución comercial: la tienda física, de caja brick and mortar a nodo omnicanal?. En Trespalacios Gutiérrez, J. A.; Vázquez Casielles, R.; Estrada Alonso, E. y González Mieres, C. (e - Rey-García, M., Regueiro Otero, A., Mato-Santiso, V. (2018). "The Challenges of Digital Transformation for Fast-Fashion Brands: A Proposal for an Operational Tool to Measure Omni-Channel Integration. Advances in National Brand and Private Label Marketing, Springer, 95-103 - Stewart, R., Niero, M. (2018). Circular economy in corporate sustainability strategies: A review of corporate sustainability reports in the fast-moving consumer goods sector. Business Strategy and the Environment - (). The True Cost. - Aitken, Sally (). Seduction in the City: The birth of shopping. . - Modaes.es. Fuente nacional de referencia (). https://www.modaes.es. Acceso contenidos premium vía Biblioteca Casa do Patín UDC - The Business of Fashion. Revista internacional de referencia (). https://www.businessoffashion.com. Acceso via Biblioteca Casa do Patín UDC
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Principles of Economics: Fashion Industry/710G03003
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Sustainable Management of the Fashion Value Chain/710G03018
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.