



Teaching Guide				
Identifying Data				2020/21
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.			
Contingency plan	<p>1. Main changes in CONTENT: NO.</p> <p>2. Main Changes in METHODOLOGY.</p> <p>LECTURES. They will be at MS Teams with the same schedule.            ORAL PRESENTATIONS. They will be at MS Teams.            MULTIPLE CHOICE TEST. It will be at UDC Moodle Platform.            INDIVIDUALISED ATTENTION. It will be at MS Teams. Each individual session will be requested in advance by the student, suggesting 3 or 4 day and time options.</p> <p>3. Main Changes in EVALUATION.</p> <p>ATTENDANCE. Attendance (10%) will be taken into account from the beginning until the last day of presential class.            Attendance at MS Teams sessions will not be taken into account.</p> <p>Other changes could take place, if the UDC so determine.</p>			

Study programme competences / results	
Code	Study programme competences / results
A1	To acquire basic knowledge of the management of a textile/fashion firm at a strategic, operational and functional level
A2	To know the aspects of the environment that shape the evolution of the fashion industry and its firms, with particular focus on the impact of economic and legal trends
A12	To have the basic knowledge of English necessary for international business relations (demonstrating a B1 level at minimum)
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)
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
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C2	Mastering oral and written expression in a foreign language.
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 / 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
	A12	B4	C5
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.	A13	B5	C6
	A14	B6	C7
	A15	B8	C8
	A16	B9	C9
	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. 02. Value chain of the fashion industry and its companies. 03. Value chain management and sustainability.
PART II. SUSTAINABLE MANAGEMENT OF FASHION VALUE CHAIN.	04. Sustainable transformation: Fashion Industry Products and Processes. 05. Sustainable transformation: Fashion Industry Systems. 06. Sustainable transformation: Fashion Industry and Design. 07. Sustainable transformation: Fashion Industry Communication. 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 C4	5	0	5
Workbook	A14 A15 A16 A17 B5 B9 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 B1 B2 B3 B4 B5 B6 B8 B9 C2 C4 C5 C6 C7 C8 C9	20	40	60
Oral presentation	B1 B2 B3 B4 B5 B6 B8 B9 C2 C4 C5 C6 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 B8 B9 C2 C4 C5 C6 C7 C8 C9	<p>READINGS and ORAL PRESENTATION: 40% of the final grade.</p> <p>Oral reports will be presented on the readings, bibliographic analysis and practical work. They will be done in a group.</p> <p>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.</p>	40



Multiple-choice questions	B1 B5 B9 C2	MULTIPLE CHOICE TEST: 50% of the final grade.  Individual multiple (four options) choice test. Each wrong answer will lower the final score.	50
Guest lecture / keynote speech	A1 A2 A12 A13 A17 B1 B2 B3 B4 B5 B6 B8 B9 C2 C4 C5 C6 C7 C8 C9	ATTENDANCE: 10% of the final grade.  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>	Black, S. (2013): ?The Sustainable Fashion Handbook?, Thames & Hudson, London (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).Black, S. (2013): ?The Sustainable Fashion Handbook?, Thames & Hudson, London (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).Ehrenfeld, J. R. (2008): ?Sustainability by Design?, Yale University Press, New Haven (USA), p9.Fletcher, K. (2008): ?Sustainable Fashion and Textiles: Design Journeys?, Earthscan, London, p86.Freese, B. (2007) in Gores, L. (2009): ?Sustainable Textiles. Life Cycle and Environmental Impact?, Woodhouse Publishing, London, p37.Korten, D. C. (2009): ?Agenda for a New Economy: From Phantom Wealth to Real Wealth?, Berret Koehler, San Francisco.Little, T. (2018): ?The Future of Fashion: Understanding Sustainability in the Fashion Industry?, New Degree Press, Potomac (USA).McDonough, W. and Braungart, M. (2002): ?Cradle to Cradle?, North Point Press, NY.Orr, D. W. (2002): ?The Nature of Design: Ecology, Cultures and Human Intention?, Oxford University Press, NY, p31.Burns, L. D. (2019): ?Sustainability and Social Change in Fashion?, Fairchild Books, Bloomsbury Publishing Plc, London (UK).Ehrenfeld, J. R. (2008): ?Sustainability by Design?, Yale University Press, New Haven (USA), p9.Fletcher, K. (2008): ?Sustainable Fashion and Textiles: Design Journeys?, Earthscan, London, p86.Freese, B. (2007) in Gores, L. (2009): ?Sustainable Textiles. Life Cycle and Environmental Impact?, Woodhouse Publishing, London, p37.Korten, D. C. (2009): ?Agenda for a New Economy: From Phantom Wealth to Real Wealth?, Berret Koehler, San Francisco.Little, T. (2018): ?The Future of Fashion: Understanding Sustainability in the Fashion Industry?, New Degree Press, Potomac (USA).McDonough, W. and Braungart, M. (2002): ?Cradle to Cradle?, North Point Press, NY.Orr, D. W. (2002): ?The Nature of Design: Ecology, Cultures and Human Intention?, Oxford University Press, NY, p31.

**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.