



Teaching Guide

| Teaching Guide | | | | | |
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| 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 | http://gradoindustrialmoda.udc.gal/ | | | | |
| 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.</p> <p>ORAL PRESENTATIONS. They will be at MS Teams.</p> <p>MULTIPLE CHOICE TEST. It will be at UDC Moodle Platform.</p> <p>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

| Code | Study programme competences |
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| 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 |



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| 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 | |
| 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 | |
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| 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 |
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| Methodologies / tests | Competencies | Ordinary class hours | 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 | |
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| 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 Workbook | The students will be able to resolve any doubts while they work on the practical cases or readings that they must present. They can also ask questions about topics explained in class. The teacher is assigned an availability for tutorials. |

| Assessment | | | |
|-------------------|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Methodologies | Competencies | 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 |



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|--------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 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

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| Basic | 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). |
| Complementary | 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 |
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| Fashion Supply Chain Management III: Logistics and Transportation/710G03019 |
| Other comments |
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(*)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.