UNIVERSIDADE DA CORUÑA

Teaching Guide					
Identifying Data				2021/22	
Subject (*)	Digital Fashion Business			Code	710G03031
Study programme	Grao en Xestión Industrial da Moda				
Descriptors					
Cycle	Period	Year	Type		Credits
Graduate	1st four-month period	Fourth	Obligatory		6
Language	English				
Teaching method	Face-to-face				
Prerequisites					
Department	Empresa				
Coordinador	Mato Santiso, Vanessa		E-mail	vanessa.mato@udc.es	
Lecturers	Mato Santiso, Vanessa		E-mail	vanessa.mato@udc.es	
Web					
General description	The main objective of this subject is to teach students the basic characteristics and operations of a digital business in the fashion industry, the opportunities of e-commerce, infrastructures and technologies in digital business, the key factors of a digital environment, main strategies, effects of digitization on the supply chain of the fashion industry, and so on. In addition, the digital fashion market will be studied, as well as the proper management of the transformation from a physical business to a digital business.				

Contingency plan	1. Modifications to the contents
	- No modifications are made.
	2. Methodologies
	*Teaching methodologies that are maintained
	- All those indicated in the teaching guide, that will be carried out in a non presential way through the tools available at the UDC.
	*Teaching methodologies that are modified
	- No modifications are made.
	3. Mechanisms for personalized attention to students
	- Email: channel that students can use to pose questions, request virtual tutoring aimed at solving doubts, and monitor supervised projects.
	- Virtual campus: this channel will be used to make the materials (i.e. presentations, case studies, exercises...) available to students on a weekly basis and to request the delivery of activities -according to the scheduled delivery schedule-. There will be a general forum, which will be used as channel of communication between the professors and the students.
	- Microsoft Teams: keynote speeches and interactive sessions will be take place through this platfrom every week aimed at developing the theoretical content and the planned activities; sessions that will be take place in the time slot assigned to the course in the intial calendar set by the Faculty. Follow-up and support will also be carried out through this channel, carrying out the "supervised work", as well as establishing tutoring on demand of the students.
	4. Modifications in the evaluation
	- The evaluation system established in the teaching guide will not be modifed, since the methodologies that will be assessded would be carried out in a non-face-to-face way.
	*Evaluation observations:
	- Those indicated in the teaching guide.
	5. Modifications to the bibliography or webgraphy
	- No changes are made. The students will have the class materials (i.e. presentations, case studies and exercises) in digital form in the virtual campus.

Study programme competences	
Code	**Study programme competences**
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
A3	To develop competencies for interpersonal relations and interaction with external and internal stakeholders (customers, suppliers, media, partners?)
A5	To develop the necessary skills to generate creative and innovative ideas
A6	To know and to know how to use the necessary tools to implement, conceptualize and launch collections
A7	To know the reality and social conditions that influence fashion, with a perspective of its historical development
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?
A9	To master the logistics process of a fashion firm from a global perspective, from procurement to manufacturing and transportation, with a special focus on the typical textile industry processes: selection of materials and fabrics, patternmaking, manufacturing, etc, ?

A11	To acquire an international perspective of the fashion industry, and to master internationalization planning and management tools
A13	To know the impact of technology on the different processes of the textile industry
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
C1	Adequate oral and written expression in the official languages.
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.
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 basic fundamentals of managing a digital business in the fashion sector.	A1 A2 A3 A5 A6 A7 A8	B1 B2 B3 B5 B8	C8 C9
To know the impact of new tools, processes and platforms on the digital strategy of fashion firms.	A1 A2 A3 A6 A7	B1 B2 B3 B8	C1
To know the factors of the digital environment that influence a fashion business, and the main digital business strategies.	A1 A2 A3 A6 A7 A8 A9 A11 A13	B1 B2 B3 B4 B8 B9	C1 C4

Being able to manage the business transformation towards a digital business in the fashion sector.	A2 A3 A5 A6 A7 A8 A11 A13	B1 B2 B3 B4 B5 B7 B8 B9	C1 C5 C8 C9
Being able to work in a team, develop the ability to analyze and synthesize information, develop critical thinking, and improve communication skills when creating and transmitting ideas.	A3 A5 A6 A7 A8	B1 B2 B3 B4 B5 B6 B7 B8 B9	C1 C4 C7 C8 C9

Contents	
Topic	**Sub-topic**
I: Introduction to the digital business of fashion industry.	1. Introduction to digital business. 2. Opportunity analysis for digital business and e-commerce in the fashion sector.
II: Implementation and management of digital business in the fashion sector.	3. Management of the digital business infrastructure. 4. Key factors in the digital environment. 5. Digital business strategy. 6. Effects of digitization and new technologies on supply chain management.
III: Fashion digital market and digital transformation management.	7. Fashion digital market 8. Relationship management with digital consumers. 9. Design of digital services and customer experience. 10. Management of the transformation towards a digital business.

Planning				
Methodologies / tests	**Competencies**	**Ordinary class hours**	**Student?s personal work hours**	**Total hours**
Case study	A1 A2 A6 A7 A8 A9 B1 B2 B3 B4 B5 B6 B8 B9 C1 C4 C7 C8 C9	16	8	24
Guest lecture / keynote speech	A1 A2 A7 A8 A11 A13 B1 B2 C5 C7 C8 C9	21	15	36
Supervised projects	A3 A5 A6 A8 B1 B2 B3 B4 B5 B6 B8 B9 C1 C4 C8 C9	4	22	26
Oral presentation	B4 C1	2	4	6
Multiple-choice questions	A1 A2 A3 A6 A7 A8 B1 B2 B3 B4 B5 B8 B9 C9 C1	2	20	22
Seminar	A1 A2 A3 B3 C4 C5 C8	2	0	2

Workbook	A1 A2 A6 A7 B3 C8	0	20	20
Directed discussion	A1 A3 A5 B3 B4 B5 B6 B7 B9 C1 C4	8	6	14
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**
Case study	Resolution, individually or in groups, of practical case studies proposed by professors. These case studies will be detailed throughout the course, as progress is made in the subject.
Guest lecture / keynote speech	Presentation of the contents of the subject through oral presentation, guided with the use of visual presentations, audiovisual tools and the introduction of questions addressed to students in order to promote learning and the generation of knowledge.
Supervised projects	Carrying out a supervised project in a team and subsequent plenary oral presentation (it can be face-to-face or virtual through Teams, the professors will confirm it throughout the course). The content and characteristics of this supervised project will be shown to the students in the first sessions of the course.
Oral presentation	Oral presentation (individually or in group) of the supervised project, of activities carried out in the classroom, or of case studies, which must also be submitted in written form.
Multiple-choice questions	Multiple-choice test where only one option is correct and wrong answers penalize.
Seminar	Holding a seminar with professionals from the fashion sector who are experts in the field, whenever possible (if the seminar is carried out, the teaching staff will inform the students in advance about the place, date and time of the seminar).
Workbook	Readings on different topics to address and/or deepen the contents of the subject.
Directed discussion	Through this methodology, different topics of the subject will be approached with the aim that students reflect on different aspects of the subject and adopt a critical position.

Personalized attention	
Methodologies	**Description**
Oral presentation Supervised projects	During the tutoring hours, the students may meet with the professors to clarify doubts about the contents of the subject, as well as about the proposed supervised project.

Assessment			
Methodologies	**Competencies**	**Description**	**Qualification**
Case study	A1 A2 A6 A7 A8 A9 B1 B2 B3 B4 B5 B6 B8 B9 C1 C4 C7 C8 C9	Evaluation of the case studies proposed and carried out, individually or in groups. In some of the proposed cases (to be specified during the course) the evaluation may be done in pairs. In addition, attendance and active participation in the activities carried out in the interactive sessions will be valued (for example, participation in debates or discussions directed in the classroom, resolution of activities, answering the questions asked, etc.). Small questionnaires may also be carried out, without the need for prior notice, on the content viewed at the end of any of the expositive or interactive sessions.	15
Supervised projects	A3 A5 A6 A8 B1 B2 B3 B4 B5 B6 B8 B9 C1 C4 C8 C9	It consists of the evaluation of the written work and the oral presentation of the supervised team project proposed by the professors. This evaluation will be carried out according to criteria such as the domain of specific concepts of the subject, written expression and formal presentation of the contents, the management of information and bibliographic sources, the clarity of the exposition, the originality and creativity of the ideas presented, etc.	25

Multiple-choice questions	A1 A2 A3 A6 A7 A8 B1 B2 B3 B4 B5 B8 B9 C9 C1	A multiple-choice exam (face-to-face or virtual administered via Virtual Campus) will be carried out, where only one option is correct. Incorrect answers penalize a third of the value of the correct ones. It is strictly necessary to obtain a minimum grade of 4 points in the final exam, on a scale of 0-10, in order to pass the subject.	60

Assessment comments

1. Second opportunity: The evaluation criteria will apply to both the first and the second opportunity, including Erasmus and exchange students. The case study (15%) and supervised project (25%), as part of the continuous assessment, cannot be retaken at the second opportunity. Only the multiple-choice test can be retaken.

2. Advanced opportunity: In the advanced opportunity of December, the evaluation criteria will be changed with respect to the first and second opportunities. The final grade for the course in this advanced opportunity will depend exclusively on the grade obtained in the final exam (100%). This exam will consist of a multiple-choice test.

3. Grade of 'Not Presented': The grade of "Not Presented" will be assigned to people who do not assist the final exam (multiple-choice test) at the first opportunity, second opportunity or advanced opportunity.

4. Students with recognition of part-time dedication and academic exemption of attendance exemption: Students with recognition of part-time dedication and academic exemption of the attendance exemption must communicate their situation to the professors of the subject at the beginning of the course, with in order to establish a work plan and schedule. The evaluation system will be as follows: multiple-choice test (60%), supervised project (25%) and submission of case studies (15%) (but without counting attendance at sessions). Supervised project must be done as a team.

5. Other evaluation observations:

MINIMUM GRADE: To pass the subject, students must obtain a minimum score of 4 out of 10 in the multiple-choice test. Otherwise, the final grade will be "Failure" (the average grade for the subject being the grade obtained in this final exam), even if the average grade gives a score equal to or greater than 5 points.

The control of the attendance of the students to the face-to-face interactive sessions may be carried out randomly.

The grades obtained by the students in the continuous assessment as a result of the supervised project carried out in a team (up to 25%), and the submission of case studies (up to 15%) will be valid only during the academic year.

Access to the exam rooms with any data transmission and/or storage device (mobile phones, smart watches, etc.) is forbidden.

Fraudulent behavior in any of the sections subjected to evaluation will result in the qualification of "Failure (0)" in the final grade.

Sources of information

Basic	BIBLIOGRAFÍA BÁSICA:Dave Chaffey, Tanya Hemphill and David Edmundson-Bird (2019). Digital Business and E-Commerce Management. Editorial Pearson, 7th edition.Bernd W. Wirtz (2019). Digital business models: Concepts, Models, and the Alphabet Case Study. Springer International Publishing, 1st edition.Peter D. Weill and Stephanie L. Woerner. (2018). What's your digital business model?: six questions to help you build the next-generation enterprise. Boston: Harvard Business Review Press.Ricardo Tayar (2017). CRO: diseño y desarrollo de negocios digitales. Madrid: Anaya.Dave Chaffey (2011). E-Business & E-Commerce Management: Strategy, Implementation and Practice. Editorial Pearson, 5th edition.Teresa Sádaba (2015). Moda en el entorno digital: ISEM Fashion Business School. Madrid: EUNSA.
Complementary	BIBLIOGRAFÍA COMPLEMENTARIA:Ricardo Tayar (2020). CRO Profesional: estrategia y práctica: cómo mejorar la conversión de productos digitales. Madrid : Anaya Multimedia.Mª Angeles Hernández Dauder, José María Estrade Nieto, and David Jordán Soro (2020). Marketing digital: mobile marketing, SEO y analítica web. Madrid: Anaya Multimedia.Rudy Hirschheim, Armin Heinzl, Jens Dibbern (Eds.) (2020). Information Systems Outsourcing: The Era of Digital Transformation. Cham: Springer International Publishing: Imprint: Springer. 5th edition.Luis Alberto Ruano y Rogelio Velasco (2018). Emprendimiento en el entorno digital: el lanzamiento de una startup. Barcelona: Alfaomega: Marcombo.George Westerman, Didier Bonnet, Andrew McAfee (2014). Leading digital: turning technology into business transformation. Boston: Harvard Business Review Press.

Recommendations

Subjects that it is recommended to have taken before
Introduction to Fashion Business Management/710G03004
Fashion Supply Chain Management I: Procurement/710G03005
Omni-Channel Fashion Retailing/710G03024
International Fashion Business/710G03025
Business Simulation Models and Techniques: Business Game/710G03026
Fashion Supply Chain Management II: Operations Management/710G03017
Fashion Supply Chain Management III: Logistics and Transportation/710G03019
Fashion Marketing and Market Research/710G03012
Information Systems and Technologies/710G03013
Fundamentals of Mathematics and Data Analysis Tools/710G03014
Global Trends in Fashion: Digital Transformation and Sustainability/710G03008
Subjects that are recommended to be taken simultaneously
Managing Industrial Innovation in Fashion/710G03029
Strategic Management of Fashion Companies/710G03030
Workshop 2: Knowledge Management and Technology Applications in Fashion/710G03033
Subjects that continue the syllabus
Internship/710G03037
Final Year Dissertation/710G03038
Other comments
It is recommended the review and follow-up of the course on the virtual campus, where the materials and contents addressed in the classroom will be left and the activities to be carried out will be detailed. It is also recommended to bring the laptop or tablet to the interactive sessions. The documents of the course will be submitted through the virtual campus, in digital format. If this is not possible, it is recommended to use recycled paper, double-sided documents and to avoid the use of plastic materials.

(*)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.