Teaching Guide

	Identifying Data			**2021/22**
Subject (*)	Workshop 4: Fashion Product Planning, Design and Management		**Code**	710G03035
Study programme	Grao en Xestión Industrial da Moda			

		Descriptors		
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	1st four-month period	Fourth	Optional	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 the Fashion Product Planning, Design and Management Workshop is to provide the student with a strategic vision on how to manage the fashion product, taking into account the business model, the values, the level of sustainability and the positioning of the brand.
	Through real cases, simulations and practical projects, the processes and the main tools used in the product departments of fashion companies will be worked on first-hand, to develop the different product strategies, establish the role of design, plan your purchase and evaluate your performance in omnichannel environments.
	LECTURER: VIOLETA BOUZADA has worked in different multinationals in the textile sector as a buyer and product manager. He began his career in textiles after graduating from the Executive Master in Fashion Business Management at ISEM Fashion Business School, working in the retail and product management departments of brands such as Hoss Intropia in Madrid, C&A International in Düsseldorf or Tally Weijl in Paris. Throughout her career, she has participated in the development of collections for different business models, from "fast fashion" to premium. She currently drives the OUI JANE brand! (ouijane.com), a sustainable fashion and jewelry project in the field of social entrepreneurship.
Contingency plan	1. Main changes in CONTENT: NO.
	2. Main Changes in METHODOLOGY.
	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.
	3. Main Changes in EVALUATION.
	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.
	Other changes could take place, if the UDC so determine.

	Study programme competences / results
Code	**Study programme competences / results**
A4	To master the fundamentals of design in general and fashion design in particular, and to frame them in their historical context, both specific and general
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?
A13	To know the impact of technology on the different processes of the textile industry
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
C1	Adequate oral and written expression in the official languages.
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.
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		
Know the process of conception, design, selection of materials, production and launch of fashion products (textiles, accessories ...).	A4 A5 A6 A7 A13 A15 A16 A17 A18	B1 B3 B6 B7 B8 B9	C3 C4 C5 C7 C8 C9

Acquire the knowledge and skills necessary for Fashion Product Management, as well as the different strategies and tools for product management.	A4 A5 A6 A8 A13 A15 A16 A17 A18	B2 B4 B5 B6 B7 B8 B9 B10	C1 C3 C4 C5 C7 C8 C9

Contents

Topic	Sub-topic
PART 1. Introduction to fashion product planning, design and management.	1.1. Product management in the different fashion business models. Trends. 1.2. The figure of the designer and the product manager: areas of intervention and professional roles.
PART 2. Methodologies for planning, design and product management.	2.1. Market segmentation from the perspective of the fashion product. - Product management at the different points of the fashion pyramid. 2.2. The product as an element of the brand strategy. - Transmission of brand values through the fashion product. - Sustainable fashion product management. - Analysis of the omnichannel product strategy. 2.3. Development of the product strategy. - Price structure, number of lines, programs and depth. - Metrics for product planning. - Coordination with marketing, visual, commercial and production departments. 2.4. Purchase planning. - Supply strategies in fashion. - The role of the product manager in negotiating with suppliers. 2.5. Product management at the point of sale. - Business decisions based on online and offline performance KPIs.

Planning

Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Introductory activities	B1 C5 C7 C9	7	0	7

Guest lecture / keynote speech	A4 A5 A6 A7 A8 A13 A15 A16 A17 A18 B2 B3 B4 B5 B6 B7 B8 B9 C3 C4 C5 C7 C8 C9	25	25	50
Objective test	B4 B7 B8 B9	3	25	28
Supervised projects	A4 A5 A6 A8 A13 A15 A16 A17 A18 B2 B3 B4 B5 B6 B7 B8 B9 B10 C1 C3 C4 C5 C7 C8 C9	10	40	50
Personalized attention		15	0	15

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	**Description**
Introductory activities	Coordination sessions, presentation of professionals and establishment of the planning of the subject (schedules, contents, practices, etc.).
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 not be delivered to the students. The lecturer will monitor lecture attendance; regular attendance is a requirement in assessment procedure.
Objective test	Written test used for the evaluation of learning that can combine different types of questions: multiple choice with error penalty (ask a question in the form of a direct question or incomplete statement with several options or answer alternatives of which only one is valid), essay (questions of a certain length in writing in which it is valued that the expected answer is given, combined with the ability to reason (argue, relate, etc.). It can also be constructed with a single type of any of these questions.
Supervised projects	Individual and group work, where the acquired theoretical knowledge is put into practice and applied.

Personalized attention	
Methodologies	**Description**
Guest lecture / keynote speech Supervised projects Introductory activities Objective test	Students will be able to ask any questions as they work on the case studies or the readings to be submitted. They can also ask questions about topics explained in class. Teachers and the coordinating teacher or coordinator are assigned availability to carry out tutorials.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Guest lecture / keynote speech	A4 A5 A6 A7 A8 A13 A15 A16 A17 A18 B2 B3 B4 B5 B6 B7 B8 B9 C3 C4 C5 C7 C8 C9	ATTENDANCE and PARTICIPATION: 10% of the final grade. Participation and Attendance of lectures, as well as of the practical classes, will make up 10% of the final grade.	10

Supervised projects	A4 A5 A6 A8 A13 A15 A16 A17 A18 B2 B3 B4 B5 B6 B7 B8 B9 B10 C1 C3 C4 C5 C7 C8 C9	Realization, delivery and presentation of works and projects where contents and acquired learnings are applied. The evaluation criteria include the verification of the inclusion and application of the theoretical part, the quality and clarity of the works and their presentation. In case of requirement of oral presentation, the clarity, the quality, the creativity and subjection to the time of the presentation will be valued, as well as the defense before the questions that can be realized. 60% of the final grade.	60
Objective test	B4 B7 B8 B9	30% of the final grade. Individual objective test. In the case of multiple choice multiple choice test, each incorrect answer could reduce the final score.	30

Assessment comments

Supervised projects	A4 A5 A6 A8 A13 A15 A16 A17 A18 B2 B3 B4 B5 B6 B7 B8 B9 B10 C1 C3 C4 C5 C7 C8 C9	Realization, delivery and presentation of works and projects where contents and

1st Opportunity Evaluation.

In the development of the practical part (teamworks / projects) (60% final grade), the following will be evaluated: application of the theoretical bases, quality of presentation, precision and clarity of presentation and quality of the answers, primary and secondary sources used and bibliographic review.

For the evaluation of the theoretical part, a exam (30% of final grade) will be used, combining test model (multiple option; errors could reduce th efinal mark) with questions to develop.

Part-time dedication and academic exemption (attendance exemption): this possibility is not contemplated. The workshop is face-to-face, so attendance is mandatory.

The evaluation process for the 2nd opportunity requires the delivery of an individual final project (60% of final grade) and an exam (40% of final grade) with combination of test model (multiple option; errors could reduce th efinal mark) with questions to develop.

In the event of an extraordinary call, the evaluation of an individual final project (60% of final grade) will be combined with an exam (40% of final grade) with several kinds of questions: test model (multiple option; errors could reduce th efinal mark) and questions to develop.

The student who, being enrolled, has not participated in the different evaluation activities (continuous/practical and/or exam/test) established for the academic year will be considered as ?Not presented? (NP).

PLAGIARISM/COPY. The fraudulent performance of the tests or evaluation activities will directly imply the qualification of failure (0) in the matter in the corresponding call, thus invalidating any qualification obtained in all the evaluation activities for the extraordinary call.

Attendance

to all workshop sessions is compulsory. Attendance to a minimum of 90% of

teaching hours is required. This requisite is a necessary condition to pass the

course.

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Sources of information	
Basic	- Corbellini, E.; Saviolo, S. (2009). Management in Fashion and Luxury Companies. ETAS
	- www.businessoffashion.com (2021). The Business of Fashion.
	- Burns, L.; K. Mullet, K. (2020). The Business of Fashion: Designing, Manufacturing, and Marketing.. New York: Fairchild Books/Bloomsbury.
	- Misani, N.; Varacca Capello, P. (2017). Fashion Collections. Product Development and Merchandising..
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Fashion Design/710G03010
Technology: Fabrics and Materials/710G03023
Sustainable Management of the Fashion Value Chain/710G03018
Fashion Marketing and Market Research/710G03012
Fundamentals of Fashion Design/710G03002
Subjects that are recommended to be taken simultaneously
Managing Industrial Innovation in Fashion/710G03029
Strategic Management of Fashion Companies/710G03030
Subjects that continue the syllabus
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.