



## Teaching Guide

| Identifying Data    |   |        |                      |         | 2023/24 |
|---------------------|---|--------|----------------------|---------|---------|
| Subject (*)         | International Fashion Business  | Code   | 710G03025            |         |         |
| Study programme     | Grao en Xestión Industrial da Moda  |        |                      |         |         |
| Descriptors         |   |        |                      |         |         |
| Cycle               | Period  | Year   | Type                 | Credits |         |
| Graduate            | 2nd four-month period   | Third  | Obligatory           | 6       |         |
| Language            | English   |        |                      |         |         |
| Teaching method     | Face-to-face  |        |                      |         |         |
| Prerequisites       |   |        |                      |         |         |
| Department          | Empresa   |        |                      |         |         |
| Coordinador         | Czarczynska , Anna Marta  | E-mail | a.czarczynska@udc.es |         |         |
| Lecturers           | Czarczynska , Anna Marta  | E-mail | a.czarczynska@udc.es |         |         |
| Web                 | humanidades.udc.es/estudos/gim  |        |                      |         |         |
| General description | This subject addresses the basic concepts of internationalization, trade support institutions as well as the key variables for the design of the internationalization plan. |        |                      |         |         |

## Study programme competences / results

| Code | Study programme competences / results  |
|------|--|
| 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?  |
| A11  | To acquire an international perspective of the fashion industry, and to master internationalization planning and management tools  |
| 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   |
| 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.  |
| 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.  |
| 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 |  |  |
|---|---------------------------------------|--|--|
| Understanding the business management in the internationalization of fashion brands                   | A8                                    | B1<br>B2<br>B3<br>B4<br>B6<br>B7<br>B9 | C1<br>C2<br>C3<br>C4<br>C5<br>C7<br>C8<br>C9 |
| Knowing the internationalization process in order to create adequate strategic and operational plans  | A8                                    | B2<br>B6<br>B8                         | C2<br>C5<br>C9                               |
| Carrying out in depth analysis for decision-making in the internationalization of the fashion company | A11                                   | B3<br>B4<br>B6<br>B7<br>B8<br>B9       | C2<br>C8<br>C9                               |

| Contents  |   |
|---|---|
| Topic   | Sub-topic   |
| Part I. Introduction to the internationalization of the fashion firm                | 1.1. International business concepts<br>1.2. Theories of international business<br>1.3. Supportive institutions in the internationalization process   |
| Part II. The strategies in the internationalization process in the fashion industry | 2.1. Internationalization plan in fashion industry<br>2.2. The fashion company in its way to become international<br>2.3. The internationalization plan<br>2.4. Internationalization strategies   |
| Part III. International marketing in the fashion industry                           | 3.1. The international marketing plan<br>3.2. Product strategies in the foreign market<br>3.3. Brand positioning in the foreign market in fashion industry<br>3.4. The place in the foreign market in fashion industry<br>3.5. The price in the international market in fashion industry<br>3.6. The communication in the international market in fashion industry<br>3.7. The internationalization through e-commerce in fashion industry<br>3.8. Negotiation in foreign markets |

| Planning                       |                                  |                                      |                               |             |
|--------------------------------|----------------------------------|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests          | Competencies / Results           | Teaching hours (in-person & virtual) | Student's personal work hours | Total hours |
| Workshop                       | B3 B4 B6 B7 B8 B9<br>C1 C4 C7 C9 | 21                                   | 49                            | 70          |
| Oral presentation              | B4 B6 C2                         | 3                                    | 2                             | 5           |
| Multiple-choice questions      | A1 A2 B1                         | 1                                    | 30                            | 31          |
| Guest lecture / keynote speech | A8 A11 B1 B2 C3 C5<br>C8         | 21                                   | 19                            | 40          |
| Personalized attention         |                                  | 4                                    | 0                             | 4           |



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

| Methodologies                  |   |
|--------------------------------|---|
| Methodologies                  | Description   |
| Workshop                       | Students will receive instructions from the teacher to guide the practical work. They should prepare a final work in groups that will be developed both in the classroom (interactive session) and outside the classroom (autonomous work) and whose evidence will be the presentation of a written work and its oral defense at the end of the course. |
| Oral presentation              | Students will carry out final work in groups. They must hand in a written work as well as an oral presentation at the end of the course. The oral defense of this task will be done the last week of the course and it will be evaluated.   |
| Multiple-choice questions      | Multiple choice multiple choice test in which only one option is correct. Incorrect answers will penalize   |
| Guest lecture / keynote speech | Presentation of the different topics of the subject with the help of slides and audiovisual support   |

| Personalized attention                     |  |
|--|--|
| Methodologies                              | Description  |
| Guest lecture / keynote speech<br>Workshop | <p>Members of the group would be able to consult the doubts corresponding to the development of the practical cases / readings that they will have to present or expose in this part of the subject.</p> <p>On the other hand, if there is any doubt regarding the material explained in class, hours of tutoring are available for this purpose. For students with recognition of part-time dedication and academic exemption can benefit from a specific tutoring schedule that will be agreed with the teacher and compatible with their dedication of the student.</p> |

| Assessment                |                                  |  |               |
|---------------------------|----------------------------------|--|---------------|
| Methodologies             | Competencies / Results           | Description  | Qualification |
| Multiple-choice questions | A1 A2 B1                         | <p>Individual multiple choice test with only one correct answer. Incorrect answers will penalize.</p> <p>All materials and content taught and discussed in the classroom, either online or in offline, may be part of the exam questions. The exam, of an individual nature, must be prepared by using all the materials available on the virtual platform, that is, not only make use of the documents shared in class, but also the readings, audiovisual materials and notes the student take in the classroom.</p> <p>To pass the exam it must be obtained a grade equal or superior to 2,5 points out of 5.</p> | 50            |
| Workshop                  | B3 B4 B6 B7 B8 B9<br>C1 C4 C7 C9 | <p>Students must present a final project that will be made in groups. This work will take place both in interactive sessions and outside of the class (autonomous work). The written work will be presented at the end of the course. It must respect the evaluation criteria socialized in class. The written work represents 40% of the final grade. All group members will get the same marks.</p> <p>In order to pass the practical assignment, students must get at least 2.5 points out of 5 as a result of the sum of the written work (40%) and its oral presentation (10%).</p>                             | 40            |



|                   |          |  |    |
|-------------------|----------|--|----|
| Oral presentation | B4 B6 C2 | All the members of the group must present the final task orally. In the oral part, students must adequately defend the key points of the task and demonstrate knowledge in the topic, thus properly answer the questions posed by the teacher, if any.<br>The evaluation of the content will be the same for all members but the oral part will be assessed individually. Also, attendance and participation will be assessed up to a maximum of 0,5 points.<br>The maximum grade will weigh 10% of the final grade. | 10 |
|-------------------|----------|--|----|

## Assessment comments

### First opportunity

To pass this subject, students must pass either the final exam and the final assignment with a minimum of 2,5 out of 5 for each of the part mentioned. A minimum of 5 point will be required for the students to pass the subject. In case of failing one of the two parts, the failed grade (scored by using a scale of 0-10 points) will be set in the "actas".

### Second opportunity

The first opportunity evaluation criteria will apply to both the first and the second opportunity. It also includes Erasmus and other exchange students.

### Anticipated call

Assessment conditions for the anticipated opportunity (Art. 19 of the "Normas de Avaliación, Revisión e Reclamacións das Cualificacións dos Estudos de Grao e Mestrado Universitario") will be specific for that opportunity. It will be assessed through a multiple-choice questions type of exam that will be worth 100% of the final grade.

### Grade of ?no presentado?

It corresponds to students who only participate in assessment activities that are worth under 20% of the final grade, regardless of their grade.

### Students who

are acknowledged with part time registration "dispensa académica de exención de asistencia?"

### Students with

"dispensa académica de exención de asistencia" must do the oral presentation (10%), the written work (40%) and the exam (50%). To pass the subject, a minimum of 2,5 points out of 5 must be achieved in the final exam, as well as in the practical part (oral presentation and written work) a minimum of 2,5 points out of 5. The minimum to pass the subject is 5 points.

### Other comments

The introduction of any technological device in the classroom is forbidden when evaluations take place. Fraud or cheating in any of the exams or assignments will get a grade of 0.

## Sources of information



|                      |  |
|----------------------|--|
| <b>Basic</b>         | Cabrera, A.: ?Casos de Gestión Administrativa del Comercio Internacional?. Global Marketing StrategiesJin, B., Cedrola, E. (2016). Fashion brand internationalization. Opportunities and challenges. Palgrave Studies in Practice. Llamazares, O.(2016). Casos de Negociación Internacional. Global Marketing Strategies. Martín, M.A.; Martínez, R. (2014). Manual Práctico de Comercio Exterior. FC Editorial.Roca, J.L.(1994). El arbitraje en la contratación internacional. |
| <b>Complementary</b> |  |

## Recommendations

### Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004

Fashion Marketing and Market Research/710G03012

### Subjects that are recommended to be taken simultaneously

### 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.