



## Teaching Guide

Identifying Data				2023/24
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 Salido Andrés, Noelia	E-mail	manuel.escourido@udc.es noelia.sandres@udc.es	
Web	<a href="https://humanidades.udc.es/estudos/gim">https://humanidades.udc.es/estudos/gim</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.			

## 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
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		
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 A2 A16	B1 B2 B3	C2 C4 C5
Extend sustainability towards an application of social responsibility in all areas of the company, as well as in its relations with stakeholders.	A17	B4 B5 B6 B8 B9	C6 C7 C8 C9
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 A2 A16	B1 B2 B3	C2 C4 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.	A17	B4 B5 B6 B8 B9	C6 C7 C8 C9

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. CIRCULAR FASHION MODEL.	04. Circular Fashion: materials, processes, systems and production. 05. Circular Fashion: circular design and design thinking. 06. Circular Fashion: communication, marketing and values. 07. Circular Fashion: markets and people of sustainable consumption.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Events academic / information	A1 A2 C2 C4	3	0	3
Workbook	A1 A2 A16 A17 B5 B9 C2 C5 C8	5	0	5
Multiple-choice questions	B1 B5 B9 C6 C9	2	25	27
Guest lecture / keynote speech	A1 A2 A16 A17 B1 B2 B3 B4 B5 B6 B8 B9 C2 C4 C5 C6 C7 C8 C9	25	45	70
Oral presentation	B1 B2 B3 B4 B5 B6 B8 B9 C2 C4 C5 C6 C7 C8 C9	15	20	35
Personalized attention		10	0	10

(\*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 interactive sessions, students will apply the theoretical content of the course through a practical team project. The projects will be publicly presented by each team in face-to-face and plenary sessions. Only team members who actively participate both in the elaboration of the practical project and in the oral presentation in the classroom at the assigned date and time will be graded.  Individual and face-to-face attendance to the interactive sessions will be randomly controlled.

### Personalized attention

Methodologies	Description
Workbook Oral presentation	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.  <b>ATTENTION TO DIVERSITY:</b> The subject may be adapted to students who require the adoption of measures aimed at supporting diversity (physical, visual, auditory, cognitive, learning or related to mental health). If this is the case, they should contact the services available at the UDC/in the center: within the official deadlines stipulated prior to each academic semester, with the Diversity Attention Unit ( <a href="https://www.udc.es/cufie/ADI/support_students/">https://www.udc.es/cufie/ADI/support_students/</a> ); failing that, with the ADI tutor from the Faculty of Humanities.

### Assessment

Methodologies	Competencies / Results	Description	Qualification
Guest lecture / keynote speech	A1 A2 A16 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. Attendance will also be graded based on class participation (debate, question, response, reasoned opinion).	10
Multiple-choice questions	B1 B5 B9 C6 C9	MULTIPLE CHOICE TEST: 50% of the final grade.  Individual multiple choice test. Each wrong answer will lower the final score.	50



<p>Oral presentation</p>	<p>B1 B2 B3 B4 B5 B6 B8 B9 C2 C4 C5 C6 C7 C8 C9</p>	<p>Students will apply the theoretical content of the course by carrying out a practical team project.</p> <p>The objective of the project is for students to learn to make decisions and to weigh the repercussions that such decisions generate in a sustainable value chain context, from a 360° analysis perspective, and for each of the links in the chain and the relationship of stakeholders involved.</p> <p>The projects (and their progress) will be publicly presented by each team in a face-to-face and plenary session.</p> <p>Only team members who actively participate both in the elaboration of the practical project and in the oral presentation in the classroom will be graded.</p>	<p>40</p>
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**Assessment comments**

1st Opportunity Evaluation. For the evaluation of the theoretical part, a multiple choice test (multiple object test) (mark of 50%) with several answer alternatives will be used, where errors will reduce the score to avoid the "lottery effect". The formula is  $NOTE = (\text{correct answers} \times 1) - (\text{errors} / k - 1)$ , with  $k =$  number of answer options. Net points earned are transferred to a rating on a scale of 0 to 10. Part-time dedication and academic exemption (attendance exemption): in the case of students with part-time dedication and academic exemption of attendance exemption, the Moodle and MS Teams platforms will be used, as well as email as the main communication vehicle. content management, tutorials and homework delivery. At the beginning of the course, a specific calendar of dates compatible with their dedication will be agreed, but they will have the same obligation to carry out activities and attend any type of evaluation test as full-time students. Except for the dates approved by the Faculty Council in which the objective test corresponds, for the rest of the tests a specific calendar of dates compatible with their dedication will be agreed at the beginning of the course. The evaluation process for the 2nd opportunity is exactly the same as for the 1st opportunity: the practical grade (obtained in the works / projects) is saved and @alumn @ will take a new multiple choice exam, with identical characteristics to those described above. In the event of an extraordinary call, the evaluation will only be with multiple choice tests (multiple choice test) (mark 100%) with several answer alternatives, where errors will subtract score based on the formula  $NET\ POINTS = (\text{correct answers} \times 1) - (\text{errors} / k - 1)$  with  $k =$  number of answer options. Net points earned are transferred to qualification on a scale of 0 to 10. 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.

**Sources of information**

<p><b>Basic</b></p>	<p>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). 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).</p>
<p><b>Complementary</b></p>	<p>Burns, L. D. (2019): ?Sustainability and Social Change in Fashion?, Fairchild Books, Bloomsbury Publishing Plc, London (UK). Little, T. (2018): ?The Future of Fashion: Understanding Sustainability in the Fashion Industry?, New Degree Press, Potomac (USA). Black, S. (2013): ?The Sustainable Fashion Handbook?, Thames &amp; Hudson, London (UK). Burns, L. D. (2019): ?Sustainability and Social Change in Fashion?, Fairchild Books, Bloomsbury Publishing Plc, London (UK). Little, T. (2018): ?The Future of Fashion: Understanding Sustainability in the Fashion Industry?, New Degree Press, Potomac (USA). Black, S. (2013): ?The Sustainable Fashion Handbook?, Thames &amp; Hudson, London (UK).</p>



## 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

To help achieve an immediate sustained environment and meet the objective of action number 5: "Healthy and sustainable environmental and social teaching and research" of the Green Campus Ferrol Action Plan the delivery of documentary work in this area will be requested in virtual format and / or computer support (delivery will be made via moodle or email, in digital format without the need to print them). If it is necessary to make them on paper: plastics will not be used, double-sided prints will be used, recycled paper will be used, the printing of drafts will be avoided and the importance of ethical principles related to the values ??of sustainability in personal and professional behaviors should be taken into account.&nbsp; The full integration of students / teachers with functional diversity will be facilitated. As stated in the various regulations applicable to university teaching, the gender perspective must be incorporated in this subject (non-sexist language will be used, bibliography by authors of both sexes will be used, male and female students will be encouraged to participate in class...). Work will be done to identify and modify prejudices and sexist attitudes and influence the environment to modify them and promote values of respect and equality. Situations of discrimination based on gender must be detected and actions and measures will be proposed to correct them.

(\*)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.