



Teaching Guide

Teaching Guide				
Identifying Data				2019/20
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.			

Study programme competences

Code	Study programme competences
A1	Conocer los fundamentos básicos de gestión de una empresa de textil/moda, tanto a nivel estratégico como operativo y funcional.
A2	Conocer los aspectos del entorno que influyen en la evolución del mundo de la moda y sus empresas, con especial incidencia en el impacto de las cuestiones económicas y legales.
A12	Tener los conocimientos básicos de inglés necesarios para las relaciones internacionales de negocio (acreditando nivel mínimo B1)
A13	Conocer el impacto de la tecnología en los distintos procesos de la industria textil.
A14	Tener una perspectiva clara del papel de las personas en la organización, y conocer las herramientas de gestión de recursos humanos necesarias para conseguir de las mismas la máxima implicación y rendimiento.
A15	Conocer y asumir la perspectiva ética y los valores imprescindibles en los que debe descansar el mundo de la moda y sus empresas.
A16	Incorporar criterios de sostenibilidad en los procesos de toma de decisión de la empresa (y por extensión a los mercados de moda).
A17	Saber implantar programas de Responsabilidad Social corporativa (en los mercados de moda).
B1	Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
B2	Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
B3	Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
B4	Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
B5	Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
B6	Capacidad para la cooperación, el trabajo en equipo y el aprendizaje colaborativo en entornos interdisciplinares
B8	Capacidad de planificación, organización y gestión de recursos y operaciones
B9	Capacidad de análisis, diagnóstico y toma de decisiones
C2	Dominar la expresión y la comprensión de forma oral y escrita de un idioma extranjero
C4	Desarrollar el ejercicio de una ciudadanía respetuosa con la cultura democrática, los derechos humanos y la perspectiva de género
C5	Entender la importancia de la cultura emprendedora y conocer los medios al alcance de las personas emprendedoras
C6	Adquirir habilidades para la vida y hábitos, rutinas y estilos de vida saludables
C7	Desarrollar la capacidad de trabajar en equipos interdisciplinares o transdisciplinares, para ofrecer propuestas que contribuyan a un desarrollo sostenible ambiental, económico, político y social



C8	Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad
C9	Tener la capacidad de de gestionar tiempos y recursos: desarrollar planes, priorizar actividades, identificar las críticas, establecer plazos y cumplirlos.

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	
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				
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 B9 B5 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	
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	The students will be able to resolve any doubts while they work on the practical cases or readings that they must present.
Workbook	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	READINGS and ORAL PRESENTATION: 40% of the final grade. Oral reports will be presented on the readings, bibliographic analysis and practical work. They will be done in a group. 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.	40
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

Basic	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).
Complementary	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 & 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 & Hudson, London (UK).

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

(*)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.