



Teaching Guide

Teaching Guide				
Identifying Data				2020/21
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	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es	
Lecturers	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es	
Web				
General description	This subject addresses the basic concepts of internationalization, as well as the key variables for the development of international trade in a fashion company.			
Contingency plan	1. Modifications to the contents; no changes will be made 2. Methodologies *Teaching methodologies that are maintained -Keynote speeches (will be held online via Teams) - Interactive sessions to develop and present the tasks required ((will be held online via Teams) - Multiple-choice test exam (will be held online via Moodle) *Teaching methodologies that are modified: no changes are made. 3. Mechanisms for personalized attention to students - Moodle will be used to consult course materials- Tutorials: request personalized attention and follow-up case studies for individual and small group tutoring will be provided via Teams 4. Modifications in the evaluation: no changes will be made *Evaluation observations: Those already included in the teaching guide will be maintained. Requirements to pass the course: Those already included in the teaching guide will be maintained 5. Modifications to the bibliography or webgraphy: no changes will be made.			

Study programme competences

Code	Study programme competences
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	
Understanding the business management in the internationalization of fashion brands	A8	B1	C1
		B2	C2
		B3	C3
		B4	C4
		B6	C5
		B7	C7
		B9	C8
			C9
Knowing the internationalization process in order to create adequate strategic and operational plans	A8	B2	C2
		B6	C5
		B8	C9
Carrying out in depth analysis for decision-making in the internationalization of the fashion company	A11	B3	C2
		B4	C8
		B6	C9
		B7	
		B8	
		B9	

Contents	
Topic	Sub-topic
Part I. Introduction to the internationalization of the fashion firm	1.1. International trade concept
	1.2. International marketing
	1.3. Basis of international marketing in fashion industry
	1.4. The structure of the international trade in fashion industry
	1.5. Manufacturing internationalization vs. retailing internationalization in fashion industry
	1.6. Supportive institutions for the positioning of the fashion company in third countries (IGAPE, ICEX...) in fashion industry
	1.7. International negotiation in fashion industry
Part II. The process of internationalization in the fashion industry	2.1. The internationalization and foreign market in fashion industry
	2.2. Internationalization plan in fashion industry
	2.3. The process of the strategic planification in fashion industry
	2.4. Steps in the internationalization in fashion industry
	2.5. Internationalization and positioning strategies in third counties and new markets in fashion industry.



Part III. International marketing in the fashion industry	3.1. The concept of product in the foreign market in fashion industry 3.2. Brand positioning in the foreign market in fashion industry 3.3. The place in the foreign market in fashion industry 3.4. The function of agents in foreign market and distribution channel of exporter companies in fashion industry 3.5. The price in the international market in fashion industry 3.6. The communication in the international market in fashion industry 3.7. The internacionalization through e-commerce in fashion industry
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Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Workshop	B3 B4 B6 B7 B8 B9 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	A11 A8 B1 B2 C3 C5 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 not 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 Workshop	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. 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.

Assessment



Methodologies	Competencies	Description	Qualification
Multiple-choice questions	A1 A2 B1	Multiple choice test. Knowledge of the subject will be evaluated	50
Workshop	B3 B4 B6 B7 B8 B9 C1 C4 C7 C9	At the end of the course students will hand in an internationalization plan of a fashion company.	40
Oral presentation	B4 B6 C2	Students will defend orally an internationalization plan of a fashion company. Their performance will be evaluated according to the criteria of professionalism, correct response to the questions posed, as well as conciseness and clarity in the presentation	10

Assessment comments

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.

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.

The introduction of any technological device in the classroom is banned in the exam.

Sources of information

Basic	Cabrera, A.: ?Casos de Gestión Administrativa del Comercio Internacional?. Global Marketing Strategies Jin, 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.
Complementary	

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.