

Subject Description Form

Subject Code	SFT203FY
Subject Title	Introduction to Fashion Business
Credit Value	3
Level	2
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: ITC2019M Management Principles in Fashion Business
Objectives	The subject will give an orientation to all the main stages of the fashion business, from branding and designing, through garment manufacturing and the supply chain, to the changing face of fashion retail and marketing, so as to equip students with an excellent fashion business overview.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) have a holistic approach to the fashion industry and fashion business (b) understand the fundamentals to the key fashion game players and their activities that make fashion an exciting and dynamic business (c) identify and analyze conditions that require responsible management behavior across the entire fashion supply chain: e.g., responsible retail, marketing, and management behavior (d) apply the conceptual knowledge and theoretical frameworks in the fields for making successful and meaningful managerial decisions for fashion retail and marketing, and to work inter-dependently with the sub-units of the fashion organizations across the long fashion supply chain (e) grow into ethical leaders and socially responsible global citizens (f) nurture professionalism, demonstrate critical/creative thinking skills, and build communication skills and teamwork spirit
Subject Synopsis/ Indicative Syllabus	<p>(I) The fashion game approach and its players</p> <ul style="list-style-type: none"> – Today fashion is a game! In addition to the looks, styles, the brand names and the stores, introduce the varied and valuable entities (the “players”) who make fashion an exciting and dynamic business – Introduce the key fashion game players (i.e., providers, producers, purveyors, and promoters) and the contemporary issues related to them – Describe fashion business related careers of interest: e.g., buyers, merchandise planners, retailers, (digital) marketers, and data analysts

	<p>(II) Consumers and the contemporary fashion game</p> <ul style="list-style-type: none"> – Consumers’ roles in shaping the development and evolvement of modern fashion – Explore distinct ways consumers interact with fashion <p>(III) Rules of the fashion game</p> <ul style="list-style-type: none"> – Introduce the key rules used by fashion businesses to attract consumers with real-life examples <ul style="list-style-type: none"> (i) Rule 1: Be a (big) brand! (ii) Rule 2: Be legal! (iii) Rule 3: Be fair! (iv) Rule 4: Be profitable! <p>(IV) Fashion game providers</p> <p><i>Supplying fashion components</i></p> <ul style="list-style-type: none"> – Introduce fashion game providers and the textiles, leathers, furs, and the advancing textile technologies these providers develop and offer for fashion use – Offer the perspective that fashion components, from fibers to textiles and trims, have helped form the identities of fashion brands <p>(V) Fashion game producers</p> <p><i>Designing and manufacturing fashion</i></p> <ul style="list-style-type: none"> – Describe the fashion design process, and more importantly, its relationship to building fashion brands – Outline the manufacturing steps and relate the processes to the rules of the fashion game <p>(VI) Fashion game purveyors</p> <p><i>Bringing fashion to consumers</i></p> <ul style="list-style-type: none"> – Identify the ways completed fashion items move from producers to purveyors (e.g., wholesalers, retailers) – Describe the omnichannel trend, in which offline channels, wholesale, retail, and online channels are converging to deliver a seamless customer experience <p>(VII) Fashion game promoters</p> <p><i>Making fashion exciting</i></p> <ul style="list-style-type: none"> – Describe the new digital age of fashion media that creates content that speaks to fashion consumers – Discuss how both user-generated and fashion branded contents impact consumers’ buying behavior
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assessment methods will be designed to assess diverse aspects of students' the learning outcomes.</p> <p><i>Group assignments</i> will facilitate students to learn and improve their “soft skills” also, including teamwork, group dynamics, supplement of each other’s strengths and weaknesses, leadership, time and project management, as well as communication and presentation skills.</p> <p><i>Individual assignments</i> will require students to nurture their critical thinking and analytical ability with creativity and innovativeness, by reading widely and improving their research and writing skills, so that they write and express their thoughts in a logical and rational manner.</p>	
Student Study Effort Expected	Class contact:	
	• Lecture	26 Hrs.
	• Tutorial	12 Hrs.
	Other student study effort:	
	• Reading	37 Hrs.
	• Group project	30 Hrs.
	Total student study effort	105 Hrs.
Reading List and References	<p><u>Essentials</u></p> <p>Kendall, G. (2014). <i>The fashion game</i>. Pearson Higher Ed. Posner, H. (2011). <i>Marketing fashion</i>. Laurence King Publications. Robbins, S.P. & Coulter, M. (2021). <i>Management</i>. Pearson Higher Education</p> <p><u>Recommended</u></p> <p>Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). <i>Marketing Channel Strategy: An Omni-Channel Approach</i>. Routledge.</p> <p><u>Journals</u></p> <p>Journal of Business Research Journal of Consumer Research Journal of Fashion Marketing and Management</p> <p><u>Website</u></p> <p>WGSN: www.wgsn.com WWD: www.wwd.com Business of fashion: www.businessoffashion.com</p>	