



BA FASHION BUSINESS

inglês

LONDRES

01 de outubro de 2024
27 de janeiro de 2025

PARIS

01 de outubro de 2024
20 de janeiro de 2025

FASHION BUSINESS

Onde a acuidade empresarial e a criatividade se encontram. Esses programas de graduação são projetados para participantes que desejam ingressar no mundo da moda e oferecem uma educação completa, permitindo que adquiram o conhecimento e as habilidades necessárias para seguir uma carreira na área escolhida. Profissionais de negócios da moda impulsionam o espírito tático e empreendedor de uma empresa de moda. Eles trabalham em produção, comunicação, marketing e varejo e devem possuir um conhecimento aprofundado do panorama da moda. São capazes de identificar com precisão quais ferramentas precisam para posicionar com sucesso uma marca, uma coleção ou até mesmo um único produto nos mercados de moda e luxo. São especialistas no negócio da moda. Este curso em tempo integral é uma combinação estratégica e orientada para o mercado das principais perspectivas em negócios de moda, cobrindo estratégia, orçamento, finanças, desenvolvimento de produtos, marketing de moda, comunicação, branding, gerenciamento de operações de varejo e canais de distribuição global. A moda é uma indústria em constante evolução, portanto, estratégias de marketing tanto testadas quanto contemporâneas são analisadas para alcançar os objetivos de negócios. Os participantes aprendem estratégias de marketing e desenvolvimento de marca e implementam sistemas específicos de controle de custos. Ao estudar as dinâmicas culturais, sociológicas e históricas na moda, eles entendem a influência das tendências em diferentes países e realidades e seu impacto no desempenho de vendas. O curso analisa questões atuais da indústria, incluindo sustentabilidade e marketing digital em novos meios (plataformas virtuais, e-commerce, mídias sociais), trabalhando para definir uma proposta comercial que atenda às demandas da indústria da moda atual. O foco principal também é dado à avaliação e análise de concorrentes. Por meio dos princípios de economia e finanças, os participantes são capazes de medir a rentabilidade e garantir a conformidade com orçamentos e estratégias, e implementar sistemas específicos de controle de custos. Levar uma coleção de moda ou um produto de luxo através dos canais de distribuição por atacado e varejo requer uma combinação de acuidade empresarial concreta e habilidades de comunicação criativa para completar o processo com sucesso; determinando o público-alvo, faixas de preço e planejando promoção e canais de distribuição. Os participantes aprendem habilidades práticas colaborando com empresas internacionais em projetos e estudos de caso da indústria, bem como por meio de palestras e conferências de profissionais e especialistas do setor.

O objetivo geral do programa é formar futuros profissionais de negócios capazes de criar um plano de negócios válido ou uma proposta comercial, seja para uma start-up, novos empreendimentos ou para o desenvolvimento de uma marca existente. Para escolas europeias, este curso forma a base de todos os caminhos de estudo de design de moda de três anos. Com o design de moda como assunto principal, os participantes escolhem entre diferentes caminhos para se especializar em uma área de interesse escolhida, respondendo ao estilo criativo e à paixão individuais. Para escolas em Paris e Londres, este curso também está disponível como um curso de Bacharelado com Honras de quatro anos (incluindo Ano de Estágio).

POSSÍVEIS CARREIRAS

- Gerente de varejo
- Desenvolvedor de negócios
- Diretor comercial
- Gerente de projetos
- Gerente de operações

FOCO DE APRENDIZAGEM

- O sistema da moda, preditores e mercados consumidores
- Tendências, movimentos culturais, inovação
- Processos de produção e manufatura
- O papel do comprador de moda
- Estratégias de marketing e ferramentas de comunicação
- Marcas e branding
- Finanças e controle de gestão
- Varejo de moda e marketing digital
- A história da moda até os dias atuais
- Teoria e prática de pesquisa criativa

PROGRAMME INFORMATION

STUDY PLAN

This is a guide to the overall structure of your course, mandatory elements, modules and periods of assessment.

Level 4 – October intake

TERM ONE	TERM TWO	TERM THREE
Introduction to Fashion Business (30 credits)	Alpha Marketing (30 credits)	The Luxury Fashion Product (30 credits)
Principles of Business (30 credits)		

Level 4- February Intake

TERM ONE	TERM TWO	TERM THREE
Introduction to Fashion Business (30 credits)	Alpha Marketing (30 credits)	The Luxury Fashion Product (30 credits)
Principles of Business (30 credits)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

Level 5

TERM ONE	TERM TWO	TERM THREE
Visual and Emotional Branding (30 credits)	Luxury Marketing Strategies (30 credits)	Fashion Lab Project (30 credits)
Finance & Management Control (30 credits)		

Placement Year (Sandwich only; optional)

TERM ONE	TERM TWO	TERM THREE
Placement (120 credits)		

Level 6

Omnichannel Distribution (30 credits)	Honours Project Fashion Business (60 credits)	
Future of Fashion (30 credits)		

Assessment periods:

October intake	February intake:	Class times: Monday – Friday: 08.30-20.00
Term 1: December	Term 1: April	Lesson duration: 2.5 hours
Term 2: March/April	Term 2: June	
Term 3: June	Term 3: August	

Sandwich year (optional)

The Sandwich Year is a period of work placement experience in the fashion industry that students will undertake during the third year of their studies. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned during the first two years at Istituto Marangoni. Under the close supervision and guidance of the School as well as of the company where students will be undertaking the placement, during the Sandwich Year they are required to complete a 36-week industry placement relevant to the learning outcomes of their programme and relatable to their career objectives and professional development. The skills learned will give students practical knowledge of the nature of the business, its functions, and operations. Students will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting their employability and enhancing your professionalism. The School ensures that students have access to all academic / regulatory information that students should familiarise with at the start of each academic year. Those include (but not limited to):

- Yearly re-enrolment and payment of enrolment fee
- Active academic engagement (at least 80% attendance (termly))
- Timely notification of absences

The Sandwich year will be graded as a Pass/Fail and students who complete the 120 credits for the Sandwich year will receive a Certificate of Completion for the Placement, which is credit bearing, upon completion of their degree or when leaving with an exit award.

Units

The course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6. On an undergraduate degree course provided by Istituto Marangoni, students are expected to study 120 credit per level (or year) with no more than 60 credits per term.

CONTENTS' OVERVIEW

Curriculum

Fashion Business is a course that provides the skills for those students, who want to enter the business aspect of the fashion industry, with a strategic and market-oriented blend of the main perspectives: marketing, communication, management, buying, retail and supply chain. The course allows students to work on branding, strategy, communication, marketing and retail, and possess a thorough knowledge of the fashion panorama. With a clear focus on the managerial and commercial aspects of fashion, students will be equipped with a thorough knowledge and understanding of the different types of businesses of the fashion industry. The sound knowledge in marketing, communication, management, buying, retail and supply chain enables them to develop an advanced appreciation of the marketing mix and the marketing communication tools available to fashion organisations. Students acquire a strategic, and marketoriented blend of the main perspectives in fashion business, covering strategy, fashion marketing, communication, fashion management, brand management, retail operations, buying and global distribution. During the course, students will develop their business expertise, in the investigation and application of the principles of business practice with a high level of numerical literacy and commercial skills to real fashion business scenarios in the global fashion marketplace.

The students' educational path includes time-tested and contemporary business practices and approaches that are analysed in order to achieve successful business goals. Students are exposed to an interdisciplinary strategic approach to business that they will make them thinkers, who build and capitalise on their knowledge and skills, developing future facing business strategies, for their own ventures, or re-invigorating strategies, within existing businesses. They are exposed to an advanced level of marketing and fashion management, with regards to the current changing dynamics of the fashion industry that include digital marketing, ecommerce and omni-channel consumer experiences. Time management, teamwork, and professional presentation skills provide a correct approach to business relations and networking. Graduates of this course will cultivate brand marketing and development strategies, for a fashion product or fashion brand and they will learn the principles of economics and finance, in order to measure profitability and ensure compliance with budgets and strategies and implement specific cost control systems.

TEACHING AND LEARNING METHODS

The Teaching and Learning Strategy is central to the overall objectives of the programme. The emphasis is placed on achieving an appropriate balance between deepening your academic knowledge and business acumen and building creative, practical, and transferable skills. This Strategy places the “you” at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process.

Istituto Marangoni Paris and London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Business studies and its areas of specialisation, which are also applicable to the wider skills required in the workplace. At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the cohorts, our classes have a cultural richness which offers a global perspective within every session. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals. Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, labs and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Tutors are used to communicate key theories and practices of the subject
- Practice based workshops are key to communicate, demonstrate and acquire tools and techniques, in physical and digital expression
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.
- Lectures are used to communicate key theories and practices of the subject.
- Labs are used for development of physical work through synergic confluence of 2D and 3D research recreating Industry practice

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors.

This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills. The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects.

Fashion has traditionally been taught in lab environments, while theory-based degrees have been taught through formal lectures. Your programme combines the best of both traditions, giving you a good combination of lecture based teaching with tutorial support, and lab-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning project based learning, essays, fashion industry practice, presentations, and hands-on experiential learning. When considering the digital learning environment, you will not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. Industry projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with the profession and ensure that your learning is constantly updated with regard to industry currency. At the beginning of each Unit you will be given a Unit Handbook and other materials (such as Projects/Assessment Briefs) by your lecturer(s).

These set out everything you need to know about your learning on that unit, for example: what form learning and teaching will take, the unit content, the aims and learning outcomes for the unit, and the ways in which you will be assessed, deadlines for submission of work and how the unit will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: lab-based work, lectures, workshops, digital, field trips). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective self-evaluations, learning journals, physical research and/or design books). We highly recommend that you complete internships/work placements in the industry in addition to your studies.

Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable networking within the profession. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break. Industry Work Placement (Sandwich Year) – gives you the opportunity to develop the appropriate skill sets for the workplace relevant to your course and to enhance your prospects of future employment in the sector. You are supported by the Career Services Manager and an allocated Academic tutor during this period. You are required to keep a reflective journal, which forms part of the assessment, once on placement. The practical skills you gain across the course is a key focus point.

We aim to have you develop a great cultural awareness, skills and craftsmanship to successfully enter the global labour market. Being in the heart of central Paris and London, offers a plethora of field visits and trips that are offered to our classes. Students in the BA programme have the opportunity to work on live projects with industry partners, allowing them to make valuable contacts while also improving their transferable skills of industry-led scenarios and feedback via live brief.

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CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

COURSE SPECIFIC ADMISSION REQUIREMENTS

- Copy of a high-school diploma or school certificates
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni Paris/London will have guaranteed progression to BA (Hons) Fashion Design, provided they have the required L4 English entry requirement.

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.

- Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.

The academic staff is being supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment
- PgCert

Istituto Marangoni also financially supports, partly or fully, academics costs to attend conferences and training that can benefit both the staff and the institution. The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality. Staff members are invited to an array of regular training sessions facilitated by DOE, PL and ULs, covering tutor induction at the beginning of the Academic Year and stretching through formal faculty meetings several times during the academic year and specific support on assessment activities. Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience.

The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- Course validation or revalidation: the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- Annual programme / unit modifications: the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.
- Programme Continuous Improvement Plans: the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- Unit performance reports: the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- Student engagement and feedback: student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, industry engagement, monthly events, Student Representative meetings and formal Committees and academic related activities.