Course Handbook

MSc Product Management Fashion & Textile
Contents

MSc Product Management Fashion & Textile......................................................... 1

Key Information........................................................................................................ 4
  1.1 Welcome to Course ......................................................................................... 4
  1.2 Overview of the Course ................................................................................. 4
  1.3 Sources of Help and Support ......................................................................... 4
  1.4 Facts and Figures ......................................................................................... 5
  1.5 Your Responsibilities .................................................................................... 5
  1.6 Your Contact Details...................................................................................... 6

Structure and Content.............................................................................................. 7
  2.1 Introduction .................................................................................................... 7
  2.2 Award title, Exit Points and Progression ....................................................... 8
  2.3 Course Philosophy, Aims and Outcomes....................................................... 8
  2.4 Course Outline .............................................................................................. 10
  2.5 Course Diagram ............................................................................................ 12
  2.6 Module Summary ......................................................................................... 12
  2.7 Erasmus + Study Exchange .......................................................................... 12

Learning, Teaching and Assessment....................................................................... 13
  3.1 Learning and Teaching Approaches ............................................................... 13
  3.2 Assessment .................................................................................................... 13
  3.3 The University of West London Graduate Attributes .................................... 13

Quality Management and Enhancement.................................................................. 15
  4.1 Course Management ...................................................................................... 15
  4.2 Student Evaluation ......................................................................................... 15
  4.3 Course Committee/Board ............................................................................. 15
  4.4 If you have an issue....................................................................................... 15
Key Information

1.1 Welcome to Course

Dear Student
We welcome you to the course Product Management Fashion & Textile. The aim of this document is to give you a short overview of the most important information concerning this course.

1.2 Overview of the Course

This handbook contains information based on a Course Specification formally approved by the University. The full Course Specification is available from the Course Leader.

For information regarding the University Regulations, Policies and Procedures, please see the current Student Handbook, Academic Regulations and the UWL website. The regulations applying to a student will be those in place for the academic year of their enrolment and thereafter any amended Regulations published to replace those in force at the time of enrolment.

1.3 Sources of Help and Support

Course Leader: Christian Gärtner
Email: christian.gaertner@stf.ch
Telephone: +41-(0)44-360-41-51

Administrative contact: Rita Alt
Email: rita.alt@stf.ch
Telephone: +41-(0)44-360-41-62

As well as the Course Leader, you may also contact your lecturers for both academic and personal issues. You may also access UWL Student Services if you require further help and an outline of the assistance they can provide is at:

http://www.uwl.ac.uk/students/current-students/student-handbook
1.4 Facts and Figures

### Teaching and Learning Data

<table>
<thead>
<tr>
<th>Percentage of students’ study time:</th>
<th>Level 7, sem. 1+2</th>
<th>Level 7, sem. 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheduled teaching &amp; learning time</td>
<td>540 hours</td>
<td>20 hours</td>
</tr>
<tr>
<td>Guided independent study time</td>
<td>660 hours</td>
<td>580 hours</td>
</tr>
<tr>
<td>Work experience (recommended)</td>
<td>50-80%</td>
<td>50-80%</td>
</tr>
</tbody>
</table>

### Assessment

<table>
<thead>
<tr>
<th>Percentage of final marks assessed</th>
<th>Level 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>by:</td>
<td></td>
</tr>
<tr>
<td>Exam</td>
<td>~15%</td>
</tr>
<tr>
<td>Coursework &amp; Practical</td>
<td>~85%</td>
</tr>
</tbody>
</table>

**NB 1:** These numbers are derived from the most recent data available and should be regarded as estimates only. Figures are based on an anticipated pattern of module choices during students’ time on the course and may be subject to changes which are outside the control of the course team.

**NB 2:**

Normally full-time employment means 42 hours per week in Switzerland. This can, however, differ slightly from region to region and there might be specific rules and regulations for some jobs. In addition, the days of the weeks on which an employee can be asked to work, depends on the occupation. This may also include work on Saturdays, Sundays and in the evening. For MSc courses, classes at STF normally take place every fortnight: Thursday, Friday and Saturday. This adds up to three days of school. Students are advised to work between 50 and 80% over the course of the one-and-a-half years of study.

1.5 Your Responsibilities

For a full description of your entitlements and responsibilities please consult the Student Handbook. You should particularly consider the Academic Regulations, which provide the framework for your degree and the Student Code of Conduct: [http://www.uwl.ac.uk/about-us/policies-and-regulations](http://www.uwl.ac.uk/about-us/policies-and-regulations)

You should ensure that you attend all your scheduled sessions in accordance with the Attendance Monitoring and Engagement Policy, also available at [http://www.uwl.ac.uk/about-us/policies-and-regulations](http://www.uwl.ac.uk/about-us/policies-and-regulations)
Please also be aware that STF specific entitlements and responsibilities apply. These can be found in the STF rules and regs available on ILIAS.

1.6 Your Contact Details

UWL will always contact you via the email address as listed under your contact details in ILIAS. So please ensure that you check your email account regularly. You must also ensure that your other contact details are up to date. STF will also contact you via email, as well as via snail mail. So please ensure that you inform STF of any changes of address and/or update the information directly via ILIAS.
## Structure and Content

### 2.1 Introduction

This Master-degree has been devised as a 3-semester part-time course on level 7.

After successfully completing semesters 1-3, and after achieving a total of 180 CPs on level 7, students are awarded a MSc degree by the University of West London.

<table>
<thead>
<tr>
<th>upon successful completion of all 3 semesters students are awarded the MSc diploma by UWL</th>
</tr>
</thead>
<tbody>
<tr>
<td>upon successful re-sit / re-take, students start on their master thesis semester 3</td>
</tr>
<tr>
<td>students start on their master thesis semester 3</td>
</tr>
<tr>
<td>students re-sit failed elements of failed modules and/or re-take all failed modules</td>
</tr>
<tr>
<td>all semester 1+2 modules are completed successfully</td>
</tr>
<tr>
<td>not all semester 1+2 modules are completed successfully</td>
</tr>
<tr>
<td>level 7, semesters 1 + 2 (120 CP)</td>
</tr>
</tbody>
</table>
2.2 Award title, Exit Points and Progression

The rules concerning progression, marks and similar matters are listed in a separate document. This document (AA 3013) is available to enrolled students via ILIAS. The language of the master document is German, but an English translation of the same documents is available under the same document number.

The award title that can be achieved is that of MSc.

2.3 Course Philosophy, Aims and Outcomes

The Master's framework in Product Management Fashion and Textiles was devised by a team of staff across the subject areas of fashion, textiles and textile business management in collaboration with members of the textile industry. It is characterised by a high practice-orientation.

Graduates from the master's programme work in companies throughout the entire textile and fashion industry, both in retail, as well as in production. They design, develop and organise products and ranges, determine collections, always working closely with the research and development department(s). They are often employed:

- as product managers or junior product managers
- as brand managers
- as product engineers
- as category managers
- in the area of design and development/construction
- as project managers

Nearly all sectors, including customers, have close inter-relationships with product management. Product management is responsible for everything relating to a product or a product group/collection and is therefore decisive for the success of a product line and a company. Both the textile and clothing industry and the retail trade depend heavily on their product management. Product management has become significantly more influential in recent years.

In the first semester of the programme, the principles and models of business management are analysed, evaluated and applied (innovation and change management, marketing and sourcing).

The second semester focuses on implementing and strengthening this knowledge in a field of the student's choosing. The information and skills learned will be applied in practical problems from the textile industry in case studies and student projects. The subjects of process management and ethics in business practice, as well as the case studies demonstrate the interconnected and holistic aspects. The students can also select a required elective, Textiles or Fashion, to learn more about their subject.

The students write a Master's thesis during the third semester. This contains the planning and implementation of a project in the field of product management in
textiles and fashion, taking a scientific approach and respecting issues of sustainability.

The teaching is supplemented by interdisciplinary co-operation between experts with different ranges of knowledge, partner institutes from within industry, with external corporations and research institutes. Attractive excursions to industry partners and institutions in Switzerland and, if possible abroad, guarantee proximity to practice within the industry. External experts from the industry and the trade speaking on selected current topics round off the course.

Product management means meeting the challenges of today's dynamic economic changes within international markets in practice. The variety of products continues to increase, while product life cycles grow ever shorter under increasing cost pressure. Customers’ buying habits are changing, and so are the markets and the business environment.

A holistic mind-set is required in order to be successful in this challenging field. This includes knowledge about the sales and procurement market, trends, desires and needs of customers, as well as the possibilities inherent within manufacturing. In product management, the interplay between customers, suppliers, developers, designers and producers is co-ordinated by means of close collaboration. Today, the ideas from product management are primarily implemented in project work.

The technical specialisation prepares graduates for a demanding career in product management, where graduates can expect to perform managerial functions and assume responsibility for interdisciplinary projects in companies throughout the textile and fashion industry. The programme focuses on the following objectives in particular:

- Strategic thinking and acting in the field of design and development in the textile and clothing sector
- Leading and promoting interdisciplinary cooperation, communicating effectively and thereby acting responsibly and prudently
- Independently developing a sound knowledge of design and textile and/or clothing production corresponding to the objective
- Target-oriented application of methods in the field of research and development as well as evaluation and assessment of the research results and the creation of new hypotheses
- Using target-oriented project management in a team to achieve cross-divisional action, while thinking in terms of a network and analysing, evaluating and implementing interdisciplinary connections in their entirety
- Independently obtaining and evaluating knowledge of the current market in the textile industry
- Understanding the confident handling of ethics, different cultures and sustainability as an entrepreneurial mindset
- A creative mindset based on technical understanding allows students to have direct influence on product development
The overriding objective of the Master's programme is to familiarise graduates with various methods, tools, models and mind-sets. They should be able to conduct competent technical discussions with experts from the fields of marketing, production and research, and press for decisions contributing to corporate success.

The Master is designed for reflective and innovative practitioners who are keen to find personal direction within the breadth and depth of their subject discipline and who want to continue developing both their knowledge, as well as their career prospective.

It encourages advanced levels of research, combining both theory and practice. It provides opportunities to investigate, challenge and explore contemporary cultures and test boundaries of current understanding within the students. It encourages students to work across media, acquire new perspectives on personal practice and to fully equip themselves with the intellectual and practical skills required by today’s rapidly changing fashion and textiles industries.

### 2.4 Course Outline

The programme addresses the above-mentioned requirements as follows:

- **The structure consists of 4 modules in the first two semesters, followed by the master thesis in the 3rd semester.**

- **Module 1: Innovation and Change Management**
  The challenge of the increasing rate of change in our era requires the use of suitable tools across many corporate levels. This applies to the observation and analysis of the environment in order to set corporate goals, along with the implementation of changes required at all corporate levels. Students are enabled to recognise change, to draw conclusions from this, to implement these, to assess the consequences and to initiate the necessary accompanying or preventative steps. The students are able to integrate aspects of ethics and of sustainability into business objectives.

- **Module 2: Marketing and Sourcing**
  Excellent marketing and successful sourcing are, at the same time, factors of success and competitive advantages. The students are capable of efficiently integrating branding, sourcing and both customer and stakeholder relationship management into their strategic and operative considerations.

- **Module 3: Product Development**
  The collection or product line design belongs to the core tasks of a product manager. It is split up into the development of a framework plan for a collection or product line and into the technical product development. Product development involves the process of designing all technical aspects so that a product is ready for serial production. In this module we will first determine the different contents and factors of success with the help of showcases. All phases of collection and product line design, starting from the drawing up of the framework plan up to the technical product development, will be experienced first-hand. Market analyses and past sales figures will be used to determine the style of the new product, while trend analyses will be employed to create a mood board, which will serve as inspiration for design. The students will analyse the production of textiles, define prototypes in different varieties and will define production factors for manufacturing. A special focus will be put on aspects of cost and productivity.
- **Module 4: Project Innovations: Fashion / Textile**
  During the course of the last 150 years, the prosperity of mankind has increased at an extremely fast pace because of the competitiveness resulting from corporate innovations. In today's fast-paced world, innovation plays a decisive role in success and in the survival of individual businesses as well as entire industries. When it comes to product management, product innovations in particular are the key to the successful marketing of product lines. Students will learn how to generate innovative ideas, to assess them, to select relevant ideas, transfer them to business case studies and implement them.

- **Module 5: Master Thesis**
  The purpose of the major project is to determine whether or not the student can independently handle a problem from their area of study clearly, appropriately and in the proper way. The topics for the thesis are relevant to practice and present times. The thesis should take into account the latest specialist literature and analyse and critically evaluate such literature. Personal findings and explanations based on facts should form the larger part of the thesis. The use of appropriate academic methods and knowledge-acquisition skills or creative skills corresponding to level 7 are essential requirements.
2.5 Course Diagram

Please find below the modules of the MSc Product Management Fashion & Textile course. Beneath each module are listed the subjects, which constitute the modules.

1st Year (Level 7)

<table>
<thead>
<tr>
<th>Module</th>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation and Change Management</td>
<td>12 CP</td>
<td>18 CP</td>
</tr>
<tr>
<td>Future Trends and Sources of Innovation</td>
<td>4</td>
<td>Process Management 4</td>
</tr>
<tr>
<td>Ethics and Sustainability in Business</td>
<td>6</td>
<td>Change Management 4</td>
</tr>
<tr>
<td>Simulation Game Entrepreneurship</td>
<td>2</td>
<td>Theory to Practice Transfer: Innovation and Change Management 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module</th>
<th>18</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing and Sourcing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategy and Brand Management</td>
<td>8</td>
<td>Customer Relationship Management (CRM) 4</td>
</tr>
<tr>
<td>Law</td>
<td>2</td>
<td>Theory to Practice Transfer: Marketing and Sourcing 8</td>
</tr>
<tr>
<td>Procurement and Supplier Management</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Business Etiquette (intercultural)</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Development</td>
<td></td>
</tr>
<tr>
<td>Collection Design and Controlling</td>
<td>10</td>
</tr>
<tr>
<td>Product Range Design in Retail</td>
<td>6</td>
</tr>
<tr>
<td>Product Design</td>
<td></td>
</tr>
<tr>
<td>Material Management</td>
<td>14</td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
</tr>
<tr>
<td>Excursions</td>
<td>2</td>
</tr>
</tbody>
</table>

2nd Year (Level 7)

<table>
<thead>
<tr>
<th>Module</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Innovations Fashion / Textile</td>
<td></td>
</tr>
<tr>
<td>Innovation Management</td>
<td></td>
</tr>
<tr>
<td>Innovative Product Development</td>
<td></td>
</tr>
<tr>
<td>Theory to Practice Transfer: Innovative in a Selected Topic 30</td>
<td></td>
</tr>
<tr>
<td>Excursions</td>
<td>2</td>
</tr>
</tbody>
</table>

2.6 Module Summary

As above.

2.7 Erasmus + Study Exchange

Not applicable.
Learning, Teaching and Assessment

3.1 Learning and Teaching Approaches

In the course of the whole programme a wide range of teaching and learning strategies will be used: lectures, group work, pair work, individual work, practicals, lab, machine-park, self-directed study, research, student presentations, discussions, guest speakers and excursions.

3.2 Assessment

At STF assessments include written exams, practical exams, oral exams, practical assignments, written papers, individual, group and pair work. Assessment is to be handed in electronically and/or as printout or actual objects as specified on the assessment briefs.

Although students directly enrolled at UWL have the possibility to use PebblePad, this is not possible for students enrolled on one of the BSc or MSc courses taught at and by STF. Currently students are asked to hand in written assignments once as printed and bound paper copies and once as digital upload unto the STF E-Platform ILIAS. Until further notification, marking is done based on the handed-in paper copy. Feedback, however, is made available electronically via ILIAS.

A list of the assessment per module, including learning resources, is available to STF students in the German version of the module descriptors on ILIAS. The dates for handing in written and practical coursework, as well as for sitting exams, are announced either together with the task and/or in a special timetable for the exams.

3.3 The University of West London Graduate Attributes

The University defines the UWL Graduate Attributes as representing a set of abilities acquired by students during their period of study at UWL that go beyond simple acquaintance with a subject. They reflect the University’s approach to education which includes developing graduates who are well prepared for employment, adopting a definition of ‘employability’ that includes creative and enterprising attributes, lifelong learning attitudes, and an awareness of the global context since educational and working experience are necessarily anchored in the context of the wider world.
Graduate Attributes are embedded in the subject and involve a preparedness and the confidence to analyse; question; categorise; interpret; see relations; explain; theorise; and reflect with reference to the broader context.

Graduating at the University of West London means that you will be developing the following Graduate Attributes and become:

- A creative and enterprising professional
- A reflective and critical lifelong learner
- A globally aware individual

Follow the link below for an interactive representation of these attributes: [http://hermes.uwl.ac.uk/grad_attributes/](http://hermes.uwl.ac.uk/grad_attributes/)

**How will you acquire and record these attributes?**
A number of courses record the Graduate Attributes in an e-portfolio. You may wish to discuss this with your tutors or your Personal Tutor.
Quality Management and Enhancement

4.1 Course Management

Courses are managed by the heads of the respective departments or the designated course leaders. Students are informed about course management and their contact person during induction.

4.2 Student Evaluation

Towards the end of each module, you will be asked to compete an online evaluation. This is a very important activity as it helps your module and course leaders develop and enhance your course. Please make sure you complete all the evaluations as requested and take advantage of the opportunity to feedback constructively on your experience of the modules.

Specific issues that you would like to address during the module should be addressed directly to your module or course leader as explained in section 4.4 below.

4.3 Course Committee/Board

Board meetings are held in:

Board 1: February (exam board with members from STF, UWL and external examiners)
Board 2: July (exam board with members from STF, UWL and external examiners)

The exact dates for the two meeting can be gathered from the time schedule available to enrolled students via ILIAs.

4.4 If you have an issue

If you have an issue with your Course or a particular module, you should speak to your personal tutor, Module Leader or Course Leader at SFT in the first instance. Please also make use of STF’s feedback box on ILIAS. It is important that you raise matters as soon as possible so that they can be resolved.
If you are unable to resolve an issue informally or formally with STF, you should use the Complaints Procedure, which is outlined in the Student Handbook [http://www.uwl.ac.uk/students/current-students/student-handbook](http://www.uwl.ac.uk/students/current-students/student-handbook). You are also encouraged to contact the Student’s Union. The University aims to ensure that most issues are resolved informally but the Complaints Procedure is there to help you resolve issues if this is not the case.