



istitutomarangoni



**PROGRESSION COURSE
FASHION BUSINESS**

Mumbai School

Version 02

Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni courses prepare participants in subjects such as Fashion Design, Fashion Styling, Fashion Business and Interior Design.

1. Certification attained

Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims

Education Aims:

The educational aims are:

- to develop flexible approaches to programme delivery and participant support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which enables success for all learners;
- to develop the students' intellectual ability, creativity, independence, critical self-awareness, imagination and skills that enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, reflective practice and engagement within the fashion, design and creative industries.

Programme Aims:

The Fashion Business professionals work in production, communication, marketing and retail and must possess a thorough knowledge of the fashion panorama. They have the skills to work on a variety of projects including management, branding, styling and digital marketing plans; they are experts in the business of fashion. This progressing course provides participants with a strategic and market oriented blend of the main perspectives in fashion business; looking at strategy, product development, fashion marketing, advertising and communication, as well as customer relationship management and key trends. Participants also address current issues in the industry including sustainability and digital marketing working to define a commercial proposal that meets the demands of the fashion industry of today.

3. Course Learning Outcomes

Interim Learning Outcomes (ILO)

Participants successfully completing the first block will have developed:

- ILO1 An understanding of the relevance of marketing within the fashion system and identify the different elements of the marketing process;
- ILO2 An understanding of the principles of business and be able to analyse a variety of factors affecting the industry structure, including the business economy and its development within a specific target;
- ILO3 The ability use appropriate research methods, and to take different approaches to problem solving;
- ILO4 The ability to communicate accurately, and compile and present coursework appropriate to the discipline.

Programme Learning Outcomes (PLO)

On successful completion of the course, participants will be able to:

- PLO1 Demonstrate competence in marketing research and data analysis;
- PLO2 Identify, evaluate and use information from a variety of sources in order to understand key cultural, social and environmental influences in fashion;
- PLO3 Understand the relevance of a competent advertising campaign plan and fashion promotion strategies within a fashion business context;
- PLO4 Apply knowledge and utilise key notions in fashion production and merchandising;
- PLO5 Translate the knowledge gained to formulate a basic business plan for the fashion industry.

4. Teaching/Learning and Assessment Strategy

Curriculum:

The curriculum is structured in two (2) distinct 'blocks'. The courses range from an introductory level, working through to a higher comprehension of skill and study. This enables for 'flexible learning' whereby the participant can choose when to build on their experience, by progressing from one block to another, giving them complete control on their own progress and achievement. On successful completion of both levels of the programme participants have the necessary skills to enter the industry, or to progress further in their studies to a higher level of comprehension and skill.

Fashion Business 1 (24 weeks)

The first part of the programme starts with an overview of the fashion system, and the principles of business practice, together with fashion marketing, current key trends and research methods. Participants are also introduced to the history of dress in order to gain a more reflective understanding and context to their studies.

Fashion Business 2 (24 weeks)

The second and final phase of the programme looks at the buying arena and progresses further in marketing strategies and the promotional mix, as well as investigating the power of communication and the creation of 'aspirational desire' in fashion products. The course also looks into leadership and developing a business marketing 'mind-set', necessary for key industry roles.

Opportunities

At the end of the programme (2 blocks) participants will have gathered a wealth of skills and information to be able to pursue a wide variety of roles within the international fashion business, design and creative industries, or undertake a research project resulting in a business plan for a start-up, or for existing company development.

Progressing Abroad - European Study Options

Participants attending the undergraduate Progressing Courses in Mumbai have the opportunity to further excel in business skills, including global markets, buying, digital media techniques and visual merchandising, by completing their study pathway at one of Istituto Marangoni's schools in Milano or Firenze (Italy). On successful completion of that programme they will be awarded the 3-year Undergraduate Diploma from the European school.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the participants to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging participant learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of participant work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor;

Practical and class-based projects > allow participants to apply their theoretical understanding of a specific subject area;

Written Reports > are required in some study areas and these in some cases are a response to industry briefs, allowing participants to reflect real industry requirements and to present work to industry standards through report writing;

Presentations > are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

Marking system

Undergraduate Progression courses have these grade thresholds:

Mark	Outcome	Descriptor (to achieve the banding on the left)
0-29	Fail	Insufficient / poor Marginal fail - most unit learning outcomes achieved at threshold level
30-39	Fail	Insufficient / poor Marginal fail - most unit learning outcomes achieved at threshold level
40-49	Pass	Acceptable / adequate Criteria have been met at a minimum level
50-59	Pass	Fairly good Adequate criteria have been met as directed in the brief, a basic understanding demonstrated
60-69	Pass	Good/strong Adequate criteria have been met as directed in the brief; a developed understanding has been demonstrated in a well-structured manner
> 70	Pass	Excellent / outstanding / exceptional A demonstration of additional ideas and approach expanding on those directed in the brief. High level of understanding and creativity

5. Course structure

Block 1 Duration: 24 weeks

Core Units		
Code	Status	Unit Title
IFS	Core	Introduction to the Fashion System
DFE	Core	Developing the Fashion Environment

Block 2 Duration: 24 weeks

Core Units		
Code	Status	Unit Title
EB	Core	Emotional Branding
CL	Core	Communicating Luxury

(Progressing to Europe only) Duration: 6 weeks

Core Units		
Code	Status	Unit Title
CSAW	Core	Cultural Studies & Academic Writing

6. Technology Enhanced Learning

Sinapto

Istituto Marangoni uses Sinapto, a virtual space to share knowledge and helps manage and communicate the process of teaching and learning, and communicates participant progression. It is also used for tutors to organise, manage and deliver course materials making it available to participants throughout their courses to facilitate their learning and assessment experience. At the beginning of the course, all participants receive their login details to access Sinapto, a participant-learning environment designed for Istituto Marangoni. Through Sinapto, participants are able to access and download the latest documents, forms and templates such as:

1. Student Handbook;
2. Unit Handbook / Programme Handbook;
3. Unit weekly hand-outs;
4. Calendar;
5. Lessons and assessment timetable.

Participants are asked to access the Student Voice via Qualtrics in order to leave feedback; any issues can also be addressed via the 'raise an issue' application, which is also found in Sinapto. Both participants and staff can view grades and assessment feedback. Sinapto is updated annually across the schools and is an important tool for the staff of Istituto Marangoni to use for programme development and to develop further employability strategies for participants. In addition to Sinapto, a group wide mobile application has been developed and launched in 2018. This application has a wide range of user-friendly functions and allows participants to interact with each other.

Sinapto can be accessed remotely both by participants and staff, on and off-site.

7. Personal Development Planning

PDP/Individual Development Tutorial

The Director of Education and the Academic Service support the personal development of participants. One-to-one appointments may be made by phone, through the receptionists or by email. Participants can expect to be seen almost immediately to discuss any issues they may have.

8. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

9. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to participants;
- b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide participants to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for participants for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

10. Student Feedback

Participant feedback is essential to programme development and participant comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers participant opinion in a variety of ways, which may include the following:

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where participants are invited to reflect on their overall experience at the School.

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.