

Syllabus

for course at advanced level

Fashion as an Industry

Mode som industri

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:	PR5024
Valid from:	Autumn 2018
Date of approval:	2018-04-16
Department	Stockholm Business School
Main field:	Advertising and Public Relations
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This syllabus was approved by the Board of Education at Stockholm Business School, Stockholm University, 2018-04-16.

Prerequisites and special admittance requirements

At least 52,5 HE credits with a passing grade from the first two semesters at the Master's Programme in Marketing Communication and Fashion.

Course structure

Examination code	Name	Higher Education Credits
5024	Fashion as an Industry	7.5

Course content

The course addresses the historical background and development of the global fashion industry since the late 19th century, emphasizing the relationship between production, distribution and consumption of fashion and fashion products. At the center of the process there are three major transition problems: the breakthrough of the industrial revolution during the 19th century, the deregulation of the national TEKOs industries in western Europe in the 1970s, and the current reorganization of the textiles, import quotas in the EU and the US.

Learning outcomes

Intended Learning Outcomes

The overall aim of the course is to be able to understand and explain the historical background and development of the global fashion industry.

On successful completion of the course students should be able to:

Knowledge and understanding

1. Analyze, compare and evaluate social science theories and perspectives on the fashion industry.

Skills and abilities

2. Apply these theories and perspectives to scientific discussions as well as to contemporary social phenomena.

Judgement and approach

3. Take an independent critical approach to different theories in relation to the historical development of the subject area.

Education

The course consists of a combination of lectures, seminars and workshops that require a significant portion of self-study on the part of students. The lectures provide an overview of the literature connected to studies of material culture while seminars offer an opportunity to discuss together and in small groups.

The course workload is 200 hours equivalent to 7,5 ECTS (40 hours per week equivalent to 1,5 ECTS).

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

Forms of examination

The course is examined through an individual final essay.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Individual final essay: assesses intended learning outcomes 1–3; constitutes 100% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires ≥ 50 course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

All assessment tasks are assessed on a 100-point scale.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result (≥ 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved ≥ 50 course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved ≥ 50 course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.

- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;

- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good) ☐

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory) ☐

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient) ☐

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail) ☐

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail) ☐

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined

according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Misc

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

Required reading

Required Reading

Course Texts (books to be purchased by the student):

- Green, Nancy L., Ready-to-wear and ready-to-work: a century of industry and immigrants in Paris and New York, Duke Univ. Press, Durham, 1997, pp. 15-295 (280 pages)
- Grumbach, Didier, History of international fashion, Interlink, Northampton, 2014, pp. 13-381 (368 pages)
- Leach, William, Land of desire. Merchants, power, and the rise of a new American culture, 1st Vintage Books ed., Vintage Books, New York, 1994[1993], pp 3-390 (387 pages)

Course Texts (online):

- Anderson, Kym (Ed.), The New Silk Roads. East Asia and World Textile Markets, Cambridge University Press, Cambridge, 1992, pp. 1-225 (225 pages)
- Blaszczyk, Regina Lee (ed.). Producing Fashion: Commerce, Culture, and Consumers, edited by Regina Lee Blaszczyk,. Philadelphia, Penn: University of Pennsylvania Press, 2007. Pp. 1-348. (348 pages, E-book available through SUB)
- Ross, Robert J. S., Slaves to fashion: poverty and abuse in the new sweatshops, University of Michigan Press, Ann Arbor, Mich., 2004, pp. 1-351 (351 pages, E-book available through SUB)

A selection of scientific articles and book chapters (updated each semester, see the course guidelines).