

Master of Business of Fashion and Apparel - E550

1. Aims and Objectives

Fashion is an area that is in constant flux and is particularly resistant to codification and convention. Also, fashion can be deemed to be a coherent train of ideas and emotions, yet it is evolutionary. Training people in fashion design is therefore an exercise of trying to shoot at a moving target. Nevertheless, the objective of this programme is to empower graduates, fulfill their training needs and enable them to acquire the skills and knowledge to integrate a fashion-driven apparel business and/or industry. While keeping in mind the needs of multi-skilled and broad-based knowledge, this programme also underpins the development of core competencies for securing a strong foothold and better understanding of the business of fashion. A major innovation in this programme is the introduction of entrepreneurship as an elective, in line with government's vision to promote SMEs in this sector to stimulate job and wealth creation.

2. General Entry Requirements

Successful completion of an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable or
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution

OR alternative qualifications acceptable to the University of Mauritius.

3. Programme Requirements

Preference will be given to candidates having at least two years of relevant work experience.

4. General and Programme Requirements - Special Cases

The following may be deemed to have satisfied the General and programme requirements for admission:

- (i) Applicants who do not satisfy any of the requirements as per Regulations 2 and 3 above but who submit satisfactory evidence of having passed examinations, which are deemed by the Senate to be equivalent to any of those, listed.
- (ii) Applicants who do not satisfy any of the requirements as per Regulations 2 and 3 above but who in the opinion of Senate submit satisfactory evidence of the capacity and attainments requisite to enable them to pursue the programme proposed.
- (iii) Applicants who hold a full practicing professional qualification obtained by examination.

5. Programme Duration

The Programme will be offered on a part-time basis. The duration of the Graduate Programme should normally not exceed 4 years (8 semesters).

	Normal	Maximum
Master's Degree:	4 Semesters	8 Semesters
Postgraduate Diploma:	4 Semesters	8 Semesters

6. **Credits per Semester:** Minimum 3 credits subject to Regulation 5.

7. **Minimum Credits Requirements for the award of**

Master's Degree: 38
Postgraduate Diploma: 26

Breakdown as follows:

	Core Taught Modules (Minimum)	Project	Electives/ Optional Modules
Master's Degree:	20 Credits	9 credits	9 credits
Postgraduate Diploma:	20 Credits		6 Credits

8. **Assessment**

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Written examination of 3-hour duration and continuous assessment of 10% to 40% of total marks (unless otherwise specified). Continuous assessment can be based on laboratory work, assignments and/or 1 class test.

For a student to pass a module, a minimum of 30% should be attained in both of Continuous Assessment and Written Examination separately, with an overall total of a minimum of 40% in that module.

All modules carry equal weighting.

The Project carries 9 credits.

Submissions Deadlines for Dissertations:

First Draft: End of July of Final Year.

Final Copy: Last working day of August of Final Year.

9. **Plan of Study**

Students are required to submit at the end of semester 1 a Plan of Study for their whole Programme of Studies, indicating the list of elective modules and in which semester each of them will be taken.

The University reserves the right not to offer a given elective module if the critical number of students is not attained and/or for reasons of resource constraints.

10. Programme Plan - Master of Business of Fashion and Apparel

<u>YEAR 1</u>							
Semester 1				Semester 2			
Code	Module	Hrs/wk L + P	Credits	Code	Module	Hrs/wk	Credits
Core				Core			
TXT 6110	Fashion Design & Product Development1	3+2	4	TXT 6210	Fashion Design & Product Development2	3+2	4
TXT 6111	Elements of Fashion	3+0	3	TXT 6211	Quality Assurance in Apparel	3+0	3
ELECTIVE							
TXT 6112	Textile Materials, Clothing & Processes	3+0	3	TXT 6212	Fashion Entrepreneurship	3+0	3
<u>YEAR 2</u>							
Semester 1				Semester 2			
Code	Module	Hrs/wk	Credits	Code	Module	Hrs/wk	Credits
Core				Core			
TXT 6000	Project			TXT 6000	Project		9
TXT 6310	Fashion Merchandising	3+0	3	TXT 6410	Branding & Brand Mgt	3+0	3
ELECTIVES				ELECTIVES			
MGT6290Y	Marketing Logistics and Supply Chain Management	3+0	3	TXT 6411	IT Applications in Fashion & Apparel	3+0	3
TXT 6312	Globalisation & Distribution of Apparel & Textile	3+0	3				

11. Outline Syllabus

TXT 6110 - FASHION DESIGN & PRODUCT DEVELOPMENT 1(CW – 50%)

Design, Innovation, colour, pattern, aesthetics, fashion details & style. Womens' wear and relevant labwork. Researching, planning, developing and presenting a fashion product line for an identified target market with regard to prices, styling and timing. Identifying trends to develop fashion forecasts. Product life cycle. Fashion forecasting and consumer issues. Cutting techniques, pattern making, marker planning, pattern grading, sewing techniques, line balancing.

TXT 6111 - ELEMENTS OF FASHION (CW – 40%)

What is fashion? Understanding the fashion consumer. Idea search. Translating ideas into objects. Understanding aesthetics and colours. Fashion styles and trends: Transforming styles and trends into specific products. Trends forecasting. Fast Fashion. Elements driving fast fashion. Quick Response Mechanisms. Yarn and fabric innovations. Speciality materials and accessories, Case studies-The business of fashion.

TXT 6112 - TEXTILE MATERIALS, CLOTHING & PROCESSES (CW – 35%)

Introduction to Textiles, Study of fibre properties, yarn systems, fabric structures, colouration and finishes as related to aesthetics, quality, performance, product end-use, care and maintenance.

TXT 6210 - FASHION DESIGN & PRODUCT DEVELOPMENT 2 (CW – 50%)

Menswear and childrens' wear and relevant lab work. Analysis and evaluation of fashion apparel; factors that influence the aesthetic and functional performance of the end product. Interrelationships of forecasting, promotion, public relations and the media, trims and accessories. Design driven innovation.

Customer-centred design. Case studies (Zara, Apple, Swatch, etc) Competitive advantage. Management of technological change.

TXT 6211 - QUALITY ASSURANCE IN APPAREL (CW – 40%)

Textile testing, principles involved in the evaluation of mechanical and end-use properties of fibres, yarns, fabrics and garments. Statistical quality control; sampling plans, control charts, process capability analysis, AQL, application of above statistical concepts to practical examples from the apparel industry. Quality assurance; Overview of major quality concepts, design and implementation of quality system standards, quality cost.

TXT 6212 - FASHION ENTREPRENEURSHIP (CW – 35%)

Introduction to the global fashion industry. Analysis of the business of fashion; how it is conceived, marketed and sold. Overview of important resources, companies and personnel who impact the industry. In-depth study of entrepreneurship concepts as applied to manufacturers and retailers of apparel including product development, accounting and control, merchandising and buying, operation and management, advertising and promotion. Procurement management. Tax regimes. Institutional clearances.

TXT 6000 - PROJECT

The objectives:

1. to develop an ability to undertake research, analysis or design given an appropriate level of supervision;
2. to develop objectives and program of work;
3. to collect information, assess it and present it in an orderly and coherent form; and
4. to be able to work a document which presents clearly findings related to the study.

TXT 6310 - FASHION MERCHANDISING (CW – 35%)

Understanding merchandising functions. Sound understanding of key aspects of textile and garment manufacture. Communicating with the customer: oral, written, visual, and electronic communication. Product costing and control. Study market and consumer trends. Keep updated on designers and merchandise markets and make forecast based on the information you collect. Fashion merchandising applications, Issues in merchandising and fashion retailing, Principles of marketing, Research in fashion merchandising.

MGT 6290Y - MARKETING LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Logistics & Competitive Strategy, Logistics & Customer Value, Measuring Logistics Costs and Performance, Creating the Agile Supply Chain, Strategic Lead – Time Management, Managing the Global Pipeline, Managing the Supply Chain in an Era of Uncertainty, Managing Networks and Relationships, Overcoming the Barriers to Supply Chain Integration.

TXT 6312 - GLOBALISATION & DISTRIBUTION OF APPAREL & TEXTILES (CW – 35%)

International Trade & FDI in Textiles and Clothing, Global perspective on the production and marketing of textiles and apparel; historical, geographic, and economic factors that influence the world trade in soft goods. Market developments and trade policies/agreements. Import-Export Policies.

TXT 6410 - BRANDING AND BRAND MANAGEMENT (CW – 35%)

What is a brand? Branding as an assurance of originality and quality. Brand image and liability. The internet as a medium for branding. Case studies: Nike, Mc Donald's, Levi Strauss, Diesel, etc. Globalisation and branding. Intellectual Property issues. Branding and the media. Branding and wealth creation. Global brands from emerging markets.

TXT 6411 - IT APPLICATIONS IN FASHION & APPAREL (CW – 35%)

Apparel Manufacturing Software Systems, Fashion CAD (Computer Aided Design), Fashion Illustration and Draping (CAD), Computerized Flat Pattern and Grading, CAD Apparel/Textile Design for Industry, CAM: Designing Knit Apparel.