

mdh

University of Applied Sciences

**BACHELOR
OF ARTS**

7 SEMESTERS

FULL-TIME

**FASHION
MANAGEMENT
B.A.**

STUDIUM FASHION MANAGEMENT

1 AT A GLANCE

START DATE	1. OCTOBER
LENGTH	7 SEMESTERS
DEGREE	BACHELOR OF ARTS (B.A.)

1.1 JOB PROFILE

The job description of the fashion manager is broad and spread across the most varied areas of the fashion industry. Fashion managers therefore have to develop a wide range of professional skills during their studies. The job description includes strategic design and collection planning, targeted brand management and production monitoring as well as the extensive area of PR and communication for fashion and textile companies. The German fashion market is becoming increasingly important internationally. Well-trained specialists and executives in the management area with a special focus on the fashion industry are sought-after specialists. In order to be successful in the field of fashion management, young professionals not only need application-oriented knowledge of business administration and a solid scientific background. Fashion managers also have excellent specialist knowledge of the products and technologies of the fashion industry, brand management and development and industry-specific communication tools. Studying fashion management at the Mediadesign Hochschule consequently encompasses the diverse range of topics in this profession. Today fashion managers work e.g. in the most diverse departments of textile and fashion companies in the manufacturing industry, in specialized PR agencies, in the sales area of independent trade agencies, retail and the fashion industry, as buyers of large retailers or as fashion journalists. The increased importance of fashion in the economic as well as in the socio-cultural context requires today's fashion manager to also have a pronounced ecological and social sense of responsibility.

1.2 ENTRY REQUIREMENTS

Admission requirements are the general university entrance qualification, the technical college entrance qualification or a qualification recognized as equivalent. Studying without a high school diploma is possible according to § 11 BerlHG due to the subject-related university entrance qualification. In order to meet the requirements of studies and work, applicants should have good verbal and written communication skills, a basic understanding of business, knowledge of the English language, initiative, enjoy working in groups and be interested in fashion.

1.3 ADMISSION REQUIREMENTS

A detailed application (including diplomas and a tabular curriculum vitae with a photo) and a one-page letter of motivation decide on admission.

1.4 SPECIALTIES

There is always the possibility of an intensive exchange with the students of the fields of media design, fashion design, media and communication management, digital film design and game design. Lectures from other departments can also be attended as guest auditors.

1.5 TUITION FEES

BERLIN	GERMAN CITIZENS	EU-CITIZENS	NON-EU CITIZENS
Tuition fee*	685,00 EUR/month	4.110 EUR/semester	6.300 EUR/semester
One-time Registration Fee	490 EUR	490 EUR	490 EUR
One-time Examination Fee	1.050 EUR	1.050 EUR	inclusive

* Choose a prepayment option (per year, or in full) and you will receive up to 5% discount on your tuition fees.

2 STUDY GOAL

The study in the Department of Fashion at the MDH pursues the idea that students should acquire skills that will enable them to act responsibly, reasonably and sustainably in their professional future. The main areas of study are structured according to the following competencies:

Competencies of the Fashion Management (B.A.) course in detail:

- Create & Develop
- Develop & Design
- Discover & Explain
- Explore & Discuss
- Represent & Communicate
- Market & Manage
- Supply chain
- Business administration
- Bachelor degree

The course is specifically geared towards the application of specific skills in the creative industries, especially in the area of fashion / fashion with a view to managing companies in the fashion industry and concludes with the state-recognized degree "Bachelor of Arts (B.A.)".

The level and quality of the examination results ensure that the students are able to have a critical understanding of the most important theories, principles and methods of their study program and to deepen their skills and knowledge vertically, horizontally and laterally .

The practical relevance, an essential conceptual feature of the course, is ensured in semesters three, four, five (integrated practical semester) and six and the bachelor's thesis (seventh semester). In this way, the students prove that they are able to apply their abilities and skills as well as their knowledge and understanding to their work and their profession and to work out and develop problem solutions and arguments in their specialist area.

2.1 1. SEMESTER

At the end of the first semester you will be able to problematize and analyze basic content from the area of culture and clothing and to show the results through your own written work and presentation. You will also have a basic understanding of design processes and techniques as well as an idea of creativity. You can use essential digital visualization methods and also understand the importance of choosing a wide variety of design means. They are able to categorize the materials used in the textile and clothing industry, assess them in terms of quality and assess them according to their usability. In addition, you will understand the methods, working and thinking styles as well as problem-solving strategies in general business and economics. They know and understand how the marketing management process works and how the corresponding instruments and measures are to be used / implemented.

The focal points of the first semester in detail (sorted by competence area / module):

Create & Connect / CC I / Creativity & Design

Develop & Design / DD I / Visual Communication

Develop & Design / DD II / Textile Technology

Discover and Explain / DE I / Fashion and Cultural history

Market & Manage / MM I / Fashion Marketing

Business Administration / BI / Economics

2.2 2. SEMESTER

In the second semester, the skills and knowledge already imparted in the first semester are taught.

You will deepen your discursive skills and your knowledge of the application of scientific methods using examples from the sociology of fashion. In this way, you can discuss the change in fashion from a sociological point of view and you can show connections with regard to the development of fashion.

You will also learn the methods and the application of empirical research based on the global problem of sustainable management and action, as well as the associated and additional basics of market research and statistics.

You will be able to understand and discuss the basic processing techniques and to classify them in the value creation process from an ethical point of view. They understand the importance of logistical processes along the textile value chain (VAC) and are able to understand, link, analyze and present the production processes in the field of textiles and clothing in technical and business management terms.

You understand fundamental processes and relationships in the financial management of companies and can understand them. You will understand the specifics of decision-making in companies in the fashion and clothing industry as well as the structure and structural change in the fashion industry. They are able to formulate industry-specific business models and to discuss their prospects for success.

The competencies of the second semester in detail:

Discover & Explain / DE II / Fashion sociology

Explore & Discuss / ED I / Sustainability

Explore & Discuss / ED II / Market Research & Statistics

Market & Manage / MM II / Fashion Entrepreneurship

Supply Chain / SI / Production & Logistics

Business Administration / B II / Financial Management

2.3 3. SEMESTER

In the third semester you will be able to discuss, understand and present the connection between communication and the development of fashions.

You will learn essential skills and knowledge in the areas of product and project management as well as in cost accounting and costing and will be able to recognize, analyze and implement the relationships between sales and product management. They are capable of scientifically penetrating and practically handling the elementary feedback loop between the two areas that is typical in operational practice in the branch. This is being tested with the first project with a focus on the business administration competence area; For example, business planning is provided as a work result.

With regard to product management and its preliminary stages along the industry-specific supply chain, the focus this semester is on global procurement and the associated visual and textual descriptions and concepts of collection development.

The competencies of the third semester in detail:

Create & Connect / CC II / Creative Process & Project Management

Develop & Design / DD III / Product Management

Supply Chain / S II / Sourcing & Buying

Represent & Communicate / RC I / Fashion Communication

Market & Manage / MM III / Cost

Business Administration / B III / Project Business Plan

2.4 4. SEMESTER

The fourth semester continues along the textile value chain with a focus on sales and retail. You know and understand how successful retail management is based on communication skills and modern methods of customer relationship management. In the area of brand management, you will be given tools with which you can establish and position brands. In this way you are able to develop your own concepts for brand development and collection design that serve the sale of fashionable products from a sustainable perspective.

Coordinated with this, the second practical project enables the basic knowledge of the previous semester to be applied comprehensively in the area of production and collection planning and to learn and take on managerial responsibility when carrying out the project in groups.

The skills of the fourth semester in detail:

Develop & Design / DD VI / Project Collection

Represent & Communicate / RC II / Business Communication

Represent & Communicate / RC III / Sales Management

Market & Manage / MM IV / Brand Management

Supply Chain / SS III / Retail Management

2.5 5. SEMESTER

The fifth semester is a practical semester in which you understand economic and creative tasks in professional practice with the help of the theoretical and practical knowledge you have acquired and solve them in an application-oriented manner. You will also expand your social skills in the professional environment, get to know decision-making criteria and the need to make rationally based, goal-oriented decisions. In real companies you work constructively and critically on real problems. You will deepen your knowledge of operational management processes and acquire essential knowledge in selected areas of corporate communication. After the internship you can use your

Classify skills in the processes along the textile value chain and thus identify their strengths and weaknesses in the various areas of competence and deal with these continuously during the remainder of the course and also after graduation.

2.6 6. SEMESTER

In the sixth semester, the skills you have acquired so far are supplemented by the macro-environment perspective. The overall overview of the textile value chain is expanded to include the legal and international perspective, as well as the perspective of technological developments. At the same time, the meaning and functionality of corporate communication is conveyed so that you are able to initiate and shape developments for and by companies in the future environment.

The modules of the sixth semester offer a completely coordinated view of the largely globalized industry and enable you to master almost all tasks with an international dimension. You are able to strengthen existing brands with the help of appropriate methods and instruments as well as to bring and position existing and new brands on the global market. This also forms the basis for the third project with a focus on brand management.

The skills of the sixth semester in detail:

Develop & Design / DD VII / Innovative Technologies & Materials

Represent & Communicate / RC IV / CSR

Market & Manage / MM V / International Management

Market & Manage / MM VII / Brand Project

Business Administration / B IV / Law

2.7 7. SEMESTER

The seventh semester rounds off the course with a few modules according to competencies that prepare you for your further career in the management of companies or in acquiring and deepening scientific activities in your field. You will get to know management techniques as well as the basics of personnel management. A special focus is on enabling you to learn lifelong and to always deal with current topics that (could) affect your area of expertise and as a competent change manager, to be able to face these challenges in the corporate context.

The semester ends with the preparation of the bachelor thesis, in which you can prove your acquired knowledge in a research and project work of a higher degree of complexity. The thesis consists of a written concept. It must show that you are capable of independent work.

The competencies of the seventh semester in detail:

Discover & Explain / DE III / Scientific work

Discover & Explain / DE IV / Transformation Processes

Explore & Discuss / ED III / Fashion Studies & Research

Business Administration / B V / Leadership & Human Resources

Bachelor degree / BA / Bachelor thesis and colloquium

3 CURRICULUM

3.1 OVERVIEW

1. SEMESTER	
CREATE & CONNECT	- CREATIVITY & DESIGN
DEVELOP & DESIGN	- VISUAL COMMUNICATION - TEXTILE TECHNOLOGY
DISCOVER & EXPLAIN	- FASHION AND CULTURAL HISTORY
MARKET & MANAGE	- FASHION MARKETING
BUSINESS ADMINISTRATION	- ECONOMICS
2. SEMESTER	
DISCOVER & EXPLAIN	- FASHION SOCIOLOGY
EXPLORE & DISCUSS	- SUSTAINABILITY - MARKET RESEARCH & STATISTICS
MARKET & MANAGE	- FASHION ENTREPRENEURSHIP
SUPPLY CHAIN	- PRODUCTION & LOGISTICS
BUSINESS ADMINISTRATION	- FINANCIAL MANAGEMENT
3. SEMESTER	
CREATE & CONNECT	- CREATIVE PROCESS & PROJECT MANAGEMENT
DEVELOP & DESIGN	- PRODUCT MANAGEMENT
REPRESENT & COMMUNICATE	- FASHION COMMUNICATION
MARKET & MANAGE	- COST
SUPPLY CHAIN	- SOURCING & BUYING
BUSINESS ADMINISTRATION	- PROJECT BUSINESS PLAN
4. SEMESTER	
DEVELOP & DESIGN	- PROJECT COLLECTION
REPRESENT & COMMUNICATE	- BUSINESS COMMUNICATION - SALES MANAGEMENT
MARKET & MANAGE	- BRAND MANAGEMENT
SUPPLY CHAIN	- RETAIL MANAGEMENT

5. SEMESTER

INTERNSHIP SEMESTER	- INTERNSHIP AND PRESENTATION
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6. SEMESTER

DEVELOP & DESIGN	- INNOVATIVE PRODUCTS
REPRESENT & COMMUNICATE	- CSR
MARKET & MANAGE	- INTERNATIONAL MANAGEMENT - PROJECT BRAND
BUSINESS ADMINISTRATION	- LAW

7. SEMESTER

DISCOVER & EXPLAIN	- ACADEMIC RESEARCH - TRANSFORMATION PROCESS
EXPLORE & DISCUSS	- FASHION STUDIES & RESEARCH
BUSINESS ADMINISTRATION	- LEADERSHIP & HR
BACHELOR DEGREE	- FINAL THESIS AND COLLOQUIUM