
FASHION SYSTEM in Spring 2019 (CM5013)

Course Code	CM5013	Professor(s)	Kate-yue Zhang, Madeleine Czigler
Prerequisites	None	Office Number	G-402
Class Schedule	W: 10:35-13:30 in G-102	Office Hours	By appt.
Credits	4	Email	kzhang@aup.edu, mczigler@aup.edu
Semester	Spring 2019	Office Tel. Ext.	575

Course Description

Course Learning Outcomes

Demonstrate a clear understanding of the fashion business from branding, design and process through to manufacturing, operations and financial considerations
Understand the context in which the fashion business operates and exists
Develop the ability deploy basic management strategies and frameworks relevant to the fashion industry and other creative manufacturing industries
Produce a fashion management case study that demonstrates the above objectives in a professional brochure and visual presentation format

General Education

Course Outline

Fashion Systems: The Business of Fashion CM5013, G-102

January

Week 1

23 January - Prof. Czigler and Zhang

Both faculty

Period 2: Prof. Zhang

INTRODUCTION to the course with Professors Czigler and Zhang: explanation to the course as taught from two points of view.

Period 3: Czigler

Speaker: Patti Carpenter

Read Chapter 2: Global Fashion Supply Chain Management Sustainability

Week 2

30 January - Prof. Czigler and Zhang

Both faculty

Period 2: Prof Zhang

CASE

Period 3: Prof. Czigler

Textiles

CASE: Group Assignment

Read: Chapter 4 - Global Materials Industry

Read: Fashion's World Cities, Beward and Gilbert: Chapter of Paris.

Chapter 1 of the Business of Fashion: Historical Perspective of the Fashion Industry.

February

Week 3

Wednesday 6 February - Prof. Czigler

Historical Perspectives of the Fashion Industry

Period 3: Special Topic: THE FASHION SYSTEMS OF CITIES

Understanding cultural, economic, geographic factors which weigh in to make a city an important fashion center.

Week 4

Wednesday 13 February - Prof. Czigler

Field Trip - Premiere Vision: Textile Fair at Villepinte

Write a report on the field trip for next week

Read - Chapter 5: Fashion Brands and Company organization - BOF - How to Build a Fashion Brand

Read - Chapter 7: Creating a Fashion Brand

Week 5

Wednesday 20 February - Prof. Czigler

Creating a fashion brand and company organization

Read - Chapter 3: Business & Legal Framework of Companies in the Fashion Industry

Week 6

Wednesday 27 February - Prof. Czigler and Zhang

Both faculty

Period 2: Prof. Zhang

CASE: EU Design's Rise in the Apparel and Fashion Industry: Formalizing Management and Incentive Systems

(Case relates to Chapter 4, so please be sure to review this chapter.)

ARTICLE: Introduction to Cost Accounting Systems (Part I)

Read - Chapter 9: Creating a Fashion Brand: Research

Period 3: Prof. Czigler

Field trip or speaker

March

Week 7

Wednesday 6 March

SPRING BREAK - NO CLASSES

Week 8

Wednesday 13 March

SPRING BREAK - NO CLASSES

Week 9

Wednesday 20 March - Prof. Czigler

CASE: Coco Chanel: Creating Fashion for the Modern Woman (A) - Group TBA

CASE: Hermès Paris - Group TBA

CASE: Louis Vuitton Moët Hennessy: Expanding Brand Dominance in Asia - Group TBA

Chapter 8: Design Development and Style selections

Speaker

Week 10

Wednesday 27 March - Prof. Czigler and Zhang

Both faculty

Period 2: Prof. Zhang

CASE: MJINI - Understanding the Urban Youth Market (Group Assignments)

ARTICLE: Introduction to Cost Accounting Systems (Part II)

Read - Chapter 9: Marketing Fashion Brands

Period 3: Prof. Czigler

Youth Market

April

Week 11

Wednesday 3 April - Prof. Zhang

Read - Chapter 10: Preproduction Process

Read- Chapter 11: Production Process

Week 12

Wednesday 10 April - Prof. Zhang

CASE: Veja Sneakers with a Conscience

Chapter 11: Sourcing and Production Centers

Week 13

Wednesday 17 April - Prof. Zhang

Read chapter 13: Distribution and Retailing

Week 14

Wednesday 24 April - Prof. Zhang

CASE: Zara Fast Fashion (& Spreadsheet)

ARTICLE: Principles of Pricing

May

Week 15

Wednesday 1 May

HOLIDAY - NO CLASSES

Week 16

Wednesday 8 May - Prof. Czigler & Zhang

Both faculty

Final Project Atelier

Course Review

Textbooks

Title	Author	Publisher	ISBN	Required
BUSINESS OF FASHION DESIGNING, MANUFACTURING, & MARKETING, 5TH ED	BURNS, MULLET & BRYANT	BLOOMSBURY	9781501315282	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Other
