

## Fashion Management Program

### Introduction

Fashion Management is a collaborative efforts between BINUS UNIVERSITY INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN is currently one of the fastest-growing regions in the world; and with that rapid growth, we see a need for skilled professionals who are able to solve problems through design.

To support effective teaching and learning activities, BINUS UNIVERSITY INTERNATIONAL provides excellent studio facilities, including garment production workrooms, a textile experiment room (batik, woven and knitting), computer labs, and a photographic studio.

The university collaborates with Northumbria University, Newcastle upon Tyne, UK, not only to enhance the quality of BINUS UNIVERSITY INTERNATIONAL Fashion Management program, but also to provide a double-degree program.

Upon successfully completion of four years of study, graduates will obtain a *Sarjana Desain (S.Ds.)* and a Bachelor Degree of Fashion Management with Honours (BA-Hons).

### Vision

To become an international product design program, providing a creative study environment in order to keep relevant with the changing needs of global industry and society.

### Mission

1. Prepare future creative leaders in the area of product design through innovation, with a combination of commercial feasibility.
2. Provide graduates with entrepreneurial skill and professionalism towards global workplace.
3. Develop local resources to improve the life quality of Indonesian and the international community.

### Program Objectives

The objectives of the Fashion Management program are:

1. To provide graduates with contextual knowledge and technical skills in order to formulate fashion management solutions responsive to industry.
2. To equip graduates with skills to utilize ICT applications and services required in the global fashion industry.
3. To equip graduates with effective communication skills.
4. To provide graduates with entrepreneurship skills and professional ethics to become socially aware and responsible fashion professionals.
5. To enhance graduates' capability in generating creative and innovative ideas within the fashion industry.

### Student Outcomes

Upon successful completion of this four-year program, students are expected to be able to:

1. Demonstrate and apply the understanding of theoretical design concepts, history, culture, and contemporary issues in fashion industry,
2. Apply appropriate skills for ready-to-wear fashion production in pattern making, sewing, and fabric manipulation techniques while considering aspects of aesthetics, efficiency, and effectiveness,
3. Utilise relevant information technology and communication tools in adherence to work needs,
4. Apply ethical and professional values in fashion,
5. Apply concepts of management for business in fashion, develop marketing and promotional strategies, as well as to work collaboratively with good communication skills
6. Identify problems in design and propose relevant, creative and innovative design solutions through research-based design approach and evaluate product quality in relation to consumer, ergonomical, and environmental perspectives.

### Prospective Career of Graduates

A wide range of career opportunities in the fashion industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with industry.

The Fashion Management program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them to cope with the demands of the work environment. In addition, a series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

In the Fashion Management stream where students focus on the knowledge of fashion business strategy and promotion, the graduates will be able to develop both creative products and business management skills. They will also be prepared to work in the retail industry, fashion trend forecasting consultancies, trend research companies, and media, advertising or public relations. BINUS UNIVERSITY INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com)

### Award/Degree

- *Sarjana Desain* from BINUS UNIVERSITY and Bachelor of Fashion Management with Honours (BA-Hons) from Northumbria University, Newcastle upon Tyne, UK

## Major and Streaming

Streaming	Degree				Partner
	Single	Title	Double	Title	
Fashion Management (3+1 NU)			√	S.Ds. & BA (Hons)	Northumbria
Fashion Management (Dual Award)			√	S.Ds. & BA (Hons)	Northumbria

- Title: S.Ds. (*Sarjana Desain*)
- BA (*Bachelor of Arts (Honours)*)

### ***Fashion Management***

Fashion Management embraces both management skills and creative skills to grasp the creative industry of fashion, and equips graduates with creative expertise as well as business knowledge. Promotion, branding, visual communication skills, and product development are the main subjects to be developed in terms of preparing qualified and professional experts for the fashion industry. The Fashion Management stream enables students to have the ability to analyze market needs and forecast the trends in order to develop fashion products and services as well as to design a business strategy.

### **Teaching, Learning, and Assessment Strategy**

The teaching and learning processes are conducted through lectures, tutorials, problem-based learning, study trips, guest lecturing from the industry, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a teaching assistant, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as a production workroom, fabric lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activities.

There will be no examinations for most courses. However, all course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, reflective practice, peer assessment and thesis/final project report. The feedback of the assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work, portfolio, and the written report must be submitted in Year 4 (semester 8).

## Study Completion Requirements

To complete a major in Fashion Management at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 scu's of academic credits.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	FASH6143040	History and Introduction to Fashion Studies	3	20	
	FASH6144040	Drafting	6		
	FASH6145040	Fashion Illustration	6		
	ENGL6171040	Academic English I	3		
	<b>Pancasila Courses*</b>				
	CHAR6013040	Character Building: <i>Pancasila</i>	2		
	CHAR6039040	Pancasila and Indonesian Culture	2		
2	FASH6146040	Contemporary Fashion	3	20	
	FASH6147040	Draping	6		
	FASH6148040	CAD in Fashion	6		
	ENGL6172040	Academic English II	3		
	ENTR6091005	Project Hatchery	2		
3	FASH6149040	Sewing	6	20	
	FASH6016040	Fashion Textile I	3		
	FASH6180040	Fashion Trend Forecasting	2		
	FASH6168040	Global Design Contexts	2		
	FASH6175040	Fashion Marketing I	5		
	FASH6166040	Creative Design Research Skills	2		
4	FASH6120040	Fashion Marketing II	5	17	
	FASH6176040	Fashion Retail Management I	2		
	FASH6013040	Design Realization and Promotion I	4		
	FASH6154040	Digital Fashion Branding	2		
	CHAR6014040	Character Building: <i>Kewarganegaraan</i>	2		
	LANG6027040	Indonesian	2		
5	FASH6169040	Entrepreneurship for Fashion	3	19	
	FASH6027040	Design Realization and Promotion II	4		
	FASH6123040	Fashion Retail Management II	3		
	FASH6152040	Sustainable Fashion	3		
	FASH6171040	Fashion Textile II	2		
	CHAR6015040	Character Building: <i>Agama</i>	2		
	FASH6179040	Global Design Concepts	2		
6	<b>Enrichment Program I</b>		20	20	
7	FASH6153040	Fashion Research Exposure	5	14	
	FASH6172040	Global Design Perspectives	6		
	FASH6173040	Critical Reflection	3		
8	FASH6034040	Fashion Portfolio	4	16	
	FASH6174040	Advanced Creative Practice	6		
	FASH6129040	Final Project	6		
			<b>TOTAL CREDITS 146 SCU</b>		

\*) For **CB: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students.

### Enrichment Track Scheme

Track	Semester 6					
	I	RS	ENTR	CD	SA	IS
1	v					
2			v			
3					v	

#### Notes:

- I : Certified Internship  
 RS : Certified Research  
 ENTR : Certified Entrepreneurship  
 CD : Certified Community Development  
 SA : Certified Study Abroad  
 IS : Certified Program's specific needs

### Enrichment Certified Internship Track

Code	Course Name	SCU	Total
FASH6077040	Industry Experience	8	20
FASH6178040	Fashion Applied Skills	8	
FASH6078040	Reflective Practices	4	

### Enrichment Certified Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6092040	Business Model Innovation	8	20
ENTR6588040	Product and Service Development	8	
ENTR6097040	Managing Teams and Cultures	4	

### Enrichment Certified Study Abroad Track

Group	Course	Scu	Total
GLOB6085040	Elective Course for Study Abroad 1	4	20
GLOB6086040	Elective Course for Study Abroad 2	4	
GLOB6087040	Elective Course for Study Abroad 3	4	
GLOB6088040	Elective Course for Study Abroad 4	4	
GLOB6089040	Elective Course for Study Abroad 5	4	
GLOB6043040	Elective Course for Study Abroad 1	2	
GLOB6044040	Elective Course for Study Abroad 2	2	
GLOB6117040	Elective Course for Study Abroad 3	2	
GLOB6046040	Elective Course for Study Abroad 4	2	
GLOB6047040	Elective Course for Study Abroad 5	2	
GLOB6048040	Elective Course for Study Abroad 6	2	

GLOB6049040	Elective Course for Study Abroad 7	2
GLOB6050040	Elective Course for Study Abroad 8	2
GLOB6051040	Elective Course for Study Abroad 9	2
GLOB6052040	Elective Course for Study Abroad 10	2
GLOB6241040	Elective Course for Study Abroad 1	3
GLOB6242040	Elective Course for Study Abroad 2	3
GLOB6243040	Elective Course for Study Abroad 3	3
GLOB6075040	Elective Course for Study Abroad 4	3
GLOB6076040	Elective Course for Study Abroad 5	3
GLOB6260040	Elective Course for Study Abroad 6	3
GLOB6261040	Elective Course for Study Abroad 7	3

### The Table of Prerequisite for Fashion Management Program

Subject		SCU	Smt	Pre-requisites		SCU	Smt
FASH6034040	Fashion Portfolio	4	8	FASH6153040	Fashion Research Exposure	5	7
FASH6129040	Final Project	6	8	FASH6153040	Fashion Research Exposure	5	7
FASH6120040	Fashion Marketing II	5	4	FASH6067040	Fashion Marketing I	5	3
FASH6027040	Design Realization and Promotion II	4	5	FASH6013040	Design Realization and Promotion I	4	4

Student should pass all of these quality control courses as listed below:

No	Course Code	Course Name	Minimal Passing Grade
1	CHAR6013040	Character Building: <i>Pancasila</i>	B
2	FASH6169040	Entrepreneurship for Fashion	C
3	FASH6144040	Drafting	C
4	FASH6016040	Fashion Textile I	C
5	FASH6146040	Contemporary Fashion	C
6	FASH6073040	Fashion Marketing II	C
7	FASH6027040	Design Realization and Promotion II	C