

## Fashion Management Program

### Introduction

BINUS Northumbria School of Design (BNSD) is a concept resulting from intense 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. Demonstrate skills for working collaboratively and communicating effectively,
6. Apply concepts of management for business in fashion including the development of marketing and promotional strategies,
7. Evaluate product quality in relation to consumer, ergonomical, and environmental perspectives,
8. Identify problems in design and propose relevant, creative and innovative design solutions through research-based design approach.

## 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    |    |    |    |

#### 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   |       |

### 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                     |