

USII14 - Management of Innovation in Fashion

Présentation

Prérequis

- Bachelor's Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Fashion Management

Objectifs pédagogiques

- To provide a background and understanding of management/challenges of the Fashion and Creativity industry, linked to innovation
- To identify and analyse management strategies
- To assess and understand trends

Programme

Contenu

This module gives an in-depth understanding of the innovation process at the heart of the Fashion industry, one of the most challenging sectors. A zoom in the **textiles innovation management and technology** will showcase what to know about new textiles, new goals through recent transformations, sustainable Fashion

Modalités de validation

- Contrôle continu
- Projet(s)

Mis à jour le 28-02-2025



Code : USII14

Unité spécifique de type cours

3 crédits

Responsabilité nationale :

EPN15 - Stratégies / Jean-Michel RAICOVITCH

Contact national :

EPN 15 Stratégies - IIM

2 rue conté

75003 Paris

01 40 27 26 36

Emmanuelle Rochefort

emmanuelle.rochefort@lecnam.net