

USII18 - Fashion on site

Présentation

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

Compétences

- 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

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Programme

Contenu

This exclusive program, based on meetings and interviews, is spread over 3 Fashion places: Paris, Lyon and Cholet.

It offers regular visits to Fashion and Design shops, meetings with Fashion Directors & Designers in Fashion companies, exhibitions with Museum Curators.

Modalités de validation

- Mémoire

Valide le 04-07-2022



Code : USII18

Unité spécifique de type cours

3 crédits

Responsabilité nationale :

EPN15 - Stratégies / 1

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