

Faculty of Architecture
Department of Arts
Professional area: Visual Arts
Specialty: Fashion Design
Educational and qualification degree: Bachelor

LECTURE COURSE DESCRIPTION

- 1. Course unit title:** Fashion management
- 2. Course unit code:** MAN1067
- 3. Type of the course unit:** elective
- 4. Level:** Bachelor
- 5. Year of study when the component is delivered:** third
- 6. Semester:** fifth
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer(s):** Assoc. Prof. Aleksandra Parashkevova, PhD, Assoc. Prof. Kapka Manasieva, PhD
- 9. Learning outcomes:** Introducing to the principles of fashion management, how the industry works and its role. The task of the discipline is to provide a brief and clear explanation of the fashion industry, the principles of fashion business and the key functions of the value creation process in fashion organizations.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** knowledge of fashion
- 12. Course content:** Fashion business; forecasting and trends; principles of management; marketing and communications;. entrepreneurship and management.
- 13. Recommended or required reading and other learning resources/tools:**
 - [unclear], [unclear], [unclear], [unclear], [unclear] : [unclear] [unclear], 2013 . - 170 . : [unclear] . . ; 21 [unclear], ISBN 978-954-715-495-7
 - [unclear], [unclear] – [unclear], [unclear], [unclear], 2012 .
 - Dilan, S.,The Fundamentals of Fashion Management, 2011
- 14. Planned learning activities and teaching methods:** seminars, course projects, out-of-class workload, contact hours
- 15. Assessment methods and criteria:** The exam is written and is held at the end of the semester. Students present one course project, according to the content of the course. The exam forms 50% of the mark, and the remaining 50% is formed by the assessment of the course project.
- 16. Language of instruction:** Bulgarian