

Ideas for Business Related Assignments

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1. Level	UG
2. Pre-requisite knowledge required by educators	C. Some knowledge of discipline required
3. Pre-requisite knowledge required by students	B. General knowledge of the textiles and garment industry required
4. Number of students	Any number
5. Length of time required	Adjustable
6. Type of activity	Group work, Ideas for projects, assignments and briefs, Research related
7. Discipline	Business, Cross-curricular
8. Topics covered	Companies, Corporate social responsibility, Fair trade, Ethical initiatives / brands, Working conditions



We hope the following briefs will give you some food for thought when planning business assignments for your students.

'SUSTAINABLE DRESS' CAPSULE COLLECTION

As a group of four assistant fashion buyers at a high street chain (instructor to specify company), you are asked to put together a capsule collection of 'sustainable' dresses for high summer. A 1,500-word report must be compiled which is ordered, credible and convincing. Your report must detail the rationale behind your concept reflecting on range-building, mood boards, a range plan including budgets, supply source, and a buying plan including a promotional calendar with launch date, phasing and mark-down strategy. The assignment culminates in a 'selection meeting' using real samples and 'mock-up' garments to portray your range for discussion and debate. You must present your rationale for the range, showing the underpinning knowledge gained throughout the term. In essence, through cross-examination, students must justify why they believe the collection will be successful.

Contributed by: Chloe Mason for the Fashion Buying Unit of the BA (Hons) Fashion Management (Buying and Merchandising Pathway).
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FAIR TRADE CAPSULE COLLECTION

In this group project, you are to work as a team of retail consultants who have been asked by a high street company (instructor to specify company) to plan and deliver a 'fair trade' capsule collection with 10% of the profits donated to Oxfam (a development charity) to support fair trade ventures. In order to do this you will deliver a 2,500–3,000 word document comprising a feasibility study to explore the market potential, a 'Stock Package' and range outline detailing the collection's minimum credible offer with ideas for the store environment and visual displays to encourage maximum sell through. Contributed by: Chloe Mason for the Fashion Buying Unit of the BA (Hons) Fashion Management (Buying and Merchandising Pathway).
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DEBATE THE IMPORTANCE AND PRACTICALITIES OF A FASHION RETAILER ACTING IN AN ETHICAL, ENVIRONMENTAL OR CORPORATELY RESPONSIBLE MANNER WITHIN THEIR SUPPLY CHAIN

Students will need to demonstrate that they understand:

- *The topic and its breadth including the different types of ethical and environmental behaviour.*
- *That issues exist all along the supply chain and not just at point of manufacture.*
- *That supply chain best practice, e.g. low cost and speed, potentially contradicts ethical, environmental and corporate responsible behaviour and can make it more difficult to identify problems in the supply chain.*
- *How head office practices and policies may force suppliers to behave in certain ways.*

Assignment set for Merchandise Management programme at University of Westminster.

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IDENTIFY THROUGH RESEARCH ONE COMPANY THAT APPEARS TO BE OPERATING AS AN ETHICAL, ENVIRONMENTAL AND CORPORATELY RESPONSIBLE RETAILER AND ONE COMPANY THAT DOES NOT

Give evidence for why you believe them to be ethical or not. Identify and compare the strategies of each company. Discuss the implications of both strategies and what the consequences of them hold for the future of each company.

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This is an excerpt from:

Sustainable Fashion: A Handbook for Educators

Edited by Liz Parker on behalf of Fashioning an Ethical Industry, UK, and Marsha A. Dickson on behalf of Educators for Socially Responsible Apparel Business, USA.

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