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| MA FASHION BUSINESS MANAGEMENT  ORIENTATION TIMETABLE |
| COURSE LEADER - VIRGINIA GROSE / HEAD OF SCHOOL – GREGORY SPORTONWELCOME Dear Students    Congratulations on being accepted onto the MA Fashion Business Management. My colleagues and I look forward to working with you and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.    On the attached pages, you will find details of your time with us at the start of the year.  During Orientation week, we will go through the course programme with you in detail.  We have arranged a number of activities to help you settle in and prepare  for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled learning weeks.  We have also included a short list of books and other resources that will help you to get a good start in your studies, pre-arrival, as well as a note on equipment and materials. If you are extra keen, don’t worry, there will be plenty more later when you arrive!  If you have any queries, please do not hesitate to contact me at the email address below.  *However –please note I will be away on vacation from August 23rd Until September 10th.*  Best wishes and welcome to University life.  We look forward to seeing you in September on the 19TH for enrolment and Orientation.  Teaching Starts week commencing 23rd September |
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| **READING LIST**  This text book provides a very good overview of the fashion business  The Business of Fashion  -Kathy Mullett, Nancy Bryant, Leslie Burns  books linked to modules see below:  Contemporary Issues and The Business of Fashion  To Die For: Is Fashion Wearing Out the World? - Lucy Siegle  Luxury Online: Styles, Systems, Strategies: Styles, Strategies, Systems by Uché Okonkwo  [The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands](http://www.amazon.co.uk/Luxury-Strategy-Break-Marketing-Brands/dp/0749454776/ref=pd_bxgy_b_text_b) by Jean-Noël Kapferer  The New Rules of Retail: Competing in the World's Toughest Marketplace by [Robin Lewis](https://www.amazon.com/Robin-Lewis/e/B004ANLIKY/ref=dp_byline_cont_book_1)  Basics of Fashion Management –Concept to Customer-Virginia Grose 2011 AVA Publishers    **Marketing**  Strategic Fashion Marketing by Harriet Posner (2015)  Fundamentals of Digital Fashion Marketing by Clare Harris (2016)  Mastering Fashion Marketing by Tim Jackson & David Shaw 2009    **Creative Teams -Innovation**  Fashion Makers, Fashion Shapers: The Essential Guide to Fashion by Those in the Know 1st Paperback Edition Edition by [Anne-Celine Jaeger](https://www.amazon.com/Anne-Celine-Jaeger/e/B001ILI9OE/ref=dp_byline_cont_book_1)  Collins, James, (2001) Good to Great  Fashion Forecasting – Evelyn L Brannon  The Trend Forecasters Handbook – Paul Raymond  Entrepreneurship and Small Business  Start-up, Growth and Maturity -[Paul Burns](https://he.palgrave.com/authors/author-detail/Paul-Burns/10180)    **Supply Chain**  The Global Shift by Peter Dicken  A practical Guide to Sustainable Fashion –Alson Gwilt  Slow Fashion Aesthetics meets Ethics by Safia Minney  Fashion Logistics Insights into the Retail Supply Chain by John Fernie and David Grant  Fashion Retail Buying &Merchandising  Mastering Fashion Buying& Merchandising –Jackson &Shaw  Fashion Merchandising –James Clark  International Retailing –Nicholas Alexander  Re- engineering Retail-Selling in a Post Digital World - Doug Stephens    **Strategy**  Exploring Strategy Text & Cases 10th Revised edition by Johnson, Gerry, Whittington, Richard, Angwin, Duncan, Regner (2014)  Entrepreneurship  Fashion Entrepreneurship: Retail Business Planning 2nd Edition  by [Michele M. Granger](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&text=Michele+M.+Granger&search-alias=books&field-author=Michele+M.+Granger&sort=relevancerank) ,[Tina M. Sterling](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&text=Tina+M.+Sterling&search-alias=books&field-author=Tina+M.+Sterling&sort=relevancerank)  Study Skills & Research- N.B these are ALL great Pre -Course Reading …  Research Methods  *\*\*\*\*\*\*Davies. M Study Skills for International Post Graduates –Palgrave Macmillan \*\*\*\*\**  Cottrell, S Critical Thinking Skills-Developing Effective Analysis and Argument 2nd edition Palgrave Macmillan  Davies, M Study Skills for International Postgraduates  Cottrell,S. The Study Skills Handbook and Cite Them Right Back-Palgrave Macmillan  *N.B As with all text books –please try to obtain or read the most up to date versions you can also find good second hand copies –this list contains books which are not all on core curriculum reading lists but which give some good all round reading for you* |