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| MA FASHION BUSINESS MANAGEMENT ORIENTATION TIMETABLE |
| COURSE LEADER - VIRGINIA GROSE / HEAD OF SCHOOL – GREGORY SPORTONWELCOMEDear 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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| **Date/Time** | **Event** | **Location** |
| **Wednesday 18th September 11am - 4pm**  | **Arrivals Fair (optional event)** | **Harrow CampusHA1 3TP** |
| **Thursday 19th September 11-11.30am** |  **Welcome Meeting** | **Harrow Auditorium** |
| **19th September** **11.45am** |  **Enrolment** |  **The Forum - Harrow**  |
|  **19th September** **2-4pm** | **Introduction to the MAFBM****Virginia Grose & Caroline Curtis** | **A1.04** **Harrow** |
| **Tuesday 24th September 10am-4pm** | **MAFBM Orientation** **Workshop** | **A1.04** |

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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 SiegleLuxury 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%3Dpd_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%3Ddp_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%3Ddp_byline_cont_book_1) Collins, James, (2001) Good to Great Fashion Forecasting – Evelyn L BrannonThe Trend Forecasters Handbook – Paul Raymond Entrepreneurship and Small BusinessStart-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 MinneyFashion Logistics Insights into the Retail Supply Chain by John Fernie and David Grant Fashion Retail Buying &MerchandisingMastering Fashion Buying& Merchandising –Jackson &ShawFashion 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)EntrepreneurshipFashion Entrepreneurship: Retail Business Planning 2nd Editionby [Michele M. Granger](https://www.amazon.com/s/ref%3Ddp_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%3Ddp_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 MacmillanDavies, 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* |