

MA Fashion Management

Induction/Welcome Week



Welcome to Birmingham City University.

With around 24,000 students from 80 countries, Birmingham City University is a large and diverse place to study. We put students at the heart of everything we do, giving you the best opportunities for future success.

Welcome week will focus on three main areas to quickly get you settled into your life at BCU. Firstly an introduction to the team and your fellow students. Secondly, a light warm up to lightly introduce you into your studies at BCU.

1

INTRODUCTIONS

Getting to know us and us getting to know you.

2

WARM UP TASK

Creating a Wordpress Blogging website.

3

INSTAGRAM

[HTTPS://
WWW.INSTAGRAM.COM/
MAFASHIONMANAGEMENT/](https://www.instagram.com/MAFASHIONMANAGEMENT/)



Supply Chain Management

Getting the right product in the right place, at



the right price, at the right time.

Ethics and Sustainability



A global challenge for the Textile, Clothing and Fashion Industries.

Finally, we would like you to share 5-10 your Instagram photos.

Warm up Task

One of your modules will focus on the Global Fashion Industry. To get you thinking about the Global Fashion Industry, we would like you to investigate what are the current key issues facing the fashion industry today.

We would like you to produce a Reflective Journal that can be produced in a digital format on the Wordpress blogging website. (THE BLOG SITE IS FREE, SO PLEASE DO NOT PAY FOR A SUBSCRIPTION) Your blog will demonstrate your knowledge of environmental impacts and ethical issues within the fashion industry. Your Reflective Journal will investigate the barriers towards establishing sustainability within a global market and also reflect on the current ethical debates.

The outcome of the Online written blog post should be creative, professional, compelling, relevant and appropriate for the correct target audience. Each student from the course after completing their individual written blog posts will add each other so that we can all share in your investigations and findings.



“The Business of Fashion at Birmingham City University”

To give you an idea of what a personal blogging website looks like. You can initially look at the one I have created for the MA Fashion Management Course. It can be viewed via clicking on the following link. <https://thebusinessoffashionatbcu.wordpress.com/> A blog is an online diary or journal located on a website. The content of a blog typically includes text, pictures, videos. A blog can exist merely for personal use or for sharing with a group of people that share a common interest. It's all good fun, so let's get investigating the fashion industry and don't forget to share what you find.

INSTAGRAM CHALLENGE

We would like to see what interests you most about the business of fashion. This could involve travel to fashion destinations/trade shows or how you engage with the world of fashion. So in this exercise we would like you to use our instagram hashtag and post 5-10 pictures showing us where you have been traveling and what you have been doing relating to fashion, or even better if you have been working in the fashion industry we would love to see your instagram posts.

#BCULUXURYFASHION

