



## Programrapport (Programme report)

<b>Programmets namn</b> (Name of programme): Master in Textilt Management (1 Year)	<b>Ladokkod:</b> AMATM
<b>Antal högskolepoäng</b> (Total ECTS credits): 60 HP	<b>Årskull</b> (Year of Admission): 2019
<b>Programansvarig</b> (Programme manager): Jenny Balkow (since Febr 2020, before this Hanna Wittrock och Olga Chkanikova)	

### ***Kommentar kring svarsfrekvens i studentvärderingen***

#### *Comments concerning response rate in study valuation*

In the admission 2019, nine students were admitted in the international round and four students in the national. In Spring 2020, all of these students were still registered. Seven have now finished their studies, which corresponds to a student flow (genomströmning) of 54%. The main reason for not fulfilling the programme is Fx on the thesis project. Apart from the thesis, three students have a minor assignment in one course each that they still need to supplement.

For the thesis project in period 4, an additional seven students were registered to the program. One transferred from the AMFMM program with admission in 2019, same as the students above, and this student has finished their study. Out of the remaining six students, one is on study leave. The rest have fulfilled all their studies but for the thesis project. Two were admitted 2016, the rest 2017. Four students come from AMSTV and one from AMFMM.

During the academic year 2019/20 the programme managers struggled to engage the students in program evaluations. Despite several different attempts to make the participate in programme meetings, the students did not show up. The pingpong evaluation was only filled in by 4 students (though this gives the remarkable response rate of 31%). The students that were registered only for the thesis course did not participate in the pingpong evaluation.

The Covid-19 situation presented an interesting opportunity. Since all ceremonies and EXIT was cancelled the programme managers of the Master programmes in Textile Management organized a digital event. Most of the students participated, and during this meeting we took the opportunity to show what changes we had made on the programs based on their comments in the pingpong survey, during course meetings and in personal meetings. Thus we were also able to collect the comments of the students on the suggested and already implemented improvements.

#### ***Analys av*** (*Analysis of*):

#### **Studenternas möjlighet till ansvar och delaktighet** (The opportunity for student liability and participation)

All courses but for the final thesis course are studied together with the master students of the two-year programmes. Although this means that the classes are somewhat larger in terms of number of students they were no more than altogether 50 students. Considering that the programme managers were presented as a tema and an active part of the teaching team in at least one course per period, the students had good opportunities to address and discuss challenges and opportunities throughout the programme.

The students have also had the opportunity to affect the programme through course evaluations that is part of this programme report.

The programme advisory board was unfortunately dissolved for various reasons which means in the academic year 2019/20 there has been no opportunities for students to meet with company representatives.

**Innehåll, undervisningsformer, examination och progression** (Contents, Forms of teaching, Examination and Progression)

The aim of the one-year program is to give the students a comprehensive overview of the textile field, suited for those with an education in for example marketing, management, logistics, supply chain, or design. The courses in the first year cover various stages of the textile value chain including concept development, idea and design, product development and innovation, supply chain management, fashion retail and branding as well as an introduction to the fashion system. In order to somewhat compensate for the varied background of the students, the students are divided into two different introductory courses. Students with a background in the textile industry or with previous education in textile material, are registered to a course that focuses on fundamentals in social sciences with focus on textile and fashion including fashion studies. Students with no previous experience in the field of textiles are registered to a course in fundamentals of textile material and production, which includes workshops in the laboratories of the Swedish School of Textiles.

Overall, the students seems to be satisfied with the courses. There are some concerns regarding the heterogeneity of pre-knowledge among students, which causes some students to feel that some courses are dramatically more challenging than others. The progression among courses was also commented on in the pingpong survey, suggesting that the project management and entrepreneurship course to come earlier so that they can apply the knowledge in the program and that the methodology course be later when they have received a better understanding of the field of study. The golden thread of sustainability is clearly visible to the students and much appreciated.

Many of the courses in the programme include group work, a topic that is often addressed by the students. Group work at university level is challenging, but in this program (as in real life) students come from very different backgrounds in terms of specialization (i.e. business administration, design, engineering etc), in terms of nationality but also in terms of how accustomed they are to work in group. As mentioned above, some students feel that they lack the tools to handle group work in an efficient and constructive way. There are also concerns that some of the group assignments are not valued in accordance with effort. They feel that it takes a lot of effort to make the group assignment and then it is only graded with passed/not passed. At the same time, the students seem to appreciate the importance of being able to work in these types of heterogeneous groups.

**Forskningsanknytning** (Integration of research)

The master programs in textile management provides the student with academic tools to manage fashion and textiles as a multidisciplinary and multifaceted phenomenon. A special emphasis is on sustainability and digitalization, which are important areas of research at the Swedish School of Textiles. The research includes for example the development of alternative business models, sustainable trade and distribution with safe and effective systems for textile value chains and product flows. In all three pingpong surveys, students express that the integration of research in the courses both on first year and second year is evident.

**Resurser** (Resources)

The teachers at the programme are either highly involved in research related to their courses and/or have professional experience related to the course contents, which is likely to be one of the reasons that students really feel a genuine integration of research in the courses. There are however some concerns raised that professionals are not integrated to the extent that they would like.

**Användbarhet och förberedelser för arbetslivet** (Usability and preparation for progression)

As mentioned above, the programme is a broadening master rather than a career degree which means that the career that the students will have after the programme is highly dependent on what their bachelor degree is. Thus for students with no prior experience in the fashion and textile industry, this programme is an opportunity to study the application of supply chain and fashion management in this industry. For students with a bachelor degree in design or fashion study, the programme offers an opportunity to change perspective and study textile and fashion as a product within a supply chain. Finally, for the students of textile engineering, the programme offers opportunities to broaden their understanding of fashion as a system or idea and management in general. All in all, the programme becomes a starting point for the students to develop an international network for their future career within Fashion and Textiles.

### **Övrigt** (*Other comments*)

In the survey and in conversations, the students raised concerns both regarding the involvement of the students but also the leadership of the programmes, especially in the occurrences of schedule changes and gradings coming in too late. Regarding student involvement, as expressed above, there are a lot to be done in terms of for example an Advisory board, but students this year were exceptionally unwilling to participate in the meetings that were set up. It is also important to note that there might be some misunderstandings concerning role of programme manager. The comments in the evaluation suggests that they expect the programme manager to be able to “control” the course managers in terms of schedules and examinations, though in reality this is the role of the director of studies. With this in mind, there are still room for improvements in terms of communication between teachers and programme managers.

It seems that we have fewer students at this programme than previous years. A full analysis of the conversion rates should be made in order to understand what it is that is failing, but it is also clear that there is a need to improve the marketing of the programme.

### **Eventuella förslag till förändringar** (*Suggested changes*)

The programme managers of the three master programmes in Textile Management have, in cooperation with the director of studies, initiated a rather long list of improvements. This was the outcome of the revision process for the program that was made in the academic year 2019/20, which will be finalized in Fall 2020. Since the three programmes are interlinked in the way that all students of all programmes have the same courses in period 1-3, any changes in this programme will affect the other programmes.

Changes that has already been implemented:

- The system of student representatives are reinstated as of Fall 2020
- The system with two different introductory courses has been replaced with one introductory course already for the academic year 2020/21. For admission 2021, this will be complemented with a parallel introductory course that gives student a stronger foundation in value chain management and fashion management. This change is to allow the two specialization courses, i.e. Fashion Retail Marketing and Sustainable Supply Chain Management, to focus more on depth in respective area. Hopefully this will address some of the concerns from students about the different levels of pre-knowledge in respective area and further support the progression of subject area into the second year of the two-year master programs.
- The programme syllabus for admission 2021 has been updated in order to better emphasize specialization. This will allow for the following opportunities
  - \* Digitalization has been added as a key word aside sustainability. In the new programme syllabuses, the prerequisites for the programmes have been adjusted
  - \* The aim of the new introductory course is also to introduce management earlier to support group work
  - \* The methodology course is, as suggested above, moved from period 1 to 2 in the new syllabus to enable the students to learn about the field first
  - \* The Business Strategy and Strategic Management now moved from period 3 to 2 as suggested by the students above.
- Starting in mid-Spring 2020, the programme managers of the master programmes in Textile management has met regularly with the director of studies to discuss the action plan for improvements of the programmes.
- The programme managers have started to use the collegial meetings to improve communication with the teachers.

Changes that are in progress

- The programme managers have initiated the effort to assembly new advisory boards. The aim is to have a first meeting in December.



