



International Sales Management – Fashion

education
design
management

Birk Centerpark 5
DK-7400 Herning
Tel. +45 97 12 70 22
Fax +45 97 12 32 56

teko@teko.dk
www.teko.dk

1st semester	2st semester	3st semester	4st semester
<p>Professional English 1</p> <p>Marketing Management (marketing, management, retail)</p> <p>Supply Chain Management (purchasing, logistics, quality)</p> <p>Design (work drawings, colour study, composition)</p> <p>Materials and products</p> <p>Test of Materials</p> <p>Culture and Industry (4-5 Lectures)</p>	<p>Professional English 1</p> <p>Marketing Management (marketing, management, retail)</p> <p>Supply Chain Management (purchasing, logistics, quality)</p> <p>Design (work drawings, colour study, composition)</p> <p>Materials and products</p> <p>Test of Materials</p> <p>Culture and Industry (4-5 Lectures)</p>	<p>Professional English 2</p> <p>Marketing Management 2</p> <p>Retail as a sales channel</p> <p>International Economics 1</p> <p>Business Economics 1</p> <p>Product Analysis</p> <p>Organisations and Management</p> <p>Entrepreneurship 1</p> <p>Navision</p> <p>Work Experience (4 weeks)</p> <p>Applied Marketing</p> <p>Line Exam</p>	<p>Professional English 3</p> <p>Sales Management</p> <p>Entrepreneurship</p> <p>International Economics 2</p> <p>International Marketing</p> <p>Study trip</p> <p>Exam on a Specially Studied Subject</p> <p>Final Thesis</p>
<p>Common Core Projects</p> <p>Dream Company Project</p> <p>Teambuilding (3 days)</p> <p>Product Development</p> <p>Information Retrieval Projekt</p> <p>Working Environment</p> <p>Design Profiling</p>	<p>Common Core Projects</p> <p>The History of Trends</p> <p>Materials and Products</p> <p>Value Chain Project</p> <p>Product Development</p> <p>Environment/Sustainability</p> <p>Study Trip</p> <p>First-Year Exam</p>		

Common Core Subjects 03

Professional English (Level 1)

This course trains both the oral and the writing skills of the students.

At the end of the course students will be able to write any basic type of business letter as well as memoranda and brief reports in English. Students will also be able to speak about relevant business matters and socialise in reasonably correct English using appropriate business terminology; furthermore, they will have received a basic knowledge of a selection of course-specific themes and English terminology in relation to these themes.

Marketing Management

The marketing management course focuses on 3 main areas:

- **Retail Management:**
 - The structure of international retail trade
 - Globalization and the importance of the value chain to the retail trade
 - The retail trade in future
 - The retail shop as a marketing and sales tool
- **Human Resource Management:**
 - From classic to new organisational structures
 - Human behaviour including behavioural theories
 - Groups/team development
 - Leadership or management/The different roles
 - The company's strategic map
 - Management in a constantly changing world
- **Marketing Management:**
 - How to apply theories and tools in the development and marketing of products and services in the consumer and business market
 - Understanding the role of marketing in the company's value chain.
 - Understanding the connection between the strategic, the tactical and the operational levels of marketing.

Working independently with and solving a real-life marketing/trade assignment via field research.

Supply Chain Management

This course focuses on choosing the right supplier with regard to quality, logistics and security of supplies.

Searching and evaluating suppliers as well as basic economics, logistics and quality are central elements. At the end of the course students will be able to calculate relevant key figures and to make an ABC analysis. They will get an all-round knowledge of supply chains in general and specific knowledge of the supply chain in the textile and apparel industries. During the course students will make 2-3 papers.

Design (Composition, Color study, Working Drawing)

Students should become able to communicate visually by means of drawing and make hand-made drawings of products. Students should become able to use and understand the use of a working drawing/sketch. They should become able to read proportions and measure a product.

Students should become able to understand and communicate with colours and form in terms of expression, mood and theme. They should acquire knowledge of basic colour systems as well as the symbolism and psychology of colours. Colours in relation to products and materials will also be studied.

Materials and Products

To provide students with knowledge about lifestyle products within clothing, furniture, interior decoration, shoes and leather goods as well as accessories.

Furthermore, students will acquire knowledge about the production processes, materials, and price/cost calculations; additionally, they will get a general introduction to the technologies used within the interior decoration and fashion industries.

Electives

will be announced one semester prior to start

Teambuilding (3 days)

The purpose of the Teambuilding Course is for you to become aware of how personal and interpersonal relations improve the study environment at TEKO and to make you focus on:

- Teamwork: Personal and group strengths and weaknesses in practical teamwork activities

- Networking with students across personal and course line boundaries
- Creating creative and unconventional types of learning and expression
- Contributing to a good social environment
- You will benefit most from the Teambuilding Course in an environment and in situations where you take an active part in the modules/themes available and thereby discover your strengths and weaknesses.

Culture and Industry

As part of the subject area called the Value System students will attend a series of lectures. Each of these lectures will deal with the development of the textile, apparel, and furniture industries.

The lectures are scheduled for the first and second semesters and are called Culture and Industry Lectures.

The purpose of this series of lectures is:

- That students acquire knowledge of the industries and their development
- That students acquire knowledge of commercial and cultural practices, and that they learn to understand the impact of cross-cultural differences on the way businesses are run nationally as well as internationally
- That students become able to participate freely in external and internal activities in a company and to work both nationally and internationally.

The lectures will cover the following main themes:

- How did the companies of the industry position themselves when the textile and apparel industry and later the furniture industry began outsourcing their activities to other parts of the world?
- How can we maintain and develop competences in Denmark in an increasingly globalised world?
- What requirements for competences and qualifications can be expected in future?
- What can be learnt from the experience gained so far?
- What must companies do to maintain and develop staff in future?
- Will globalisation and more free trade be a threat to industry – or an opportunity?
- What aspects should companies focus on to maintain or increase their market shares on export markets?
- What are the trends in the retail sector?

The lectures will discuss the above themes – as well as a number of others – and will provide part of students' input to the Value Chain Project, which is scheduled for the second semester.

Common Core Projects 05

Dream Company Project

This project will give students an introduction to TEKO and their course of study. They will work closely together with students from other lines and with students from their own class in a mix of project work, presentations, lectures, lessons, and days spent out of the college.

After this project they will have:

- their own personal plan for their course with their visions and goals for each semester;
- Knowledge of TEKO, our different lines, and speciality courses.
- Friends among classmates and students from other lines/speciality courses.
- a theoretical starting point for their course at TEKO

Materials and Products

The general purpose of this series of projects is to provide students with knowledge about lifestyle products within clothing, furniture, interior decoration, shoes and leather goods as well as accessories.

Furthermore, students will acquire knowledge about the production processes, materials, and price/cost calculations; additionally, they will get a general introduction to the technologies used within the interior decoration and fashion industries.

The theme consists of five projects distributed over the first two semesters. Each project contains specific elements and subjects related to the type of material and course of study chosen by the student.

Information Retrieval Project

This project gives students a basic understanding of the connection between relevant information and better decision-making in business.

The project enables students to manually collect, work up results and present information and statistical material in a coherent form.

Themes:

- Collecting information as a basis for better decisions
- Tracing data sources
- Collecting data in libraries, on the internet etc.
- Analysing and interpreting statistics/data (figures, indexes etc.)
- Presenting data from specific lines of business and firms.

Working Environment

This project focuses on the physical and mental working environment problems and how to work with and solve these problems.

Understanding central elements in the Danish Health and Safety at Work Act is a central part of the project, as well as the role of management in the establishment of a good mental working environment.

At the end of the project students will make a report.

Product Development

In the course of this project students will acquire knowledge of target groups and the relationship between target group, product, and marketing activities. On the basis of a photo students will be asked to define a target group in terms of quality, functionality, price, and marketing.

The project consists of workshops giving an introduction to working drawing, fashion design, and collage.

Design Profiling

This project gives students an introduction to design seen from an ethical, aesthetic, and commercial point of view.

During the project students will develop a prototype of a product. Students will learn to account for all the elements that constitute good design and to apply theories/processes that take the product from idea to finished product.

Environment/Sustainability

Purpose: To qualify the student to respect the environment in connection with the manufacturing process.

Objectives: To enable the student to understand the environmental impact of the design and manufacturing processes and to apply this knowledge in completing a specific assignment.

Content (main points):

- Lifecycles of textiles and clothing
- Danish and international environmental law
- sustainable production
- Cleaner technology

06

The History of Trends

This course covers 20th-century trends within fashion, design, architecture, and art related to trends in society.

The course consists of lectures as well as a group project in which students are required to visualise the trends of a specific 20th-century decade through a collage and a report followed by a presentation.

Value Chain Project

This project takes its starting point in the value chain philosophy and a series of lectures. It will prepare students for the exam project coming up at the end of the first year.

The project is based on a study of issues and processes in the value chain of a company chosen by the students and is to cover a wide range of subjects from the first and second semesters.

The project is made in a group and the final report is a synopsis including products, if any. The project is presented orally.

Relevant themes would be:

- Company description
- Target group
- Developing a collection
- Choice of materials
- Seeking out suppliers
- Marketing possibilities
- Marketing activities

Study Trip (2nd semester)

The purpose of this study trip is for students to study issues related to design, production or commerce in an environment outside TEK0.

In the course of the trip students will visit a number of different companies and/or trade fairs, experience the connection between their theoretical knowledge and company activities, and create networks to further their future career-building, train and test their language abilities, and experience different cultural environments.

Professional English (Level 2)

This course trains the oral as well as the writing skills of the students.

At the end of the course students will be able to write business letters as well as reports in English on a more advanced level. Students will also be able to speak about relevant business topics using a more varied vocabulary; requirements for grammatical correctness are gradually increased. Students are taught about cross-cultural issues and get an insight into the basics of negotiation in English. Finally, they acquire knowledge of political and social themes relevant for their future line of business.

Sales and Marketing

This subject has the following objectives:

Firstly, it is to provide students with a deeper knowledge of how the strategic goals in a company are implemented. Secondly, it is to provide students with a better understanding of the importance of cultural behaviour in international sales. Thirdly, this subject is to provide students with an understanding of global tendencies, and fourthly to teach them about Danish marketing law.

Central topics are:

- Analysing lines of business and competition
- Service products
- Price
- Distribution
- Promotion
- The marketing plan
- B2B
- Supplier relations
- E-commerce
- Danish law on marketing and competition

The Shop - A Sales Channel

By the end of the course students will see the shop in a sales-related context, where they are able to express the brand identity of the shop in accordance with the values and strategies of the company.

Secondly, students will have gained an understand-

ing of the relationship between the different functions in the shop and the optimisation of the set-up of the shop and its visual expression.

Central topics are:

- the functions and areas in the shop
- conceptual understanding and the shop as an experience
- event related elements
- displays and inventory
- lighting and dramatisation, atmosphere
- strategic display of goods etc.

Cross-Cultural Business Behaviour

This subject focuses on the importance of cultural diversity in international trade. As a result of the course, students are expected to become good international negotiators and business partners.

Central topics are:

- working with practical models to handle cultural diversity
- working with the connection between good communication with foreign business partners and the understanding and knowledge of cultural diversity
- using the knowledge of cultural diversity in negotiations
- using the knowledge of cultural diversity in the marketing process etc.

Negotiation

The purpose of this subject is first of all to qualify students for argumentation, and secondly to qualify students to manage negotiations in business.

Central themes are

- The structure of a negotiation and the individual phases
- The psychological elements of a negotiation
- Negotiation strategies
- Assertive communication
- Conflict solving

Organisations and Management

The purpose of this subject is to qualify students to act on and solve company issues in relation to es-

established corporate strategies. Understanding and analysing factors affecting a company's potential scope of action is essential.

The course involves themes such as:

- Types of organisations
- Managerial problems and techniques
- Understanding the way groups function
- Situational management etc.

Project Management and Methods

The purpose of this subject is to give students systematic knowledge of all the phases of projects. The subject is also to develop the ability to seek, gather, organise systematically, and evaluate relevant information on relevant topics and finally present the results in an appropriate form.

Central topics are:

- Project management
- Project description, planning and management
- Project organisation
- Reporting on projects etc.

Information Technology in Relation to Business Economics and Logistics

The subject enables students to work with information technology (ERP and PDM systems) when solving tasks in relation to financing, purchasing, sales and production.

Central themes are:

- General introduction to ERP and PDM-systems
- Bookkeeping
- Operations lists etc
- Calculation
- Stocks
- Financial analysis, reporting, information analysis

Product Analysis

The purpose of this subject is to provide students with the background knowledge making them able to analyse the functional and design qualities of lifestyle products.

Central themes are:

- Quality in relation to materials, wear ability, function, principles of construction, ultimate strength.
- Quality in relation to design principles

International Economics

Through this subject students gain an understanding of how macroeconomic activities influence the company and how analysing these contexts is a part of a company's planning activities.

The main themes are:

- Trade cycles
- Analysing trade cycles
- Barriers to trade
- Forecasts of trade cycles

- Evaluation of trade cycles
- Economic policy and trade cycles
- Inflation
- Policies relation to competition

Business Economics

The main aim of this subject is to give students an introduction to methods used in business economics.

Students will learn about accounts analysis, investments, cash flow, tied up capital, financing, budgeting, market analysis, international trade and economics.

Starting Your Own Business

The purpose of the project is to provide students with knowledge of how they might start their own business.

Central topics:

- Tools for developing ideas, use of innovation and entrepreneurship
- Personal presentation, selling your ideas, projects, products and services
- Funding and networking in business communities
- Finance, taxes and revenue topics

Electives

will be announced one semester prior to start

Work Experience (4 weeks)

As a compulsory part of their course 3rd semester students in the Design Technologist programme are to work for four weeks in an unpaid job

- The work experience period runs over 4 consecutive weeks. The purpose is that students should get an opportunity to work in practice with elements from the line subjects.
- For students of export sale and purchasing all activities related to sale, purchasing, and marketing are relevant.

Objectives:

- Students should become able to understand the subject area chosen in relation to the company as a whole as well as use elements from the line project on environmentally sustainable production.
- Students should become able to produce a coherent written report.
- During their work experience period students should learn to solve company-related tasks which in turn will make them more qualified to work out their final thesis.

During the last semester of your stay at TEKO all your subjects will focus on your future job as an international sales person.

Professional English (Level 3)

This course trains the oral as well as the writing skills of the students.

At the end of the course students will be able to speak and write about global as well as local business issues of relevance to their future line of business using varied and idiomatic English; a high level of grammatical correctness is required. Students are trained in dealing with business partners coming from other geographical, cultural, sociological, ethnic, and religious backgrounds, and they will acquire a deeper knowledge of English terminology relevant for the themes they specialise in at this level.

Market Analysis and Selection

This course covers all issues involved in the analysis and evaluation a company makes before deciding which markets to enter into as part of its internationalisation process.

Making such a decision and choosing the appropriate marketing strategy to follow require that the following aspects are taken into consideration: Product, price, place, promotion strategy (4 p's), market potential, entry mode strategy, competition etc.

This course also looks at how to implement and coordinate the global marketing programme.

By using external lecturers from export companies and international cases we try to add a practical angle to the above theoretical aspects.

Personal Selling

At the moment the international sales person's role is changing from that of traditional selling to being a consultant – a sparring partner. Thus different skills are required – a sales person should have professional, social, as well as management competences.

During this course you will also get the possibility to test your own personality in order to target your future job application at the right companies.

International Negotiations

Negotiations with a German, a Dane, a Russian or a Chinese require totally different homework. Culture plays an important role, and the influence of cultural aspects on negotiations is the subject of this course.

What is the best way to prepare an international negotiation? Can we supply the sales person with some tools?

TEKO uses external lecturers to train you for international negotiations.

Global Partnerships Across Cultures

As an international sales person one of your objectives will be to establish longlasting relations with companies across borders often in cultures quite different from your own. We will focus on the interaction between partners in different cultures and which cultural parameters to consider with a view to ensuring a successful business relationship.

Organisations in International Trade

The world is your work place. To understand the nature of global trade including such aspects as international law, terms, regulations etc., it is necessary to have knowledge of international organisations.

Study Trip (4th semester)

One of the most important qualifications for an international sales person is the ability to work on his/her own in a foreign market with a different culture.

For a period of about two weeks you will be posted in a market of your own choice to experience the culture, institutions, people, and business organisations of that specific market, and last but not least you will be creating your own personal network.

Planning the trip will be your own responsibility.

First-Year Exam

This examination covers all the themes/subjects studied during the first two semesters. It is an individual oral exam based on a written synopsis made by groups of students.

To be able to continue his/her course the student must achieve not less than the mark 02 on the Danish 7-point grading scale.

Line Exam

This exam, which students have to pass at the end of their third semester at TEKO, is a written exam.

It consists of a group report as well as an individual report and covers all the themes/subjects taught up to and including the third semester.

To be able to continue his/her course the student must achieve not less than the mark 02 on the Danish 7-point grading scale.

Exam on a Specially Studied Subject

This exam consists of a written report on a business-related theme of the student's own choice followed by an oral examination that takes its starting point in a presentation of the written report.

It takes place in the middle of the fourth semester. Both the written part and the oral part are made on an individual basis, and to continue his/her course the student must achieve not less than the mark 02 on the Danish 7-point grading scale.

English Language Exams

This exam consists of a written paper in English, which the student is required to make on the basis of the specially studied subject (cf. above), and an oral presentation of the paper followed by a discussion in English between the examiner and the student on the topics dealt with in the paper.

The student should be able to relate to the core elements of the themes studied during his/her English Language Course. Students will be evaluated

both on language (fluency as well as grammatical and idiomatic correctness) and contents according to the Danish 7-point grading scale.

Final Thesis

The final exam consists of a written thesis and an oral examination that takes its starting point in a presentation of the written thesis. The thesis covers a company related topic defined by the student and his/her partner in the company chosen by the student.

To pass the final exam the student must achieve not less than the mark 02 on the Danish 7-point grading scale.

Teaching Methods

All courses at TEKO will give students a foretaste of the activities of the fashion and lifestyle industries. That is why problem based learning, project work, and case work based on real-life situations are widely used by lecturers and instructors. Furthermore, a wide range of business people from relevant companies are invited in to give lectures on industry-related issues. Finally, intensive learning takes place in class discussions and guidance sessions on a one-to-one basis.

Open House

Twice a year – on the first Saturday in February and on the first Saturday in September – TEKO invites prospective students, their friends and relatives to visit the campus.

TEKO staff will be ready to provide information about the many courses offered, and students will show guests round on the premises. There will be fashion shows staged and presented by students, and students will have set up stalls where they sell their own products. A great day with a lot of activities!