

CURRICULUM

- interdisciplinary
- cross-curricular
- program-specific

SEGMENT A

SEMESTERS

1-3

COMPULSORY MODULES

- **ONBOARDING IN FASHION STUDIES**
Introduction to Fashion Studies
Presentation Training & Media Competence
- **BASIC PRINCIPLES OF BUSINESS ADMINISTRATION**
Basic Principles of Business Administration
Accounting
- **VISUAL COMMUNICATION I + II**
Basic Principles of Visual Design
- **BASIC PRINCIPLES OF MANAGEMENT/FINANCE MANAGEMENT**
Basic Principles of Management with Special Focus on Agile Methodologies
Cost & Performance Accounting, Financing & Investment
Operational Controlling
- **MARKETING & PRODUCT COMPETENCE I + II**
Basic Principles of Marketing, Strategic Marketing
Product Technology, Market Research
- **BASIC PRINCIPLES OF DESIGN IN FASHION**
Basic Principles of the Collection Cycle
Typology of Clothing
Fashion Research
- **CULTURAL HISTORY OF DESIGN I - III**
Cultural History of Design – online
Fashion & Culture, Trend Analysis
- **BASIC PRINCIPLES OF SUSTAINABILITY**
Workshop
(Choice between various topics)
- **STATISTICAL METHODS**
Descriptive & Inductive Statistics
Statistical Methods Exercise
- **MATERIALS COMPETENCE IN FASHION I + II**
Textile Knowledge – online
Textile Technology, Applied Knowledge of Materials
- **DIGITAL PRODUCT DEVELOPMENT**
Technical Drawing
Virtual Product Development
2D-Cutting System Development
- **INNOVATION & DIGITAL TRANSFORMATION**
Innovation Management
Digital Transformation & Change Management

AT THE BEGINNING OF SEMESTERS

3, 5 & 6

ELECTIVE MODULES

Interdisciplinary Workshops
(Choice between various topics)

SPRING + FALL ACADEMY

SEMESTER

4

INTERNSHIP

SEMESTERS

5-6

- **DIGITALIZATION & SOCIETY**
Current Issues on Economy, Society & Technology
Big Data
- **FASHION MANUFACTURING I + II**
Garment Technology
Quality Management
Supply Chain Management
Fashion IT Systems
Visual Merchandising
- **FASHION THEORY I + II**
Fashion & Aesthetics, Fashion in Context
- **MARKETING IN GLOBAL MARKETS**
Product & Price Management
Omnichannel Management
Brand Management
- **LEADERSHIP**
Leadership
Human Resource Management
- **BUSINESS MODELS IN THE FASHION INDUSTRY**
Product Management
Communications Management
Business Model Innovation

SEMESTERS 5 + 6

- VIRTUAL LAB
- SUSTAINABILITY LAB
- STAGING LAB
- BRAND STRATEGY LAB

SEGMENT B

SEMESTER

7

- SOCIAL SKILLS** Agile Working, Team Work
- ACADEMIC METHODOLOGY** Concept, Research & Academic Formats
- BACHELOR'S DEGREE** Bachelor's Thesis, Bachelor's Thesis Defense