

Faculty of Architecture  
Department: Art  
Professional Field: Fine Art  
Major: Fashion Design and Art Management  
Educational – qualification degree: Master

### **COURSE DESCRIPTION**

1. Course title: Organization and management of the clothing business
2. Course code: MAN 3022
3. Type of course: compulsory
4. Level of course: master
5. Year of study: first
6. Semester: second
7. Number of credits allocated: 3
8. Name of lecturer: Kapka Manasieva, PhD
9. Objectives of the course: Based on the acquired in the Bachelor's programme, practical knowledge and skills in fashion design, to develop business insight and knowledge related to industrial development and manufacture of fashion products. The course develops practical business skills necessary for students' realization as managers and starting a business.
10. Type of teaching: face-to-face
11. Prerequisites: Students must have basic knowledge about Fashion Design from the Bachelor's programme. Good general knowledge.
12. Course content: Nature and trends in the fashion industry development. Composition and structure. Fundamentals of fashion management and the apparel industry organization. Teamwork.
13. Recommended and/or required reading:
  - Required reading:*
    - Lectures
    - Presentations on slides
    - Slides and video
    - Манасиева, К. 2012 „Модата – индустриален фокус”, ВСУ издателство, Варна.
  - Recommended reading:*
    - Books on Business Planning, Fundamentals of Management case studies and Design Management in Fashion.
  - Internet sites: [www.businessoffashion.com/](http://www.businessoffashion.com/)
14. Teaching methods: lectures, contact hours, independent work
15. Assessment methods: The assessment is based on demonstrated by students responsibility to the assignments, and thoroughness in preparation of conceptual projects. It takes initiative, self-control and communication in the learning process. Ongoing analysis of the project during the semester and during the final examination - a test, are the ways to inform students about their evaluation . The grade is based on the final test and 25% of the course project.
16. Language of instruction: Bulgarian
17. Practice: not applicable