

## Course description

# Retail Design and Management /AP Degree in Business, Design and Technology

Common Core projects done by all students from all lines in the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> semesters

### TEKO project (1<sup>st</sup> semester)

The students are introduced to professional communicative tools and basic understanding of aesthetics and idioms. They are made familiar with contemporary well known designers and their characteristics. They learn to navigate in TEKO's facilities on campus, including IT systems, library, functional workshops etc.

The project is interdisciplinary and is organized as group work.

Lectures related to aesthetics and value philosophy to describe the characteristics of the players in the lifestyle industry are held during the project. Workshops with an introduction to term databases and presentation techniques are incorporated.

A lecture showing creative interpretations of the influential designers is given.

### Team Building (1<sup>st</sup> semester)

Students should become able to recognize Belbin's team roles and to see the advantage of the different role profiles in a teamwork context. Students should become familiar with their own strengths and weaknesses in terms of the roles they play in a teamwork context.

The project provides students with the opportunity of creating a network that involves students from other classes and teams.

### Value Chain (1<sup>st</sup> semester)

Students are introduced to the fashion and lifestyle industry, and acquire basic understanding of how a company works. Students should become able to communicate results.

### Style history (1<sup>st</sup> semester)

The subject gives the students an insight into stylistic periods during the 20<sup>th</sup> century within fashion, architecture, art, design, and society from the Industrialization till today in order to understand the connection between the mentioned elements. Students learn through decoding, describing and visualizing the characteristics of the different stylistic periods.

### Brand ID & Product development (1<sup>st</sup> semester)

The students choose a company from another line of business. Product development for a furniture line should be made after they have decoded the company's image and values. The target group of the product must be described. Students should account for all the elements that are relevant to making good product design. They should use relevant style development methods and work out prototypes, and they should also develop and communicate the concept and

the function of the product in relation to brand and company. In addition they select and describe materials suitable for the final product.

Finally they calculate the consumption of materials and work out relevant technical documentation for outsourced production.

During the project students can choose between different workshops regarding product development and product manufacturing methods.

### **Entrepreneurship (2<sup>nd</sup> semester)**

Students should acquire knowledge and understanding of how to set up a business based on an idea. In addition, students should acquire knowledge of the method applied in the 1<sup>st</sup> year exam.

### **Work Experience (3<sup>rd</sup> semester)**

The objective of the work experience period is to provide students with the opportunity of acquiring knowledge of the industry as well as an understanding of how to apply theory within the company's different functions – the value chain. Students should be able to connect business practices and the theory learnt to as large an extent as possible. The work experience period should qualify students to analyse, assess, plan and carry out tasks/projects with their point of departure in practical issues.

### **Sustainability (3<sup>rd</sup> semester)**

Students should acquire insight into issues relating to sustainability and environmental impact.

### **Electives (2<sup>nd</sup> and 3<sup>rd</sup> semester)**

The objective of the electives is to give students the opportunity to add an individual dimension to the compulsory study programme studied. Students can choose among a wide range of subjects; each elective may be of 1, 2 or 4 weeks' duration.

## **1st semester**

### **Common Core subjects taught to all classes**

#### **Design**

Students get a general introduction to design within the furniture and lifestyle business.

Subjects:

- Technical working sketches
- Product specifications and materials
- Freehand sketching and colouring of designs  
Colour studies and international colour systems.
- Theory on graphic layout, collage techniques, and practical design exercises

### **Business**

Students should acquire understanding of the company in an interdisciplinary and supply chain context that focuses on business processes and areas.

### **Global Communication**

Students should become able to communicate both in writing and orally in professional and industry-related contexts using reasonably varied and correct English.

Students should develop their knowledge of issues relevant to their future profession and of issues in the industry and society in general.

Students should obtain basic knowledge of terminology used in the industry.

### **Material knowhow, fashion or furniture**

Students should acquire the background knowledge and understanding required to assess whether a material is suitable for a given product. Likewise students should become able to assess the structure, properties and application of a material.

## **2<sup>nd</sup> semester**

### **Projects/Subjects only taught to students of retail design and management**

#### **Visual and Commercial Merchandising 1**

Students should become able to work with visual merchandising in a store context.

#### **Visual and Commercial Merchandising 2**

Students should become able to trim a store.

#### **Visual and Commercial Merchandising 3**

Students should become able to document the visual merchandising of a company at a tactical level and to implement this in the company.

#### **Store Management**

Students should become able to assume responsibility for organisation and day-to-day management of the store for the purpose of ensuring efficient concept management and operation.

#### **Store Economics**

Students should acquire insight into and understanding of the significance of store economics to the management and organisation of a store.

#### **Store Design 1**

Students should become able to understand store design as the physical branding expression of a company which at the same time should serve the purpose of marketing the company's products.

### **Retail Marketing 1**

Students should develop an overall understanding of the possibilities of increasing a company's sales through retail marketing.

### **Consumer Behaviour**

Students should obtain insight into different approaches to consumer behaviour and retail trends and development.

### **Strategic Analysis**

Students should acquire basic knowledge and understanding of the correlation between managing and developing store concepts and the strategic situation of a company. They will learn about different methods of strategic analysis and their application in the real world.

### **Retail Communication 1**

Students should be prepared to handle the specific communicative challenges that they will meet with in their future jobs as retailers in the global lifestyle industry. Students should acquire knowledge and understanding of the effect of using different communication strategies and of communicative nuances in English. Students should become able to act in a cross-cultural context and should develop their knowledge of cultural as well as sociological, ethnic and religious differences relevant to their future jobs as retailers in the global lifestyle industry

## **3<sup>rd</sup> semester**

### **Material Know-how**

Students should acquire the qualifications required to understand the functional properties of different types of products and to use this knowledge to increase the sale of products

### **E-tailing**

Students should acquire basic knowledge and skills within IT-based commerce. Students should acquire basic knowledge of IT-based market communication.

### **CRM**

Students should acquire understanding of CRM as a marketing discipline that can increase customer loyalty and improve other key figures.

### **Retail Communication 2**

Students should be prepared to handle the specific communicative challenges that they will meet with in their future jobs as retailers in the global lifestyle industry. Students should acquire knowledge and understanding of the effect of using different communication strategies and of communicative nuances in English. Students should become able to act in a cross-cultural context and should develop their knowledge of cultural as well as sociological, ethnic and religious differences relevant to their future jobs as retailers in the global lifestyle industry.

### **Human Resources 1**

Students should become familiar with HR work and its role in the company's strategic process. The focus will be on recruiting, retaining and developing staff as well as on termination of employment with companies.

## **4<sup>th</sup> semester**

### **Human Resources 2**

Students should become familiar with HR work and its role in the company's strategic process. The focus will be on recruiting, retaining and developing staff as well as on termination of employment with companies.

### **International Retail**

Students should gain a thorough understanding of the historical developments in international retail and understand current international retail dynamics and trends.

### **Store Design 2**

Students should become able to use an appropriate approach for store design development.

### **3D 1**

Students should become able to document/visualize visual merchandising guidelines and to sketch their store design suggestion in 3-D.