

## MODULE DESCRIPTOR

### Module Title

Fashion Internationalisation and Distribution

Reference	CBM661	Version	1
Created	January 2020	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	November 2017	ECTS Points	7.5

### Aims of Module

To provide the student with the ability to evaluate definitions, models, motivation methods and supply chain processes associated with fashion retailers when entering into international markets.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Identify and evaluate the range, scope and process of the internationalisation of fashion retailing.
- 2 Identify key aspects and analyse relationships within supply chain processes and the logistics mix giving consideration to international approaches.
- 3 Critically analyse company motivation for international market entry with consideration for the domestic operation.
- 4 Critically appraise the use of relevant theoretical models in discussing the internationalisation process.

### Indicative Module Content

Internationalisation: definition, the growth and form of internationalisation. Motives: use of academic concepts, push, pull and facilitating factors. Methods of entry and market appraisal: Concept and brand: franchising, direct entry, joint venture, merger, acquisition and internet. Supply chain processes; channel relationships between the organisation, suppliers and service providers, quick response, category management, product replenishment, efficient consumer response. Logistics mix; transport, inventory, packaging, administration, storage, international approaches to supply chain management. Models associated with internationalisation and pattern of a company moves: Use of relevant academic concepts and models in relation to the company internationalisation and its form of competitive advantage.

### Module Delivery

This is a lecture based course, supplemented by tutorials and case studies. Key concepts are reinforced through directed reading, student centred learning, tutorial discussion, case studies and independent research.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	43	N/A
Non-Contact Hours	107	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None, in addition to course entry requirements.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 ALEXANDER, N., and DOHERTY, A.M., 2009. *International retailing*. London: Blackwell Publishers Ltd.
- 2 FERNIE, J. and GRANT, D.B., 2015. *Fashion logistics: insights into the fashion retail supply chain*. London: Kogan Page.
- 3 STALL-MEADOWS, C., 2010. *Fashion now: a global perspective*. Harlow: Prentice Hall.
- 4 FERNIE, J. and SPARKS, L., 2014. *Logistics and retail management*. 4th ed London: Kogan Page. *ebook*
- 5 STERNQUIST, B., and GOLDMSITH, E., 2018. *International retailing*. 3rd ed. New York: Fairchild Publications.
- 6 FERNIE, J. and SPARKS, L., 2019. *Logistics and retail management*. 5th ed. London: Kogan Page.
- 7 GROSE, V., and MANSFIELD., 2023. *Fashion supply chain management : integrating sustainability through the fashion supply chain*. London: Routledge.