

# Master in International Fashion Management



## Contact

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# What is the program about?

The Master in Fashion Management is a unique program that is responding to challenges in the fashion industry from different perspectives.

Think of topics like developed vs. emerging markets; global vs. local; relevant topics like sustainability and ethics, technology and digitalization, entrepreneurship and innovation. The philosophy of the program is exploring and investing in the fashion industry's future, growth and development.

Become part of the next generation of creative leaders and thinkers who work in responsible, analytical and ingenious ways.

Fashion is the fastest growing industry worldwide.

With our Master in International Fashion Management we want to look at the future and explore emerging markets.”

**Prof. Dr. Annick Schramme, Academic Director**



# Curriculum

## **COURSE**

### **Fall Term Antwerp September - December**

- The ecosystem of the Fashion Industry. Global and local challenges (A. Schramme & Ian King Perspectives on Global Business and its environment)
- The Economic Environment: micro & macro perspectives (Joe Nellis, UK)  
Customer driven Marketing
- Marketing Management (Sertan Kabadayi, Fordham, US) + fashion case • Digital Marketing (Dominik Mahr, Maastricht, Ne)
- B2B global marketing  
Financial management, cash flow planning (Antony Verbaeys and Ann Berten)  
Sustainability & the supply chain (Karan Khurana, Bahir Dar, Ethiopia & Wayne Visser)  
Career Development Portfolio
- AMS essentials (Leadership & career development, sustainability, business skills, ...)
- Three days London, London School of Fashion

### **Spring semester: Antwerp/ Milan 28 January till 8 march /Sao Paolo mid march to end April**

Entrepreneurship & business modeling & IP 6 (Walter van Andel, Sofie Jacobs and Christine De Keersmaecker)

6 weeks in Domus Academy Milano: consultancy project 8

FAAP (4 weeks) 8 + 3 industry visits

+ 2 courses (context and fashion industry)

### **Summer semester: Antwerp end April – beginning June**

Coaching Master Personal Project + Portfolio 12+3

### **Career Development Portfolio**

**CREDITS 1 sem (Antwerp) 23 CREDITS 2 sem (Milaan & Sao Paolo) 22 CREDITS 3 sem (Antwerp) 15**

**TOTAL CREDITS 60**



## Personal development program: AMS Essentials

At AMS, we look beyond the mere transfer of technical knowledge. As our mission statement explicitly mentions, we also want to stimulate your personal development. Our approach is straightforward: the better you feel as a person, the more confident you are when dealing with complicated business situations. The more accurate your self-image, the better you are able to work with other people and lead others in a responsible manner that commands respect. Through the AMS Essentials, we build upon the three mission pillars of Antwerp Management School: Self-Awareness, Global Perspective and Societal Consciousness.

### ***Self awareness:***

leads to stronger cooperation with others.

### ***Global perspective:***

leads to a developed global mindset, allowing you to find better solutions to problems and complex issues.

### ***Societal Consciousness:***

leads to sustainability in essential economic processes, a fundamental value in business.

The AMS Essentials track will also address important business skills that will enable you to turn your dreams into actions in order to make an impact.

AMS Essentials will cover professional skills such as public speaking and influential communication, negotiation, and mastering important digital skills and business software.

Dependent upon your level of mastery in these fields, and on their relevance within your program, you will be able to compose your personal development track and choose from an array of options within AMS Essentials.

## Consultancy Project: In-Company Project

During the consulting assignment, you will be put to work as a junior consultant for eight weeks to solve a current business case in a company. This consulting assignment is the icing on the cake of this master, seeing as the hands-on advising role builds a bridge to the practice.

## Electives

All master programs offer elective weeks during which you will be immersed in exciting topics such as blockchain, digital transformation, doing business in emerging economies, Industry 4.0, organizational agility, etc. By adding one of these electives to your program, you can give your AMS experience a personal touch.

# Learning objectives

After following this program:

- You will understand the relationships between global and local local fashion markets and the challenges they present;
- You will explore the dynamics within developed and emerging international fashion markets;
- You will be provided with the tools and knowledge from existing markets and how these can both inform the development and success of emerging international fashion markets;
- You will develop key management skills in fashion;
- You will get insight in topics like sustainability, entrepreneurship & new business models, digitization & technology;
- You will be prepared for mid to senior management roles in the international fashion industry.



# Career Center: Career Management Services

Antwerp Management School wants to help you launch your successful career! As a business school, we put particular emphasis on involving businesses and organizations during the Career Management Service.

The Career Management Service has two cornerstones: intensive contact with companies; and personal, tailored guidance for every student. The Career Center has close ties to many Belgian and international organizations, including top headhunters, and is run by counselors with experience in recruitment.

During your year at AMS, the following activities will be organized:

- Resume and cover letter writing sessions
- Job application workshops (covering LinkedIn, assessment centers, work permits)
- Information sessions on various positions and opportunities
- Two AMS job fairs
- Company presentations and case workshops
- Alumni career speed dating evenings
- Individual career counseling

In addition, as an AMS student you will have access to the AMS job platform. Via this online Career Center, both Belgian and international companies can post exclusive AMS job opportunities and have access to your CV. We also offer you an overview of the companies in which our alumni are working.

AMS alumni are hired by start-ups, small businesses and multinationals. Among others, they have started to work for international companies such as Accenture, DHL, AB InBev, Johnson & Johnson, Microsoft, PwC, Mars, Lidl, Salesforce, Showpad, Caterpillar, BNP Paribas Fortis, Katoen Natie, Michael Page, Hilti, GlaxoSmithKline, Maersk Line, Google, KBC, Decathlon, Umicore, IKEA, H. Essers, Coca-Cola, Nike, Danone, KPMG, Hudson, Nestlé, Deloitte, Daikin, etc.

AMS alumni are happy to mentor you in your search for the perfect starting position.

# Why AMS?

- Antwerp Management School has the accreditation of the Association to Advance Collegiate Schools of Business (AACSB). AACSB is a US-based, global organization devoted to the advancement of quality management education through accreditation, thought leadership, and value-added services.
- AMS has a top rank in the Eduniversal Rankings & Financial Times Rankings.
- AMS takes into account the principles of responsible management education as presented by PRME, Principles of Responsible Management. The PRME are inspired by the internationally accepted values of the United Nations Global Impact. The PRME are a timely global call for business schools and universities worldwide to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new sustainable business challenges and opportunities. It is the ambition of Antwerp Management School to continue making this responsible management education an integral part of its core activities in research and education while leading by example.
- Our personal approach is what sets us apart from other business schools. At AMS there is a close contact between students, staff and faculty. This results in meaningful, personal interaction. Our faculty and staff do their utmost best to provide you with an inspiring learning experience, by sharing state-of-the-art knowledge and practical insights that really make a difference.
- Our full-time master's team is there to offer you guidance throughout your educational journey. Your education is tailored especially towards your career goals (AMS essentials, electives, career service, in-company project). At AMS you embark on a development journey through which you will grow as a person and future leader. We challenge and coach you to become more aware of who you are, how you cooperate with others, and what kind of career you want to pursue.
- At AMS we build a bridge between academic knowledge and business practice. Professors work with real-life case studies and with research they have done, in order to provide practical insights into the business world. To ensure your education is both academic and practical, AMS provides guest lecturers, company visits and networking opportunities in various sectors.



# Why the Master in International Fashion Management

- The Antwerp Six have put Antwerp fashion on the map. Antwerp is a powerful magnet for everyone from fashion moguls and club queens to art lovers and diamond dealers. This creative city is always open for new ideas and concepts.
- You will study in 4 fashion hotspots. Our practical approach provides experiences in different contexts: Antwerp (high-end fashion designers & family businesses), Sao Paulo (global & emerging brands), in London & Milan (Luxury brands & crafts)
- You will broaden your international connections in the fashion industry.
- You will dive into different cultures and immerse yourself in a multicultural environment by working closely together with small groups of students from different continents.
- You will do your master project in dialogue with fashion industry experts, academics and faculty coaches.
- You can choose your topic of interest and make a comparison between emerging and more mature fashion markets



# Fashion Entrepreneurship Award

 antwerp  
management school

Powered by the University of Antwerp

## Fashion Entrepreneurship Award



When you follow this program, you get a chance to compete for the Fashion Entrepreneurship Award. Teamup with a designer and pitch your business plan together at the end of the academic year.

The best business plan will win the award.

### **What does this award give you?**

- Recognition from the fashion industry
- A starting capital of 250,000 euro
- Coaching and guidance from Antwerp Management School to start your business

# Where will you study?



## **ANTWERP MANAGEMENT SCHOOL IN ANTWERP**

Antwerp is without any doubt one of the most creative and entrepreneurial cities in Europe, in which new trends and designers are endlessly evolving. As one of the world's leading fashion capitals, it has developed its own distinctive fashion identity, particularly with the rise of the 'Antwerp Six'. Study at Antwerp Management School and you study at the heart of fashion.



## **DOMUS ACADEMY IN MILAN**

Founded in 1982 in Milan and part of the Galileo Global Education, Domus Academy is one of the world's most prestigious schools for post-graduate study in design and fashion design. Domus Academy delivers one-year master's programs, all taught in English, to more than 200 students.



## **LONDON COLLEGE OF FASHION IN LONDON**

London College of Fashion is a world leader in fashion design, media and business education. Ranked on the 5th place in the World of fashion schools, the London College of Fashion is a gateway to the rest of the fashion industry in the world



## **FAAP IN SAO PAULO**

FAAP in Sao Paulo is now one of the most important and respected academic institutions in Brazil, with 12 thousand students and 1200 professors. The foundation is an important cultural center in São Paulo, housing one of the most eminent theaters in town (Teatro FAAP) and the Museu de Arte Brasileira (Museum of Brazilian Art).

While studying in Sao Paulo you will get insights in an emerging market like Brazil. The Brazilian fashion market grows in a very strong manner and The School of Arts pursues professional qualification and creative development of their students, following the market trends.

# Why Antwerp?

## 5 great reasons to come and study in Antwerp.

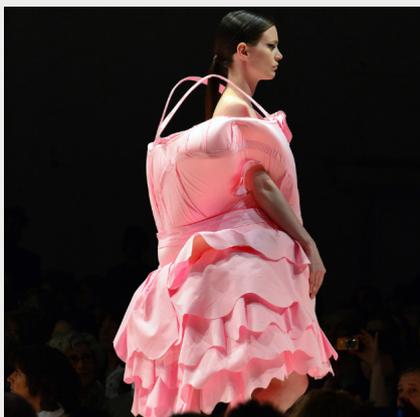


### Antwerp is simply A-mazing!

A metropolis on the river, a city that always leaves you wanting more. Hip and historic, cool and classical, trendy and traditional. Everything is within walking distance. Combine a day's shopping on the Meir with a visit to Rubens's house. Check out the MAS museum and then enjoy a drink on the terrace of one of the Eilandje district's many bars. Try on an exclusive piece by a leading Antwerp fashion designer and then enjoy a bite to eat in Zuid. It's impossible not to fall for this astonishingly diverse, pocket-sized international metropolis.

### A true student city

With more than 40,000 full-time students, Antwerp is a real student city. The backdrop to scholarly life includes historic locations such as the Royal Academy of Fine Arts and the University of Antwerp. The city's student bars, nightclubs, cozy restaurants, coffee houses and lively atmosphere will make your year here unforgettable.



### Hip and happening

Of all Belgium's historic cities, this is where bars, shops and clubs go in and out of fashion fastest. Hip today, gone tomorrow. Antwerp is all about fashion, design, music jams, cocktails, record labels and spending money on the sunny terrace of a bar. Or you can blow all your cash on clothes and get free drinks later because you look so cool.



## A city that breathes history

The old city center is steeped in history. You will feel it in the ancient facades along narrow streets or in the imposing Grand Place. The Plantin-Moretus Museum is the only museum in the world to be designated a Unesco World Heritage site. In the shadow of the Cathedral of Our Lady, the city teems with life in intimate pubs and restaurants, while the banks of the Scheldt are a great place for a breath of fresh air.



## Ideal for excursions

Antwerp is the perfect jumping-off point for weekend visits to other fascinating Belgian cities, like Bruges, Ghent, Brussels and Liège. We also recommend drinking in the natural beauty of the Ardennes region in southeast Belgium or taking a trip to the seaside. The Netherlands is also very close! Moreover, you can reach each European capital from Brussels within a few hours.

“Belgium is a small country, but it is bursting with talent. The Belgian fashion world is intimidating for someone like me, together with the Antwerp Six, it made history. It’s why I opened one of my first international boutiques in Antwerp.”

- Diane Von Furstenberg

# Faculty



## **SCHRAMME ANNICK**

Annick Schramme is the academic director of the Knowledge Community Creative Industries at Antwerp Management School. She is the academic coordinator of the Master Cultural Management and the competence center Management, Culture & Policy (Faculty of Applied Economics) at the University of Antwerp and recently became the academic director of the Master in Fashion Management.

Over the last years she has published about the arts policy of Flanders, the creative industries, local cultural policy and the creative city, heritage policy from an international perspective, cultural entrepreneurship etc. Finally she is member/chair of several boards and/or advisory

committees in the cultural sector in Flanders and the Netherlands, like the Royal Ballet of Flanders/ the Royal Opera, the Flemish Fund for Literature, The Flemish Children theatre HetPaleis and the Strategic Advisory Board for Culture, Youth, Media and Sports of the Flemish Government and the Dutch Council for Culture.

## **DE VOS ANS, PHD**

Ans De Vos is currently employed as a Professor at the Antwerp Management School, where she holds the SD Worx teaching post “Next generation work: Creating Sustainable Careers”. From the very start of her academic career, Ans De Vos has been fascinated by careers. Her mission is to make people more competent in managing their own careers, so they can take control over their professional lives. She investigates how a win-win situation can be created for organizations and their employees.

## **JACOBS SOFIE, PHD**

Sofie Jacobs is a researcher Creativity & Creative Industries at AMS.

## **VAN ANDEL WALTER**

Walter is a researcher at the University of Antwerp (UA). He does research about business models and entrepreneurship within small and medium-sized creative companies.

## **VISSER WAYNE, PHD**

Prof. Dr. Wayne Visser is Professor of Integrated Value and holder of the Chair in Sustainable Transformation at Antwerp Management School. He is also a Fellow of the University of Cambridge Institute for Sustainability Leadership and Extraordinary Professor of Sustainable Business at the Gordon Institute for Business Science in South Africa. Dr Visser is the author of 26 books and 300+ chapters, papers and articles, with his work as a “pracademic” having taken him to 74 countries over the last 25 years, including lecturing at 50 universities in 19 countries. In addition to his academic roles, Dr Visser is Director of Kaleidoscope Futures and Founder of CSR International. He obtained a PhD in corporate social responsibility at the Nottingham University Business School, having previously served as Director of Sustainability Services for KPMG and Strategy Analyst for Capgemini in South Africa.

# Practical Information



## DATES

**Start:** 26/08/2019 - **End:** 31/08/2020

## FEES

€19,000 (VAT exempt)

**Included:** Use of student facilities at AMS and FAAP. Transport and accommodation (excluding food and drinks) on mandatory trips and excursions

**Excluded:** Expenses for housing and living, flights, personal travel, visa, food and leisure, etc. in Antwerp, São Paulo and London.  
Cost of course materials

## Financial benefits:

German residents can apply for scholarships via Deutsche Bildung:

[www.deutsche-bildung.de/studienkredit](http://www.deutsche-bildung.de/studienkredit)

We work together with [Prodigy Finance](#) for different loan options. Prodigy Finance offers international students (150 nationalities) competitive loans without collateral or a co-signer.

## LOCATION

Antwerp Management School  
Boogkeers 5, BE- 2000 Antwerpen, Belgium

FAAP School of Arts  
Rue Alagoas 903, Higienópolis São Paulo,  
Brazil

Domus Academy  
via C. Darwin 20, 20143 Milano, Italy

## DEGREE

The master degree 'Master in Fashion Management' will be granted upon successfully completing the exams.

# Admission

## REQUIREMENTS

To apply for this program you should hold a degree that represents 4 years of full-time study at university level, resulting in a master's degree or an equivalent bachelor's degree (a full time, 4-year curriculum). It is possible to apply before you have completed your studies. In this case, the selection procedure will take place under the assumption that you graduate from your present studies before starting the program. Fluency in English, both written and spoken, is required.

## DEADLINE

As we only accept a limited number of students, we strongly encourage you to apply as soon as possible. Moreover, applying early will give non- EU students sufficient time to arrange for visas. The deadline to apply for EU citizens is August 15, 2019 and for non-EU citizens June 1, 2019

## PROCEDURE

All students applying will need to go through the following steps:

1. Fill in the online application form and upload the following documents:
  - Resume/CV
  - Academic Transcripts
  - TOEFL/IELTS scores (exceptions: native English speakers and/or an English undergraduate degree)
2. Once your application file is complete (see step 1), you will be invited for an online numerical and verbal assessment.
3. Skype or face-to-face interview on our campus to gain insight in your motivation, perseverance, personality, leadership skills, as well as your knowledge of English.

After completing the application procedure, you can expect an answer from us within 1-2 weeks.

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