

2022

Open Executive  
Programmes

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Porto  
Business  
School

/ University of Porto

Make change happen



Sectorial

THE  
BUILDING  
OF YOU

2022

GLOBAL FASHION  
BUSINESS

# Global Fashion Business

EDITION 1

The course aims to provide participants with an innovative learning environment which supports the development of forward thinking and strategic skills in fashion business and management. In a time when the global fashion industry is re-imagining its nature and way of doing business, it is urgent to rewire and rethink the industry with solid new knowledge and in-depth strategic backbone.

3.100€  
60 hours  
Friday | 9h30 - 18h00  
EN

## Presential

The program works on a face-to-face basis, with the possibility of distance attendance on a synchronous basis.

Contextual Skills

60%

40%  
Relational Skills

## Why?

This course aims to help gain knowledge and anticipate industry trends, accelerate reinvention and transformation so as to generate added value and enhance competitiveness. The education landscape of the sector is currently polarized in fashion/ design oriented or generic business and management provision; lacking a specialized and in-depth course anchored in a global setting.

Key leading players have started to create partnerships with leading institutions as way to solve the shortage of talent and skills gap in the industry. In addition, we are witnessing international institutions become even more relevant by offering customised and sector specific training.

The global fashion industry demands an agile mindset and the ability to adapt and evolve towards new consumers, new markets, new players. Companies will be better positioned to face this disruption if they understand the stages necessary to evolve and how to capitalize on the emerging business trends.

The course builds on the distinctive features of the industry in Portugal:

- The textile and clothing industry in Portugal is one of the key industrial sectors in the country.
- The Portuguese textile industry is globally known for the high standard of its manufacturing.
- Portugal has a unique fashion industry ecosystem providing full integrated solutions in a short distance drive.
- Technical and human skills that ensure an exceptional and distinctive work.
- High level of innovation in the manufacturing industry.
- Agility, speed and flexibility.
- Ethical work environments.

And pairs these with the distinctive features of Porto Business School:

- An innovative institution which bridges the gap between Business and Management studies and industry know-how.
- A school created by and for companies.
- A partner for personal and organisational development and transformation.
- Close working relationship with leading organisations operating within the wider fashion industry.
- PBS has a history of custom education but the differentiation point of this one is the fact that it challenges industry boundaries to push collaboration.

## For Who?

Aimed at professionals in the fashion sector who seek to expand management skills and consolidate their capacities for an improvement in their business practice.

The course promotes the knowledge and application of the industry's own codes, offers the necessary tools to solve the specific needs of each company and reinforces the skills to assume new responsibilities and competences.

- Fashion and Textile Industry Directors and business owners;
- Professionals with intermediate to senior managerial roles across business development, marketing, logistics, retail; with decision-making power;
- People who want to accelerate their career and undertake more senior roles within organisations operating in the fashion, lifestyle and related industries;
- Entrepreneurs who have created their own business and want to explore strategies/ tools to manage it more effectively, expand and grow.

## Benefits

A blended partnership between academia and business focused on designing a relevant program.

The course aims to be a needs-based and curated curriculum co-designed with participants as well as prepare future and current leaders to tackle uncertainty and build global fashion businesses that are optimized for today's market due to a global and 360 integrated vision of the sector.

Each module focuses on a different facet of the industry and is delivered with collaborations of brands/ companies that are recognized in that field as well as by international experts.

With this program I will be able to:

- Expand your personal and professional network, with access to national and international players and brands;
- Build relationships with a diverse group of peers who can provide wide-ranging insights into your business challenges and career decisions;
- Promote link between established and startup companies to improve business agility.

October

14 21 28

November

4 8 15 18 30

More Info

Applications



### Ana Roncha

An experienced strategic thinker working with established international fashion, luxury and lifestyle brands, start-up communities, academia, media, and international organizations. She is a renowned academic with close to two decades specializing in strategic fashion marketing and fashion brand development in a global setting. Ana holds a PhD in Design and Marketing Management and has previous degrees in Communication with a focus on Fashion. Works with institutions such as London College of Fashion, University of the Arts London; British School of Fashion, Glasgow Caledonian University London; ESCP Europe and Porto Business School. She is a mentor for MBA students at London Business School and for Fashion technology start-ups at Startupbootcamp Milan. Ana has previously collaborated with the World Economic Forum and Accenture and has also been involved in EU funded projects, developing impact evaluation reports for the European Commission. Co-author of the book "Fashion Management: A Strategic Approach" as well as the award-winning Case Centre's best-selling case study on Ethics and Social Responsibility.



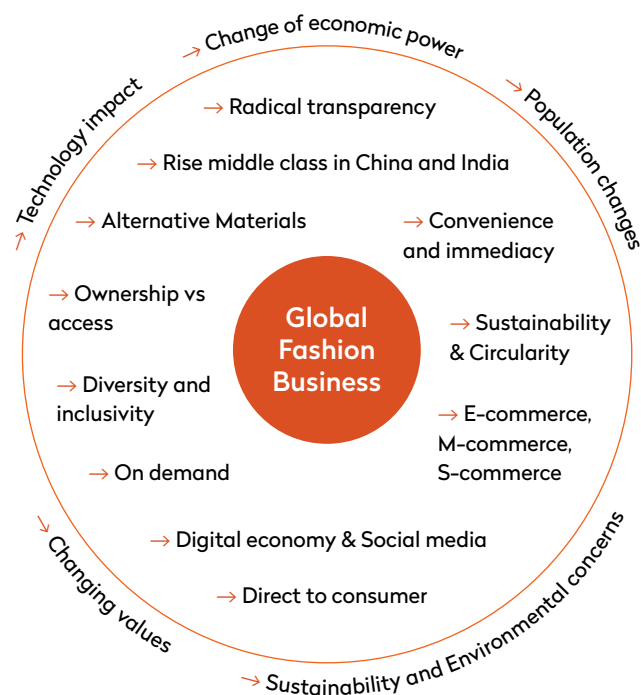
### Isabel Paiva de Sousa

More than 25 years of corporate and team leadership experience. Facilitator of strategic reflection processes. Specialist in implementing skills training and performance maximization programs. Speaker on Transformative Leadership, Emotional Agility, Resilience, and Happiness. Researcher in the field of Positive Psychology and Happiness at Work. Program Director and professor at Porto Business School and at FEP School of Economics and Management (University of Porto). Extensive experience as a professor, with special emphasis on processes of power and influence, such as communication, negotiation and leadership, in various sectors of activity including technology, banking, pharmaceuticals, food sector, public administration, civil construction, furniture, health and energy. Ph.D. student at FEP, MsC in Engineering (University of Minho) and bachelor's degree in Psychology (Faculty of Psychology – University of Porto). Former Mentor in Porto Business School Mentoring Program. Ambassador for TEDxPorto and U.DREAM.

## How?

### Curriculum

This will last 8 weeks (60 hrs total) and will be centered around four major themes of the fashion industry: SUSTAINABILITY & ETHICS; DIGITALIZATION, TECH & INNOVATION; GLOBAL MARKETS and HUMAN CAPITAL. These are integral to the industry's efforts in empowering a culture of innovation, and closing the skills gap among a new generation of workers. These themes will underpin the learning, experiences and knowledge transfer across all units/ modules. Partner brands will support the programme through masterclasses related to specific areas, such as global strategy, supply chain strategy, brand and retail management, trends and insights, sustainability, marketing and communications.



## Curricular Structure

THEME	HOURS
<b>Global Fashion Business Strategy</b> / Rui Padrão and Abdullah Abo Milhim Company participation: Istituto Marangoni	7h
<b>Organizational Culture and Leading People in the Textile Industry</b> / Isabel Paiva de Sousa, Filipa Ferreira and Maria Alsina Company participation: Pangaia, Talkdesk, Zeitreel Sonae	7h
<b>Innovation and Sourcing in the Textile Industry</b> / Lui Larocheski and Alexander Giantsis Company participation: Ganni, PlatformE	7h
<b>Channel Optimization and Global Fashion Markets</b> / Alcibiades Paulo Guedes, Abdullah Abo Milhim and Francisco Milán Company participation: Istituto Marangoni, Skims	14h
<b>Fashion Marketing and Consumer Insights</b> / Ana Roncha, Lottie O'Malley and Isabella Davey Company participation: Asos, Copenhagen Fashion Week	7h
<b>Business Innovation and Data Analytics for Fashion</b> / Pedro Amorim, Ana Roncha, Tony Pinville and Karinna Grant Company participation: Heuritech, The Dematerialised	14h
<b>Panel Discussion 1 on Sustainability</b>	2h
<b>Panel Discussion 2 on Fashtech Innovation</b>	2h

### Collaborative Project with mentorship\*

There will be the possibility to join an innovative collaborative project that aims to bring together different stakeholders of the ecosystem, with the aim to support the development of transformative innovation. This option will be supported by 5 hrs of specialized mentoring with specially designated coaches, selected from a pool of national and international experts.

\*Optional Collaborative Project 1.100€

### Application Learning

Case-based Exercises / Learning by Teaching / Experiential Learning / Flipped Classroom / Problem-Based Learning / Project Based Learning / Role plays / Challenge Based Learning / Inquiry-based Learning

### Collaborative Learning

Discussion-Based Learning / Peer Tutoring or Peer Mentoring / Online Discussion Boards / Peer Learning / Peer Feedback

### Expositive Learning

Lecture—Showing / Telling

# #41

Financial Times  
European Business  
School Ranking'21  
[OpenExecEd]

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## Associado Académico

Universidade do Porto

## Associados não académicos

Amkor  
Amorim  
Associação de Antigos Alunos da FEP  
Bial  
BOSCH  
BNP Paribas  
BPI  
Caixa Geral de Depósitos  
Câmara Municipal do Porto  
Cerealis  
Coopropfar-Medlog  
Deloitte  
EDP  
EDP Estudos e Consultoria  
Efacec  
Eurobic  
F Ramada  
Aços e Indústrias SA  
Fundação Luso-Americana  
Galp Energia  
Gameiro e Associados  
Salvador Caetano  
Grupo Mota-Engil  
Grupo RAR  
Millennium bcp  
Montepio  
Natixis  
NOS  
Nors  
Novo Banco  
Proef  
PWC  
REN  
Riopele  
Samsung  
SONAE  
Super Bock Group  
TMG Group

## Paper Free School

In alignment with the sustainability plan of Porto Business School, the availability of case studies and other support materials will always be performed in digital format.



2022

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U.Porto

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