



Master's Degree

Fashion Business Management and Administration



**LCI
Barcelona**

**The World is
Your Classroom**

MASTER'S DEGREE IN FASHION BUSINESS MANAGEMENT AND ADMINISTRATION

- Qualification: Master's Degree in Fashion Business Management and Administration (dual degree with the University of Barcelona)
- Credits: 60 ECTS
- Duration: 1 year
- Start date: October
- Language: English or Spanish
- Modality: On-campus



The Master's Degree in Fashion Business Management and Administration is backed by LCI Barcelona's extensive teaching experience, the legacy of the Felicidad Duce Fashion School, and the international level of its faculty.

Based on the principles of quality, diversity, and competitiveness, the programme has been designed in close cooperation with the Department of Economics and Business Studies at the University of Barcelona. The result is a structured syllabus led by experts in product, finance, and business management.

Our partnership with MODACC – the Catalan Fashion Cluster – has made it possible to develop a vocational syllabus, adapted to the needs and the operation of the textile and fashion business sector.

This academic programme provides comprehensive training in fast fashion, creation, indoor & outdoor fashion, accessories, luxury items, fragrances, and cosmetics. The knowledge and skills acquired enable graduates to work in senior positions in different departments of the fashion industry: creative, production, commercial, and communication, as well as in financial and business management areas.

Learner profile

- Graduates wanting to focus professionally on administration and management within the textiles and fashion industries.
- Business professionals and managers interested in high-level positions at fashion and textile companies.
- Professionals looking to broaden and improve knowledge in order to perform managerial functions.

Career opportunities

- Product Manager
- Project Manager
- Development and Production Manager
- Purchasing Manager
- Marketing Manager
- Communications Officer
- Brand Manager
- Retail Manager
- Head of Administration
- Fashion Business Organisation and Management Consultant
- HR Manager

Objectives

- Provide the necessary tools to effectively start and/or manage a company in the textile and fashion sector.
- Focus on legal, economic, and organisational framework that regulates companies in this field.
- Analyse and adapt to a company's needs.
- Develop the necessary creative capacity to enhance new business management and leadership resources.

Competencies

- Develop global, all-encompassing knowledge that links fashion to the world of art and vice versa, to offer a synthetic, analytical, and critical vision of the creative and productive processes of management.
- Apply understanding of the interdisciplinary nature products, analyse how products complement and relate to each other, and complete a creative and/or competitive process in the fashion industry.
- Acquire fluent understanding of the design and communicative function of graphic media in the world of fashion.
- Classify and evaluate the needs, creative processes, graphic language, management, and administration of clothing design.
- Use necessary conceptual and technical resources to adequately incorporate graphic, plastic, and informative creative language into the administration and management of fashion companies.
- Develop a global vision of the world of fashion and how companies operate, as well as the processes and the interactions among them.
- Analyse the decision-making process involved in all managerial actions.
- Engage with the other members of a company's management and its associated external entities.
- Guide a company's strategy towards the achievement of its objectives.
- Inspire a company's most valuable asset –its people– with knowledge and maturity.

Structure

The programme comprises 7 modules, each housing specific content-related subjects and thematic blocks. Experienced educators and industry professionals lead these sessions, sharing their expertise in fashion and business management.

Our master's degree methodology seamlessly blends theory with practical application, enriched by lectures, case studies, master classes, and workshops facilitated by educators, designers, and entrepreneurs. Throughout the course, we plan additional activities, including company visits, trade fair attendance, and participation in fashion shows and events.

The culmination of the programme involves learners embarking on a real-world project commissioned by a company. This project serves as a synthesis of the knowledge, methods, and tools acquired during the course, covering market research, creation, development, market implementation, and financial management.

The project unfolds from January to July, with learners benefitting from weekly tutorials and guidance from various specialists. It culminates with an oral presentation before a professional panel comprising University of Barcelona professors and industry experts.

In past editions, our learners have tackled an array of projects, such as developing a clothing product line utilizing 3D printing technology, launching a knitwear business line, establishing a new fashion brand, expanding through children's collections, and introducing a men's total look brand emphasizing urban comfort.

These are just a few examples of the innovative projects our learners have undertaken, showcasing their creativity and expertise.

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SYLLABUS

*The syllabus is subject to change.

MODULE I (4 ECTS) ANTHROPOLOGY OF FASHION

COURSES

- Historical and Sociological Evolution of Fashion
- Textile Manufacturing Environment.

OBJECTIVES

- › Situate and identify a variety of factors and aesthetic trends involved in the definition and expression of fashion.
- › Apply historical and sociological concepts of fashion to the creation of fashion-related collections or events.
- › Select appropriate fabrics, taking into account the intended purpose of each collection.
- › Place the product in a local, European, or global context.

MODULE II (10 ECTS) CREATIVE MANAGEMENT

COURSES

- Tools & Fashion Trends
- Collection Plan

OBJECTIVES

- › Acquire appropriate tools and processes to create and develop collections.
- › Develop skills to monitor and define product proposals for the textile and fashion sector. Specify suitable styles, trends, and materials for each season.

MODULE III (8 ECTS) PRODUCTION MANAGEMENT

COURSES

- Product Structure and Development
- Ecodesign and Sustainability

OBJECTIVES

- › Identify processes of product development within the textile and fashion industry.
- › Analyse the impact of ecodesign and sustainability in terms of added brand value and corporate social responsibility.

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SYLLABUS

MODULE IV (14 ECTS) COMMERCIAL AND COMMUNICATION MANAGEMENT

COURSES

- Brand Management
- Communication Management
- Advertising Management
- Retail Management

OBJECTIVES

- › Define objectives, design strategies, and determine communications in coherence with a marketing plan.
- › Acquire necessary knowledge and skills to manage and coordinate communications and marketing with other units of a company in the textile and fashion industry.

MODULE V (9 ECTS) BUSINESS MANAGEMENT

COURSES

- Business Environments
- Entrepreneurship and Management Techniques
- Lean Start-up
- Canvas Models
- Human Factors
- IT systems: ERP, CRM
- Legal Basics

OBJECTIVES

- › Acquire knowledge essential to business management.
- › Draw up a business plan.

MODULE VI (10 ECTS) INTERNAL BUSINESS MANAGEMENT

COURSES

- Business Decision-Making
- Financing Alternatives
- Cost-Benefit Analysis
- Management Control
- Scorecards
- Financial Management
- Production and Logistics Management

OBJECTIVES

- › Acquire basic accounting and financial knowledge.
- › Develop an overview understanding of logistics and company operations.
- › Apply and work within the parameters of production processes.

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SYLLABUS

FINAL MASTER'S THESIS (5 ECTS)

Develop a business proposal, from the ideation and creation of a product to its implementation in the current market. Put into practice acquired business management tools specific to the fashion and textiles industry.

WORK PLACEMENTS (OPTIONAL)

DIRECTORS OF THE MASTER'S DEGREE



Jorge Bachs Ferrer

Jorge holds a Doctorate in Economics and Business Administration from the University of Barcelona, where he works as a lecturer in finance. He has held senior positions in national and international companies and is the author of several books and specialised publications. He is a member of the Royal European Academy of Doctors.



Sílvia Viudas Bernabeu

Sílvia graduated with a bachelor's degree in Business Administration and Management from the College of Economics and Business Studies (University of Barcelona), a master's degree in Economic and Financial Management from ESADE, and an Executive MBA from ESIC.

After working as an auditor and financial director in various national companies, she moved into entrepreneurship. Since 2002, she has held a director role at LCI Barcelona.

Sílvia describes herself as a fighter with a winning spirit who is passionate about her work.

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LECTURERS

María Victoria Aroca

María graduated with a bachelor's degree in Information Sciences from the Autonomous University of Barcelona.

She has worked as a journalist and editor for interior design, women's, and fashion publications, currently reports for different media, and is co-author of the book *Barcelona a Cent*.

Victoria Bagüés

Victoria is a Communications Consultant and graduate with a degree in Information Sciences from the University of Navarre. She has worked as an editor in the technical fashion press and in the general media. A Business Communications specialist, she has worked for two decades as a director of internal and external communication for various companies in the business communication sector.

Maud Berthelot

Maud is a retail & training consultant at Excellence Attitude. She has been product & training manager at Dober Import Export, retail & marketing manager at Sephora, HR and internal marketing project manager at Christian Dior, and recruitment and training manager at Guerlain.

José Luis del Olmo

José Luis holds a PhD in Marketing and Market Research and a bachelor's degree in Communication Sciences. He has worked as Sales and Marketing Director of Pronovia's own chain of stores. Currently, he is a consultant and specialist in marketing training for the fashion industry. He is the author of *Fashion Marketing* (EIUNSA).

Miguel Fresneda

Miguel holds a PhD in Business and Financial Accounting, a bachelor's degrees in Law, Actuarial, and Financial Sciences and in Business Administration and Management. Diploma in Business Studies, as well as a Master's degree in Financial Markets, and a Master's degree in Auditing and Sworn Auditing of Accounts. He is a founding partner of Woffu, and CEO of Woffu and Finance Academy.

David García

David holds a bachelor's degree in Psychology. Executive Director of the Spanish Knitwear Association and manager of MODACC - Catalan Fashion Cluster. He is also director general of the FITEX textile technology centre.

Xavier García

Xavier holds a bachelor's degree in Business Administration and Management. He is a lecturer in different school and university programmes.

Gema Gilgado

Gema holds a bachelor's degree in Translation and Interpreting of English and Russian. She works as an independent consultant specialising in trends and colour application. She has collaborated on trend and colour creation with The Color Community, has been head of Purchasing at Grupo Natura, and head of International Purchasing at Campi y Jové, S.A.

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LECTURERS

Aída Giménez

Aída is a fashion designer and stylist. She has worked as head of the Design Department of Mistral Sport Wear, S.L., and as a designer for the Ivette brand. She is a freelance designer for different firms: Inditex, Inedit, Base Detall, Kappa, Avia, Basmar, John Smith, Asos, Carrefour and Alphadventure, among others.

Carles Grau

Carles holds a PhD in Economics and Business Administration, and has extensive business experience. He is a specialist in management control and decision making.

Laurent Laigat

Laurent is a professional in textile collection management. He has been head of design and product management in sectors such as outdoor wear, skywear, bikewear, intimate apparel and brand under license. Since 2009, he has been working as a freelance professional, coordinating and designing sports collections for international clients, as well as advising companies on strategy for building a portfolio of brands or properties under licensing agreements.

José López Parada

José holds a PhD in Economics and Business Organisation from the University of Barcelona; a Research Sufficiency Diploma from the University of Barcelona; an Industrial Technical Engineer certificate from the Polytechnic University of Catalonia; and a Diploma in Management Development at IESE - University of Navarre. He is a Lecturer in the Department of Economics and Business Organisation at the University of Barcelona and a business organisation and management consultant. He has been managing director of HRM Ross Systems, Director of Softmatic Software Solutions, and IT Director at Philips Ibérica Group.

Francesc Maristany

Francesc holds a Certificate in International Management from the HES Amsterdam School of Business and Master's degree in Maritime Law in Barcelona. He has worked for several companies in the port of Barcelona, as well as in the logistics sector. He is currently managing director of the Grup Met and a member of the board of directors of Modacc - Catalan Fashion Cluster.

Roser Masip

Roser holds a PhD in Fine Arts and is a Lecturer at the College of Fine Arts at the University of Barcelona, as well as an Artist and Painter. She is working on a line of research concerning issues in the teaching and learning of drawing. She is the supervisor of several doctoral theses on drawing, fashion products, and illustration and is the author of several publications focusing on the teaching, methodology, and didactics of drawing. She collaborates on the topics of fashion, illustration, and creation in these sectors.

Antonio Morales

Antonio is a Senior Technician in Plastic Arts and Design in Fashion Styling and postgraduate in Footwear Design from LCI Barcelona. He is currently an independent designer of footwear, bags, and leather goods. He has collaborated as a footwear designer for Action Design Studio, Zara Woman, and Bershka. He has been head of leather goods, evening bags and men's collection at TOUS.

Dolors Noguer

Dolors is a university graduate in Plastic Arts and Design (specialising in Textile Design) and a textile and printing designer, with a certificate from Artesanía de Cataluña. She is currently working as a freelancer.

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LECTURERS

Nuria Peist

Nuria holds a PhD from the University of Barcelona (specialising in Art Sociology). She is a graduate in Art History from the University of Granada. She has participated in research projects, publications, and conferences related to art and sociology. She is the author of the book *El éxito en el arte moderno* (Abada Editores).

Pilar Perea

Pilar is the founder and director of the Pilar Perea Personal and Professional Coaching centre and an executive coach for EEC. She holds a bachelor's degree in Philosophy and Master's Degree in Coaching and Personal Leadership from the University of Barcelona. She is the author of the book *El arte de quitarte la máscara*.

Beatriz Perez

Beatriz holds a bachelor's degree in Psychology and is Associate Professor of HR at the University of Barcelona.

Cristina Proença

Cristina holds a PhD in Management (specialising in Marketing) and is a marketing and retail consultant. She collaborates as a lecturer at various schools and universities. She has written several books, among them *Marketing Business to Consumer* and *The Price and competitive advantage: a multiple case study in the retail industry*.

Maravillas Rodríguez Zarco

Maravillas holds a bachelor's degree in Biology; a Master's in Audits and Environmental Impact Assessments and in Safety & Risk Prevention - Senior Technician from the University of Barcelona; a Master's Degree in Communication and Education from the Autonomous University of Madrid; and a postgraduate degree in Business Management from EAE Business School. She is an expert in corporate social responsibility and sustainability, with more than a decade of experience with social and environmental projects. She is currently CSR manager at Desigual.

Albert Rof

Albert is a graduate in Economics and Business Studies from the University of Barcelona, with a Diploma in Marketing from Barcelona Activa, an MBA from the University of Girona, and Small Business Management Program from the University of California. He has worked for 25 years in marketing and management in the FMCG sector (Bimbo, Nutrexpa, Kellogg's and Chupa Chups), and in the ICT and Internet sectors (Telépolis.com and Tiscali ISP). He has co-founded, among others, the Internet projects Voztele, Pisos.com, and Habitat24.

Natalia Sala

Natalia is a specialist in fashion retail. She has worked as retail manager in the company MaxMara, responsible for the ECI corners in Spain and Portugal. Previously, she was part of Mango's Design Department, performing quality control and production in Asia.

Joan Sintes

Joan is a graduate in Law from the University of Barcelona. He is key account manager at Sogeti and sales manager at Passiona Consulting. He has been a salesperson at COACB and director of ZyncSocial.

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LECTURERS

Ester Subirà

Ester holds a PhD in Economics (specialising in Business). She has been a professor at the University of Barcelona for over 20 years. She is the author of several publications for conferences and scientific journals.

Marta Terrat

Marta is founding partner of CasaBianca 1952, S.L., a company dedicated to the production and execution of advertising for brands such as Guitare, Jocavi, Lifegist, Tocató Vintage, and Intima Cherry, among others.

Juan Tugores

Juan holds a PhD in Economics. He is Professor of Economic Theory at the University of Barcelona, where he has also been Chancellor. He is a specialist in international economics and author of several books and articles. He regularly publishes in *La Vanguardia* and *Expansión*.

Francesca Tur

Francesca holds a bachelor's degree in Advertising and Public Relations. She directs Tendencias TV, collaborates with The Hunter, and writes for different media. She participates in Coolhunting Express seminars. She has collaborated with companies such as Bassat Ogilvy Barcelona and Cabaret Elèctric (iCat FM), among others, and has participated in various editorial publications, such as *Retorno a París* and *Retorno a Londres* (Editorial Esfera Libros).

Fernando Carlos Valdivia

Fernando is a Doctor of Law, Magistrate, and a graduate in Law from the University of Barcelona.

Antoni Villar

Antoni is a graduate in Fine Arts, professor of secondary education; an artist, painter, and designer; and a lecturer at art schools. He engages in projects and cooperative efforts in various fields of design (jewellery, interior, industrial, and fashion design).



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