Universidad de Navarra

International approach (Digitalización) (MFM)

Guía docente 2026-27

PRESENTATION

Short description: The subject aims to offer students an international experience in one of the areas of greatest professional scope in demand for employment. It will focus on the area of digitalization, although other current issues will also be covered. The contents have been developed in previous subjects, but the aim of this subject is to provide students with knowledge of the international and pioneering application. Through lectures, visits and workshops, they will learn in situ about the development and application of digitalization in companies of the fashion sector in London. Conferences, visits and practical experiences will be organised to learn about the digital transformation processes applied to fashion in London-based companies.

- **Degree**: Master in Fashion Management
- **Module/Subject**: International Approach II
- **ECTS**: 2
- **Course, Semester**: 2026-27
- **Nature**: optional
- **Profesorado**: Rocío Elizaga Puig / Mª Ángeles Burguera
- **Idioma**: English
- **Aula, Horario**: March 2025 (London)

LEARNING OUTCOMES (Competencies)

BASIC AND GENERAL

- GC3 - Develop leadership skills, creativity, initiative and entrepreneurial spirit in the field of fashion.
- GC4 - Acquiring skills to be able to transfer the results of the processes of creating products and services in the fashion sector to the market and society.
- GC5 - Propose creative solutions to the problems of logistics, storage management, distribution and customer service for the fashion consumer before and after the sale.
- BC6 - Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context.
- BC7 - Students are able to apply their acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
- BC10 - That students possess the learning skills that will enable them to continue studying in a largely self-directed or autonomous manner

SPECIFIC

- CE9 - Distinguish the processes of digitalisation and their application in the phases of design, production, storage, marketing and distribution of products and services in the field of digitalisation, marketing and distribution of fashion products and services.
- SC10 - Understanding fashion as a multidisciplinary phenomenon and identifying its cultural and historical references.
- SC11 - Knowing the international scope of the fashion business, its main markets and the actors involved in it.
- SC19 - Knowing the processes for developing circular economy strategies in fashion companies.
- SC21 - Generate fashion content for traditional communication formats (magazines, fashion shows, etc.) and innovative ones (social networks, fashion films, etc.) in social networks, fashion films, etc.) in the sector.

PROGRAM

Planned travel on March 2025. The content of the trip will be informed in advance.

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EDUCATIONAL ACTIVITIES

Theoretical face-to-face lessons

Seminars and conferences

Workshops

Lectures (master classes, seminars, conferences, etc.)

EVALUATION

Intervention in lectures, seminars and practical classes: 100%

OFFICE HOURS

Students can contact the lecturer at the following email addresses: rocio.elizaga@isem.es and mburguera@isem.es

BIBLIOGRAPHY

Not applicable bibliography