

EMBEDDING EMPLOYABILITY INTO THE CURRICULUM

a case study

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Employability

- Becoming an important measure for student success
- Controversial measure particularly in creative industries

Challenges

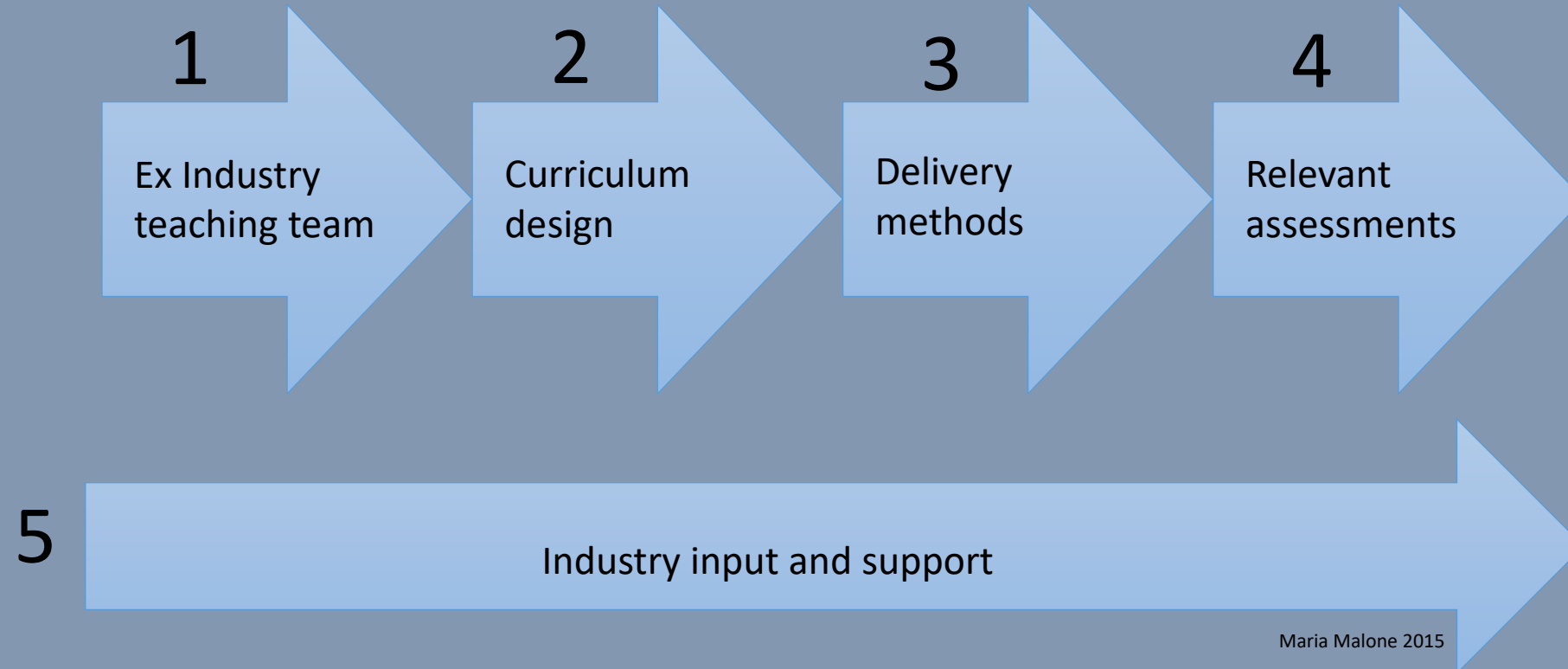
- Should not be seen as an isolated subject within a course
- Should not be viewed as the responsibility of a central function
- Should be a collaborative process between academics and careers

My Background

- Group head of quality for large retailer (18 years)
- In 2004, 35 students applied to study a new degree at MMU – Fashion Buying.
- A strategic decision to employ industry professionals to develop/deliver the content
- However employment and employability was still seen as the responsibility of the 'careers dept.'



5 factors model for embedding employability



1. Teaching team

- Supplement existing academics with new industry professionals – contacts, current
- Introduce a buddy system (industry and academic) for knowledge exchange/research
- Encourage/signpost academic CPD



Benefits of Industry Lecturers

- Enthusiasm
- Up to date knowledge
- Relevant case studies
- Stro
- Efficient
- CONTACTS



Personal tutorial support

- Level 3&4 – develop professional conduct
- Level 5 – work experience
- Level 6 – graduate role or start up support
- Plus progression support and 5 year plan



2. Curriculum design

- Design industry relevant teaching material
- Introduce contemporary industry changes and issues
- Underpin with established theory and research, adding new research



3. Delivery

- Introduce more project based learning
- Invite more interaction from students
- Weekly industry news updates
- Current case studies
- Take the teaching into the industry



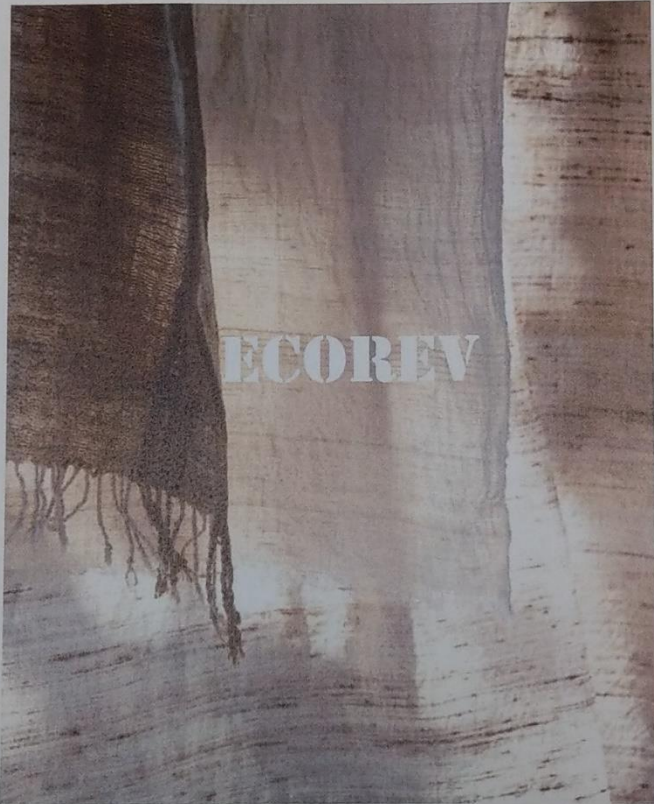
4. Assessment outputs

- NO ESSAYS
- Reports
- Videos
- Adverts/posters
- Trade shows
- Verbal presentations
- Business plans
- Books
- Assessment centre
- Exhibitions



Journals, publications





Uliana Rogatina

- not being able to speak to a person – 26%
- being passed around to multiple agents – 25%

EcoRev corporate value of customer-centric approach requires providing the most pleasant shopping experience for customer as possible, including:

Automated services

Customized service can be reached through online customer profile. Automated services can stimulate a personal relationship as it can recognise individual customers and their characteristics, and offer information related to orders or transactions.

Personal assistance

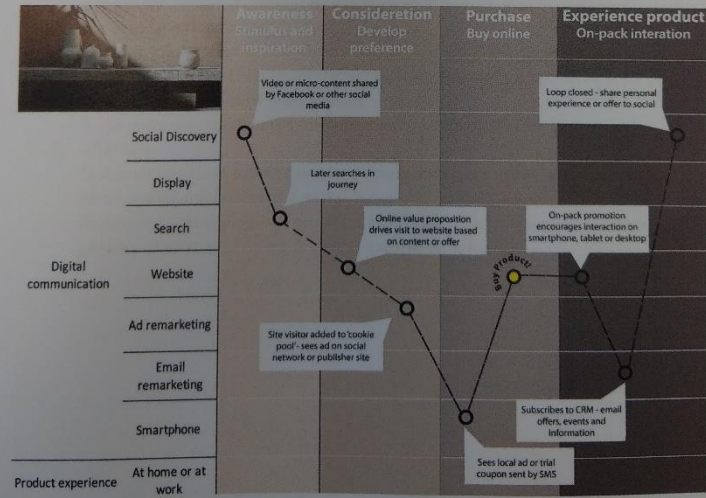
The customer can communicate with designer by chat or e-mail to get help on decision making, during sales process or after the purchase is complete.

Co-creation

“EcoRev” will invite customers to write a review on products and thus create value to other customers.

Market place will engage customers to assist with designs of new and innovating products through allowing customers connect with designers in terms of customization or creating a new design of a product.

Customer journey map



Business Reports

5. Industry input

- Curriculum design
- Assessments (some live)
- Sponsored events
- Student conferences
- Industry documents/data
- Free product (software, garments, fabrics etc.)
- Masterclasses
- Invitations to events, factories and head offices
- Insight into different company cultures



Wednesday afternoon Industry visits

- Every Wednesday afternoon
- National and International organisations visit
- 1-2 companies visit the department per session
- Update students on their business
- Seek paid placement students
- Seek graduates from level 6



Work Placements

- Sandwich paid, average £20,500 (9-15 months)
- Total £3 Million/year paid in salaries to students
- X2 day a week jobs in industry
- Summer holiday cover in industry
- X2 week internship at level 4 and 5 (unpaid)



Expected behaviour

- Foster business protocols
- Professional code of conduct
- Student AND staff behaviour
- Encourage independence
- Increase confidence



Experiential Learning



- Industry reviewed - Trade Fair - Level 5

Experiential Learning



- Pop up sales event - enterprise Level 6

Experiential Learning



- Pop up sales event - enterprise Level 6

What do students get?



- Real world experiences
- Relationship building
- Problem solving
- Networking skills
- Invitations to work with industry
- Professionalism

Live briefs and sponsored projects



- Invitations to work with organisations, Selfridges, MAS
- Collaborations with international brands
- Work on event merchandise e.g. Tour de Manc
- Work with Olympians/sports brands

What skills do they develop?



- Problem solving
- Communication – visual, written, verbal
- Teamwork – how to build relationships
- Conflict resolution
- Work ethic
- Professional development
- Self-reflection/understanding

17 jewellery designers to follow on Instagram

The sparkliest accounts to inspire your jewellery box

BY JESSICA DAVIS / APR 10, 2019

Arctic Fox & Co

Inspired by all things Icelandic and Scandinavian, Arctic Fox & Co has the most gorgeous pieces that are a welcomed addition to any jewellery box. We love their newest collection that features delicate gold jewellery and pearl treats, which add the perfect finishing touch to your look. The label has sustainability at its heart and truly cares about the environment around us, as they donate 5 percent of all proceeds to WWF.



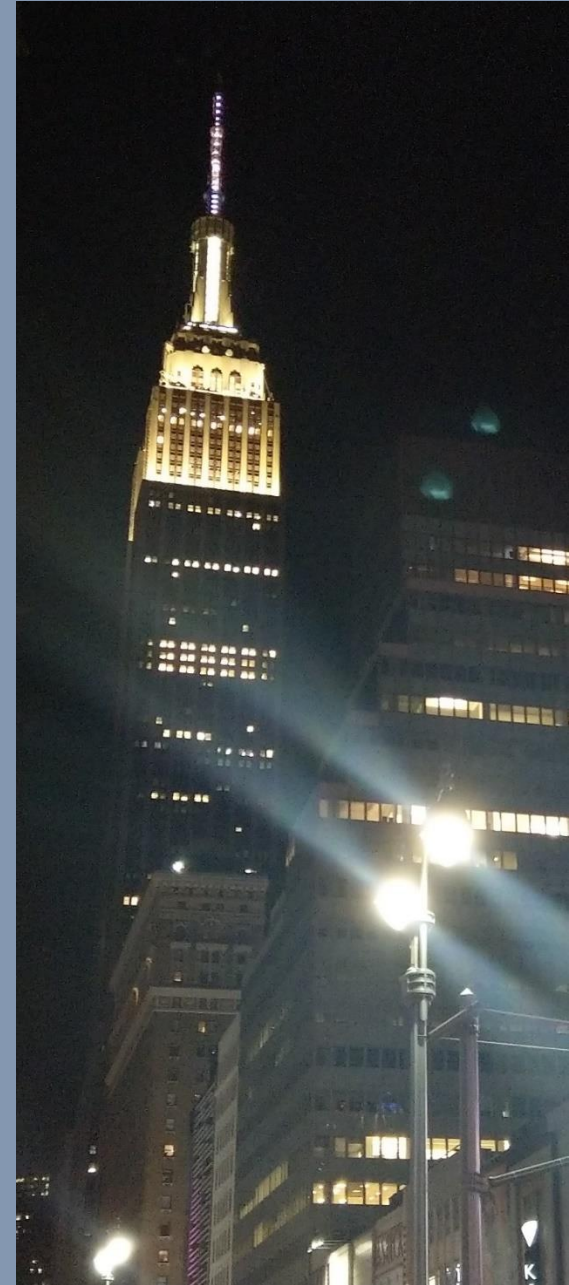
[View More on Instagram](#)





Results

- 44% - graduate role BEFORE graduation
- 48% - complete paid sandwich year
- 94% of placed student secured graduate role within 6 months of graduation



- Industry approach us to recruit students
- International organisations fly in to interview
- Increase in enterprise start ups
- Alumni now recruit



AFBE – Association for Fashion Business Employability

- New collaboration
- Aligning x4 biggest universities
- Support each other
- Celebrate fashion business
- Central link for industry
- Support new academics
- Channel employability news



Questions?

