Florence University of the Arts (SAI) – Retail & Tourism Management

Course Title Abroad

**UK Course Equivalency**

**Accessories Studio I**

**UK Course MAT 2—or GEED 2—**

Students are introduced to the concept of three-dimensional sketching and how it relates to accessories design. Concentrating on design detail, they learn to sketch the basic shapes in footwear, handbags, personal leather goods, and belts. This capstone course provides students with the opportunity to select a design project in a specific accessories category. Mastery of research techniques, design construction, and oral presentation are fundamental to successful completion of this course.

**Visual Merchandise & Display**

**UK Course MAT 237**

This course examines the creative field of visual merchandising and its importance to the retail and fashion industries. Students develop skills in evaluation and implementation of visual merchandising concepts. The key elements covered include merchandising, principles and elements of design, terminology, and evaluation. This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

**Apparel Design**

**UK Course MAT 2—**

This course offers a solid foundation in the fundamentals of basic construction, draping techniques, alterations and fitting techniques for apparel. The emphasis of the course is on the importance of proper fit and craftsmanship. Students develop and construct design concepts in muslin and soft fabric on the dress form. Students will also approach a basic knowledge of sewing machine and basic stitches. With the final project students will realise a garment in fabric and a portfolio that will display the sampling of work done.
The Client-Customer Relation Management

**UK Course MAT 2**

This course is an examination of personal and small group communication with particular emphasis on methods of perceiving information and transmitting messages in order to foster and build strong relationships with the customer. Such link will be learned through several role playing exercises. Students will review: the ways in which people communicate with each other; The skills needed to communicate effectively in work situations; group decision making and forces that influence group behavior. The course will also analyze the two basic principles of the Quality System: “Quality is a Bottom-Up Model” and “Do what you have to do correctly the first time”. This class includes Experiential Learning with CEMI.

Special Event Management

**UK Course HMT 3**

This course will examine all aspects of special event management. A comprehensive study of the special events industry focused on emphasizing the dynamics of the creative process critical to these events. Special events include but are not limited to, weddings, ceremonies and celebration, life cycle events and fairs and festivals. Through the event planning process special events will be examined from a logistical, and financial perspective. The course will also provide students with the necessary background for improving their effectiveness and profitability when managing special events, which requires competence in the areas of drafting contracts for events, marketing and sales, event logistics and preparations, staffing, and accounting. Special attention is given to the use of new online tools and apps for the organization of events as well as the most important and common new social media in order to more effectively promote events. This class includes Experiential Learning with CEMI.

HP FB OM 400 Food & Beverage Operations:

**UK course DHN 342**

This course introduces one of the fundamental areas of study in the hospitality industry. Students will study the concepts and procedures of food and beverage control systems, cost control, operating budgets, effective management of food & beverage operations and cycles. Cost calculations, menu planning, storage, receiving, profit and budget forecasting, labor costs, service payment systems, and other topic-specific areas will be covered.

HP FB SM 331 Front-of-the-House Management Practicum:

**UK course HMT 3**

Students enrolled in Service Management will be able to manage the operation of full-service dining room service, table set-ups, point-of-sale system and will focus on the operation of fullservice restaurant. This course includes experiential learning with CEMI. The course will explore through daily practice the function of service systems within the restaurant environment of Ganzo. Under the close supervision of Ganzo Restaurant Manager, a practical guidance will be provided to students in the elements of service management, terminology and meeting of guests expectations. Students will observe, analyse and put in practice basics of food service in order to better understand the flexibility and consistency of a remarkable service management.
HP HT IH 350 Hospitality Marketing:

*UK course HMT 320*

Over the last decades an abundance of hospitality businesses have gained great importance in the global marketplace. A proliferation of new brands have entered the market gaining enormous attention from customers. Hospitality marketing is an extremely effective tool that helps the professionals of this field to segment the market, create the added value that will help them compete in the hospitality sector. The students will be introduced to the marketing techniques which can be applied to hotels, restaurants and clubs. It will explore the multitude of resources that can be applied both to tangible and intangible products which are at the core of hospitality and tourism industry. Particular attention will be given to processes like: market segmentation, advertising, promotions, pricing strategies and revenue maximization.

HP FB WC 380 Hospitality Accounting:

*UK course HMT 350*

Business and marketing aspects of the wine industry. Students will be presented with the following topics: an introduction to communication theory, wine communication, introduction to management and marketing theory, wine marketing, economics of the world wine industry, human resource management.

HP FB RM 390 Restaurant Management:

*UK course HMT 308*

This course will examine the problems of the financial structures of restaurant management, in parallel with the objectives and techniques of the individual owner. The planning and decision-making tools available to managers in an organization and comparison between single or partnership managements will be discussed. Personnel organization and food preparation plans will be covered. The course is based on a double approach, combining theory and practice: students will be introduced to the basics of restaurant management and will be given the opportunity to discuss their ideas and questions with selected professionals who are successfully running their restaurant businesses in Florence. Extensive site visits to local restaurants be organized.

PS SP RM 391 Special Project Restaurant Management Practicum:

*UK course HMT 3--*

This course will focus on the basic understanding of restaurant management, including service management, including service management and costumer relations, menu planning and wine list development under the supervision of wine experts. Students will observe and analyze the main operational areas of the restaurant, such as food safety and planning, guest service, operational responsibilities and personnel. Moreover, students will learn how to maintain daily records of customers, sales and costs, as well as produce monthly records. Students will assist the Manager in setting service standards and creating a platform for all restaurant operations in accordance with restaurant needs. This course includes experiential learning with CEMI.
HP HT ST 325 Sustainable Tourism:

*UK course HMT 360*

In this course students examine the economic environment and the social impact of tourism as an expression of sustainable development in both an Italian and international perspective. Lessons will focus on how local cultures can better absorb short and long-term tourism and will be able to understand the benefits of eco-tourism on natural habitats and environment. Students will learn how to develop a more sustainable approach to tourism which will benefit the social frame of the local communities and global societies. The course will feature a hands-on approach to the realities of sustainable tourism through a group project. The topics for the group project will be proposed by the instructor.

FT FD AD 320 Wine Communication & Marketing:

*UK course HMT 3--*

This course offers a solid foundation in the fundamentals of basic construction, draping techniques, alterations and fitting techniques for apparel. The emphasis of the course is on the importance of proper fit and craftsmanship. Students develop and construct design concepts in muslin and soft fabric on the dress form. Students will also approach a basic knowledge of sewing machine and basic stitches. With the final project students will realise a garment in fabric and a portfolio that will display the sampling of work done.

FT FD DR 240: Draping:

*UK course MAT 2--*

In this course students learn the clothing construction using the draping techniques. Custom patterns of various designs will be draped. Patter making by draping of custom patterns in muslin on dress forms or live models are made for any garment and some are cut in intended fabric and constructed. Design of personal dress form will be demonstrated. This class provides education for students entering the fashion industry.

FT FC PF 201: Faces, Facts, and Places in Italian Fashion:

*UK course MAT 2--*

This course affords students the possibility to go behind the scenes in exploring the art and business of Italian fashion design. Lectures by industry professionals will be complemented by “backstage” visits to design studios and possible attendance at seasonal fashion shows.
FT FD FD 230: Fashion Design Studio I:

*UK course MAT 2-- or GEED 1--*

This course is an introduction to creative design development and fashion design skills. Topics include: design processes of trend research, storyboard compiling, color story, fabric selection, draping design concepts, design innovation and the 2-D to 3-D development of creative ideas. There will be assigned projects in all of these areas. Students will also be introduced to the basics of fashion illustration. Students prepare for their fourth-semester design collections by exploring the roles of research, design development, and editing in the fashion design process. Emphasis is placed on the application of design development, and editing in the fashion design process. Emphasis is placed on the knowledge of key fashion categories, markets, and price points.

FT FD FD 370: Fashion Design Studio II:

*UK course MAT 2-- or GEED 1--*

This course is an introduction to creative design development and fashion design skills. Topics include: design processes of trend research, storyboard compiling, color story, fabric selection, draping design concepts, design innovation and the 2-D to 3-D development of creative ideas. There will be assigned projects in all of these areas. Students will also be introduced to the basics of fashion illustration. Students prepare for their fourth-semester design collections by exploring the roles of research, design development, and editing in the fashion design process. Emphasis is placed on the application of design development, and editing in the fashion design process. Emphasis is placed on the knowledge of key fashion categories, markets, and price points.

FT FC FF 230: Fashion in Film 2:

*UK course MAT 2--*

The theme of this course is the relationship between film and fashion. This inexorable link is manifested in a wide variety of ways, some of them ambiguous. The course takes a thematic approach and we will explore how movies have contributed to major fashion trends (not just in apparel, but also in hairstyles, make-up, jewelry and accessories); how fashion is used to define a character, how actors become iconic through dress; how fashion is linked to particular trends in film, particularly from the 1950s to the present day, and to the creation of 'cult films'. Excerpts from a number of films will be screened including: Breakfast at Tiffany's, To Catch a Thief, Quadrophenia, American Gigolo, Annie Hall, Barbarella, Women on the Verge of a Nervous Breakdown.

FT FC FM 300: Fashion, Media and Culture:

*UK course MAT 2--*

This course examines fashion as a form of communication and culture using a diverse range of readings drawn: what fashion means and how it has been valued through history, popular culture and media institutions. Students explore economic and social issues that revolve around fashion as industrial production and analyse fashion both in terms of its production and consumption, addressing its role in relation to identity and body politics (gender, race, sexuality, class), art and status, nationhood and the global economy.
**BU FK FM 320: Fashion Marketing:**

*UK course MAT 2--*

This course is an introduction to marketing and merchandising concepts in fashion retail, with an emphasis on the apparel and accessory industry in Italy. Students learn terminology specific to the field. Topics include: the meaning of the ‘brand’ in today consumer market, how to forecast trends, the product supply chain, the vertical business model and outsourcing, visual merchandising, publicity and advertising, different forms of in store and non-store retail, consumer behaviour and profiles, information systems, store location and design and assessing the quality/cost equation of products. On site visits to fashion retailers in Florence are an integral part of this course, with suggested field trips to Milan and the Ferragamo Shoe Museum or the Gucci Museum.

**FT AD FW 315: Footwear Design and Construction I:**

*UK course MAT 2--*

In this course students are introduced to the advanced level of design and production of footwear. This is a fashion design area in which Italy is a market leader and students will analyze the latest styles, leathers, and components in terms of functionality and design. They will continue to develop pattern-making skills by designing and making prototypes of footwear and related accessories. This class includes experiential learning with CEMI.

**FT FC GS 270: Glamour & Style - The Pitti Fashion Shows:**

*UK course MAT 1--*

Prior to the postwar period Italian fashion and design was limited to tailors and seamstresses. That all changed with Pitti Imagine and the boom of the 1950. Pitti Immagine organizes some of the world most important fashion events: international quality clothing and textile fairs, communication happenings and cultural and research initiatives for the fashion system and fashion as the aesthetic expression and global evolution of taste. This course will analyze the evolution of the Pitti Fashion events from its origin throughout decades of imposing Italian fashion.

**FT FD HF 200: History of Fashion Design:**

*UK course MAT 2--*

This course presents a visual history of fashion from ancient Egypt to the present, with particular emphasis on European fashion history from the mid-19th century to present day. Particular attention will be given to the development of Italian fashion design from the 1950s to the present. An analysis of social factors (economic, political, aesthetic, religious, moral, technological, popular), and their role in shaping and influencing costume, will also be studied.
FT JD JM 190: Jewelry Making I:  
*UK course MAT 1--*
This workshop based course gives the students a solid grounding in the basic practical skills and techniques used in the fabrication of jewelry as an art form. The emphasis is on craftsmanship. Students will learn soldering, assembly skills and finishing, with a stress on the handling of metals. Students will be introduced to machines and studio tools, instruction on their use will be given, together with safety regulations. Students will immediately begin to work learning the basic techniques such as: design transfer, sawing, piercing, polishing, buffing, filling, sanding metals and soldering. Handouts will illustrate the various techniques but the focus of the course is mainly work at the bench.

FT FD PM 260: Pattern Making:  
*UK course MAT 2--*
This course introduces students to the drafting and excursion of fundamental flat pattern principles. The course will focus on the development of a variety of bodice styling. The course emphasis is on the students’ production of an original design from concept to completion (pattern are proved in cotton).

FT FD SC 315: Sewing & Construction Techniques I:  
*UK course MAT 2-- or GEED 1--*
This hands-on course will give students the rudimentary skills and techniques both in terms of mechanized and hand techniques to allow for the creation of simple fabric garments.

FT FD SC 380: Sewing & Construction Techniques II:  
*UK course MAT 2-- or GEED 1--*
This hands-on course will give students the rudimentary skills and techniques -both in terms of mechanized and hand techniques- necessary in the creation of simple garments. In the second level the focus will shift to complex design strategies and construction which are most frequently employed as industry standards.
BU MA SB 326: Strategic Luxury Brand Management:

*UK course MAT 3--*

The course analyzes the organization of activities related to the introduction, promotion, and optimization of luxury brands that distinguish themselves from competitors. Examined issues will cover brand equity, business and marketing strategies, conducting market and consumer satisfaction surveys, product development, optimizing management of existing products, brand expansion, and optimizing the marketing mix. Italy and Europe provide models of excellence in business in various sectors and industries. Made, styled, designed in Italy has become, over times, synonymous of high quality luxury products and processes. The course will focus on the positive elements and possible threats of the European and Italian luxury creative entrepreneurial business model, as opposed to other international business models. One of the key issues of the course is represented by the possibility offered to students to compare the European luxury business model (through a series of conceptual frameworks, cases, guest speakers and site visits) with the prevalent business models present in the U.S. and have the possibility to integrate the two approaches. Approaching business issues from different perspectives is a key element of success in the current global economic scenario, where integration and blend of different approaches is crucial.