



General Education course  
 Course Title Fashion and Society  
 Course Code ICGS106

Undergraduate Program  
 Mahidol University International College  
 Tourism and Hospitality Management Division

Please Specify GE basket

- Life Appreciation
- Global Citizenship
- Critical Thinking
- Leadership
- Digital Literacy

### GE and Course's CLOs Alignment

GE PLO	Course Learning Outcomes (CLOs)
<p><b>Examine the current state of the world and the connection between local and global issues</b></p>	<p>CLO1 To identify design elements of fashion.</p> <p>CLO2 To identify changes of fashion trend; particularly in the context of globalisation.</p> <p>CLO3 To defend factors which influence the changes of fashion trends; particularly in the context of globalisation</p> <p>CLO4 To identify social phenomena and lifestyle that reflects in fashion; particularly in the context of globalisation.</p> <p>CLO5 To identify benefits and challenges that globalization brings to the fashion industry and consumption of fashion.</p>



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### TQF 3 Course Specifications

#### Section 1 General Information

1. Course code and course title

Thai **แฟชั่นและสังคม**

English Fashion and Society

2. Number of credits 4 (4-0-8)

3. Curriculum and Course Type

3.1 Program of Study International Bachelor's Degree

3.2 Course Type General Education

3.3 Please Specify Course's Literacy

- MU Literacy (Core Values, SEP, GE for Human Development)
- Health Literacy (Health, Sport)
- Digital Literacy (ICT, Applied Mathematics)
- Social and Humanity Literacy (Social, Humanity, Law, Ethics, Arts)
- Communication Literacy (language, Academic Communication)
- Science and Environmental Literacy (Applied Science for Life, Environmental Responsibility)
- Finance and Management Literacy (Finance, Management, Entrepreneur)

3.4 Please Specify Relationship between course and corporate culture

- M - Mastery รู้แจ้ง รู้จริง สมเหตุ สมผล
- A - Altruism มุ่งผลเพื่อผู้อื่น
- H - Harmony กลมกลืนกับสรรพสิ่ง
- I - Integrity มั่นคงยิ่งในคุณธรรม
- D - Determination แน่วแน่ทำ กล้าตัดสินใจ
- O - Originality สร้างสรรค์สิ่งใหม่
- L - Leadership ใฝ่ใจเป็นผู้นำ



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#### 4. Course Coordinator and Course Lecturer

- 4.1 Course Coordinator  
Assistant Professor Ka Tat Nixon Chen
- 4.2 Course Lecturer  
Assistant Professor Ka Tat Nixon Chen

#### 5. Trimester/ Year of Study

5.1 Trimester All trimesters (including summer session) / for all students in all International College Undergraduate Programs

5.2 Course Capacity Approximately 40 students

6. Pre-requisite N/A
7. Co-requisites N/A
8. Venue of Study MUIC

### Section 2 Goals and Objectives

#### 1. Course Goals

- Students can identify external and internal forces; particularly; in a globalised context, which underlie fashion changes and trends that are expressed in the elements of fashion and
- Students can identify the influences of fashion on the economy and development of societies and the world at large.
- Students can understand the influence of globalisation in changing the landscape of the fashion industry and vice versa.



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## 2. Objectives of Course Development/Revision

### 2.1 Course Objectives

- Students can identify design elements of fashion;
- Students can identify the influences of political, economic socio-cultural, technological and ethical in a globalised context on fashion and
- Students can identify the influence of fashion on the socio-cultural and in particular the economy of a society and the world at large.
- Students can identify those factors in the context of globalisation, which influence the operation of the fashion industry

### 2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

1. CLO1

To identify design elements of fashion.

2. CLO2

To identify changes of fashion trend; particularly in the context of globalization.

3. CLO3

To defend factors which influence the changes of fashion trends; particularly in the context of globalisation

4. CLO4

To identify social phenomena and lifestyle that reflects in fashion; particularly in the context of globalisation.

5. CLO5

To identify benefits and challenges that globalization brings to the fashion industry and consumption of fashion.



### Section 3 Course Management

#### 1. Course Description

(Thai).

ส่วนประกอบทางการออกแบบของแฟชั่น คำศัพท์เฉพาะทางแฟชั่น แฟชั่นที่สะท้อนบริบททางเวลาและสถานที่ แฟชั่นและการพัฒนาของศิลปะ แฟชั่นที่เป็นการแสดงออกทางวัฒนธรรม แฟชั่นที่เป็นความคิดสร้างสรรค์ แฟชั่นที่ต้องการการยอมรับและการสนับสนุนจากลูกค้า แฟชั่นและพฤติกรรมของผู้บริโภค แฟชั่นและบริโภคนิยม ประเด็นทางจริยธรรมเกี่ยวกับแฟชั่น

(English) Design elements of fashion, fashion terminology, fashion reflects its temporal and spatial context, fashion and the development of art, fashion is a cultural expression, fashion is creativity, fashion needs customers' approval and endorsements, fashion and consumer behaviour, fashion and consumerism, and ethical issues of fashion.

#### 2. Credit hours per trimester

Lecture (Hour(s))	Laboratory/field trip/internship (Hour(s))	Self-study (Hour(s))
4	0	8

#### 3. Number of hours that the lecturer provides individual counseling and guidance.

- 4 hours per week.
- Students could make requests for appointments whenever necessary.



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#### Section 4 Development of Students' Learning Outcome

1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to

1. CLO1  
To identify design elements of fashion.
2. CLO2  
To identify changes of fashion trend; particularly in the context of globalization.
3. CLO3  
To defend factors which influence the changes of fashion trends.
4. CLO4  
To identify social phenomena and lifestyle that reflects in fashion in the context of globalization.
5. CLO5  
To identify factors which influences the consumption of fashion; in particular in the context of globalization.

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1, 2, 3, 4,5	Lectures Class discussions	Individual papers (Two individual papers)



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### Section 5 Teaching and Evaluation Plans

#### 1. Teaching plan

Week	Topic	Number of Hours			Teaching Activities/ Media	Lecturer
		Lecture Hours	online	On campus		
1	Introduction: What is fashion Design elements of fashion	4	4	0	Lectures Class discussions	Assistant Professor Ka Tat Nixon Chen
2	Fashion terminology History of fashion since post-modern era	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
3	Fashion reflects its temporal and spatial context	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
4	Fashion reflects its temporal and spatial context	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
5	Fashion and the development of art Fashion is an art form	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
6	Fashion is a cultural expression Fashion is creativity	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
7	Fashion needs consumers' endorsements and approvals	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
8	Fashion and consumer behaviour	4	4	0	Lectures Class discussions Case studies	Assistant Professor Ka Tat Nixon Chen
9	Fashion and consumerism	4	4	0	Lectures Class discussions Case studies Guest speaker	Assistant Professor Ka Tat Nixon Chen
10	Fashion and retailing	4	4	0	Lectures Class discussions Case studies Guest speaker	Assistant Professor Ka Tat Nixon Chen



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11	Ethical issues of fashion	4	4	0	Lectures Class discussions Case studies Guest speaker	Assistant Professor Ka Tat Nixon Chen
12	Revision	4	4	0	Lectures	Assistant Professor Ka Tat Nixon Chen
	Total	48	4	0		

## 2. Plan for Assessing Course Learning Outcomes

### 2.1 Assessing and Evaluating Learning Achievement

#### a. Formative Assessment

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#### b. Summative Assessment

##### (1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO1, CLO2, CLO3 CLO4 and CLO5	Individual paper 1	50	50
CLO1, CLO2, CLO3 CLO4 and CLO5	Individual paper 2	50	50
Total			100

##### (2) Grading System

A, B+, B, C+, C, D and F

##### (3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

## 3. Student Appeals

Students can appeal following MUIC formal channels and procedures.





## Section 6 Teaching Materials and Resources

### 1. Textbooks and/or other documents/materials

- 1) Baudot, F. (2006). *Fashion: The Twentieth Century*. New York: Universe
- 2) Crane, D. (2000). *Fashion and Social Agenda: Class, Gender and Identity in Clothing*. Chicago: University of Chicago
- 3) Gale C. and Kaur, J. (2004). *Fashion and Textiles: An Overview*. Oxford: BERG
- 4) MacKrell, A. (2005). *Art and Fashion: The Impact of Art on Fashion and Fashion on Art*. Malaysia: Batsford
- 5) White, N. and Graffiths, I. (Eds.) (2000). *The Fashion Business: Theory, Practice, Image*. Oxford: BERG

### 2. Recommended textbooks and/or other documents/materials

- 1) Chu, W.C. and Lam, M.C. (2004). *Store Environment of Fashion Retailer: A Hong Kong Perspective*. In Hines, T. and Bruce, M. (Ed.). (2004). *Fashion Marketing* (pp105-118). Singapore: Elsevier
- 2) Webb, B. (2004). *Retail Brand Marketing in the New Millenium*. In Hines, T. and Bruce, M. (Ed.). (2004). *Fashion Marketing* (pp66-87). Singapore: Elsevier
- 3) Lister, J. (2006). *Kaleidoscope; Fashion in the Sixties London*. In Beward, C., Gilbert, D. and Lister, J. (2006). *Swinging Sixties* (pp22.22-40). London: V & A 3.

Other Resources (If any)

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### Section 7 Evaluation and Improvement of Course Management

1. Strategies for evaluating course effectiveness by students
  - Mid-trimester feedback that are anonymous from students and
  - Formal student evaluation at the end of each trimester.
  
2. Strategies for evaluating teaching methods
  - Peer observation and
  - Talking and sharing with peers teaching methods.
  
3. Improvement of teaching methods
  - Teaching logs to record teaching;
  - Feedbacks from students;
  - Dialogue with peers and
  - Updating teaching methods through attending conferences or seminars.
  
4. Verification process for evaluating students' standard achievement outcomes in the course
  
5. Review and plan for improving the effectiveness of the course
  - Comments from students on learning outcomes and evaluation criteria;
  - Feedbacks to students' projects and papers are clearly explained and commuted to students and
  - Comments from students on the feedbacks.



Appendix

Alignment between Courses and General Education courses

Table 1 The relationship between CLOs and MU-GE Module LOs (Number in table = Sub LOs)

(Course Code)	Learning Outcomes in General Education (MU-GE LOs)								
	MLO1	MLO2	MLO3	MLO4	MLO5	MLO6	MLO7	MLO8	MLO9
CLO1 .....	1.1								
CLO2 .....	1.1					6.4		8.1	9.1 9.2
CLO3 .....	1.1					6.4		8.1	9.1 9.2
CLO4 .....	1.1					6.4		8.1	9.1 9.2
CLO 5	1.1								

Table 2 The description of MU-GE LOs and Sub LOs of the course

MU-GE Los	Sub LOs
MLO1 Create and construct an argument effectively as well as identify, critique and evaluate the logic and validity of arguments	1.1 Identify concepts related to context of learned issues/topics
MLO6 Act autonomously within context of relationships to others, law, rules, codes and values	6.4 Work effectively in diverse team (and multi-cultural settings).
MLO8 Use a variety of means/technologies to communicate effectively and purposefully, e.g. share information/knowledge, express ideas, demonstrate or create individual and group product, etc.	8.1 Communicate/present ideas effectively both oral and written forms, proper to range of audience groups, such as verbal discussion with peers, project report.
MLO9 Collaborate and work effectively as part of a student group/team member to arrive at the team shared-goals in time	9.1 Collaborate effectively with others as a responsible team member to achieve team goals in time  9.2 Interact with others respectfully, whether as a team member or leader, to create a productive framework.



**MU-GE Module LOs:** At the end of studying MU-GE Module, successful students will be able to

Competences	LOs:	Sub LOs:
<b>1. Critical thinking &amp; Analysis:</b> Use various sources and methods to collect and manage data & information and make a logical judgment and decision to arrive at solution or problem solving relevant to real-world issues/problems	1. create & construct an argument effectively as well as identify, critique and evaluate the logic & validity of arguments	1. identify concepts related to the context of learned issues/topics 2. demonstrate ICT literacy: use appropriate technology to find, evaluate, and ethically use information 3. collect, analyse, synthesize data, & evaluate information and ideas from multiple sources relevant to issues/problems 4. synthesize information to arrive at logical reasoning
	2. select & use techniques and methods to solve open-ended, ill-defined and multistep problems	1. apply simple mathematical methods to the solution of 'real-world' problems 2. make judgment & decision through correct analysis, inferences, and evaluations on quantitative basis and multiple perspectives 3. apply concept of process management to solve problems
<b>2. Creativity &amp; Innovation:</b> Shows capability to initiate alternative/ new ways of thinking, doing things or solving problems to improve his/her or team solutions/results by applying the evidence-based process management concepts	3. acquire specific strategies & skills within a particular discipline and adapt them to a new problem or situation	1. connect, synthesize and/or transform ideas or solutions within a particular framework 2. integrate alternative, divergent, or contradictory perspectives or ideas in the solution of a problem or question
	4. create a novel or unique ideas, question, format, or product within a particular framework	1. Create an original explanation or solution to the issues/problems 2. articulate the rationale for & consequences of his/her solution- identify opportunities & risk 3. implement innovation through process management approach
	5. explore and situate oneself in a new physical environment and intellectual perspectives	1. demonstrate cultural competencies and adaptabilities in different working environments 2. resort to multi-dimensional settings and tools to acquire knowledge and skills relevant to the problem or situation at hand
<b>3. Global perspectives &amp; Ethics:</b> Express one's own ideas, interact with others, guide or lead team, as proper, as an ethically-engaged and responsible member of the society	6. act autonomously within context of relationships to others, law, rules, codes, and values	1. demonstrate an understanding of the principles upon which sustainable ecosystems and societies are built 2. identify the national & global challenges associated with current economic, political, and social systems 3. exhibit characteristics of responsible citizenship 4. work effectively in diverse team (and multi-cultural settings)
	7. apply ethical frameworks or principles and consider their implications in his/her decision-making and interacting with others	1. identify ethical issues and recognize different viewpoint and ideologies 2. guide & lead others 3. apply principle of ethical leadership, collaborative engagement, and respect diversity
<b>4. Communication:</b> communicate effectively and confidently using oral, visual, and written language	8. use a variety of means/ technologies to communicate effectively and purposefully- e.g., share information/ knowledge, express ideas, demonstrate or create individual & group product, etc.	1. communicate/present ideas effectively both oral & written forms, proper to a range of audience groups, such as verbal discussion with peers, project report. 2. prepare a purposeful oral presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors. 3. prepare written documents to express ideas/solutions using different writing technologies, and mixing texts, data, and images. 4. demonstrate competence in a second or additional language



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<b>Competences</b>	<b>LOs:</b>	<b>Sub LOs:</b>
<b>5. Collaboration and Working with team:</b> collaborate and work effectively with team to arrive at team goals	9. collaborate and work effectively as part of a student group/team member to arrive at the team shared-goals in time	1. collaborate effectively with others as a responsible team member to achieve team goals in time 2. interact with others respectfully, whether as a team member or leader, to create a productive teamwork