istitutomarangoni

SHORT COURSES
BIG DATA AND ARTIFICIAL INTELLIGENCE FOR FASHION

Online Option

General Introduction
Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art Management and Art Curation.

1. Certification Attained
Istituto Marangoni Certificate

Course Information

2. General info:
- Duration: 6 Weeks (3 days per week)
- Total Hours: 45
- Course Delivery mode: full online
- Lesson Duration: 2h30

3. Short Course Description
Brief description paragraph:
This course enables participants to evaluate how fashion businesses can unlock the potential of AI and Big Data innovations to develop successful strategies, and evolve their business models and value chain strategies through digital transformation. In the context of discussing Fashion 4.0, digital transformation is approached from business and management perspectives with a special focus on reshaped business models, smart value chains, digital cultures and leadership. The course will examine the various challenges facing fashion businesses in building a solid base for digital transformation, and in realising the full power of data and AI, while preserving their DNA and relevance. There is an extensive focus on how fashion businesses can capitalise on the integration of Big Data and AI into business strategies, and how this is utilised to improve the relationship with various stakeholders, cut costs, improve the quality of products and services, and providing valuable customer's experiences.

Educational Aims
- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

Course Learning Outcomes
Upon completion of this short course, you will be equipped with the knowledge and skills to:
- Develop an in-depth understanding of the intercorrelated relationships between digital transformation, Industry 4.0, analytics and big data in fashion and retail.
- Evaluate how fashion business models and value chains are shaped, driven and transformed by innovations in data, analytics and artificial intelligence
- Identify the potential opportunities and challenges that could emerge from the relationship between big data and artificial Intelligence, with a focus on the fashion industry.
- Assess the extent to which artificial intelligence and big data are reshaping the future of Retail and their implications on consumer behaviour, leadership and management practices.

4. Course Structure
Week by Week Description

Week 1
Fashion 4.0 and digital transformation
The participants will discover how digital transformation is shaping the future of fashion, and the role Industry 4.0 has played in creating of new possibilities and redefining standards of fashion business practices. Financial, and value strategies will be examined to shed some light on their contributions to financing digital transformation processes and strategies. An evaluation of the cultural, managerial and leadership implications of digital transformation will be discussed through the analysis of practical cases of fashion businesses, thus highlighting factors of success and failure.

Week 2
How Big Data is revolutionising the fashion Industry
The participants will examine the extent to which big data is revolutionising the fashion industry, and how brands are leveraging on the power of its analytics in their business strategies. The topics will focus on how data can help fashion professionals in improving their relationships with customers, supplies and other stakeholders. with an assessment of the role that big data plays in transforming and digitising the Fashion supply chain. Finally, the participants will evaluate the challenges facing fashion brands in collecting, analysing and integrating data strategies into their decision-making.

Week 3
Artificial Intelligence in fashion Retail
This week, the participants will evaluate the drivers and motive behind the increasing demand for AI-based applications in fashion. The benefits of Artificial Intelligence (AI) will be examined in the context of fashion retailing strategies and consumer behavior. Participants will assess the various pitfalls around AI and its potential in improving their business performance and their ability to offer personalised experiences to their customers. The challenges of AI will be discussed in the context of skill gaps, and the difficulties of integrating it into business and future E-Commerce strategies.

Week 4
Connecting AI and Big Data: What does it mean for Fashion
This week, participants will examine how Artificial Intelligence (AI) and Big Data could connect, how they fit each other, and how to release the value of using big data in AI strategies in the fashion industry. There will be an assessment of how merging AI and Big Data could create new frontiers for fashion brands to solve complex problems and automating important processes in consumption and business performance. The challenges of correlating AI and Big Data innovations will be discussed and what this means to the digitalising the fashion processes and the implications on the future of fashion.

Week 5
Rethinking the Fashion Business Model and Value Chains
Participants will examine how AI and Big Data innovations have been disrupting and creating a need for new business models and value chains that are focused around digital strategies. Participants will examine the extent to which the interaction between customer needs and technological advances has the potential to create new digital business models in fashion. Digital transformation will be discussed in relation to the role it plays in enhancing and smoothing the restructuring of fashion origanisations, in the context of current and future approaches to value chains.

Week 6
Managing and leading a data driven Fashion Business
The aim of this week is to discuss managerial and leadership implications of endorsing and adopting Data-driven cultures in fashion organisations. Participants will evaluate the roles that top management plays in driving digital cultures, creating data-driven mindsets and improving data literacy. The alignment between business models, value chains and digital strategies will be re-examined in relation to the future of fashion. The challenges of reshaping and changing fashion business cultures will be examined in relation to various aspects including performance, governance, ethics, and managing expectation.

Themes covered
Fashion 4.0 and Digital Transformation
Artificial Intelligence
Big Data and Analytics
Data Drive Value Chains and Business Models
Management and Leadership
Future of Retail
Digital Strategies
The Future of E-Commerce

Seminars (if relevant or available for the specific course)
- Digital Transformation in Luxury (Case Study focus)
- AI in Design, what does it mean for business (IBM and Cognitive Computing)
- Challenges of Digital Strategies in Fashion (Multiple case studies)

5. Learning Activities
Short Courses are taught via:
- Online Frontal lessons
- Online Workshops / Seminars (where relevant to specific course)

6. Course materials
Students will be required to have with them:
- Personal Pc/Laptop/Tablet to attend online classes
- Microsoft Excel

7. Student Support Strategy
Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:
a. the use of online resources (where available) to reach the skills and knowledge expected on the course;
b. Tutors guide students during their studies.

Student & Academic Services
Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.
The Student Support Officers help students in:
- manage their time;
- get the best from their course;
- understand and applying the School's rules for online lessons;
- anything else the officers can advise on.

8. Student Feedback
Student feedback is essential for future course development and improvement.
Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.
Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.