

# TRAINING FASHION DESIGN ASSOCIATED WITH ACTIVITIES OF FASHION MANUFACTURING AND BUSSINESS

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*Currently, many graduates of fashion design could not apply a suitable job. Meanwhile, fashion businesses failed to recruit employees who met the requirements of the job. Thus, training fashion design associated with activities of fashion manufacturing and business should be done to create high qualified workers who meet the needs of employers.*

**Key words:** Higher education; Business; Labor force; Fashion design.

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## 1. Introduction

Fashion is a field associated with the practical and essential needs of people every day. Since ancient times, people have known how to beautify by natural materials. Today, through archaeological excavations we find many antiques made of stone, bronze, etc., bracelets skillfully made from pieces of polished stone strung together, rings or bracelets made of stone, bronze...

The world has participated in the fourth industrial revolution in many areas of life. This is the industrial revolution that connects, automates, provides a more comprehensive connected approach for production. Smart factories, products and supply chains make production and service systems flexible, meeting different customers with different conditions of geography. This revolution has made the world "flat", helped to connect globally, integrate multinationals and multi-fields. The fashion is also in this connection chain with a large system of companies, enterprises, production and business, and foreign investors in Vietnam. According to statistics, in recent years, the textile and garment industry has made positive progress with the average growth rate of the textile industry and production index in the period 2012 - 2020 reached 11.8%/year (The high growth rate of over 10% is 2013 by 21%; 2014 by 19.7%; 2015 by

14%; 2016 by 16.9%; 2018 by 12.5% and 2019 by 10, 9%) [6]. Although there have been developments in production, creating jobs for many workers, our country's textile and garment industry still has limitations in planning as well as the quality of human resources, especially human resources trained from higher education institutions.

From the imbalance of the labor resources recruited in enterprises, the fashion industry is not qualified or suitable to show the rapid development of science and technology, the needs of society. The trainings all see the importance of connecting enterprises, businesses in training to meet practical needs, but the human resources trained have not met the demand of the society. Businesses have to train their own workers, or re-train them when recruiting, and the situation of graduates find hard to find job.

Therefore, the current fashion training institutions need to connect with organizations, businesses and employers (both domestic and foreign) to jointly realize the goal of training human resources to meet social needs.

## **2. Research review**

Higher education is opening up two trends including academic trend and applied one. Each has advantages to create rich human resources and meet development needs. Looking to the world, the connection between higher education institutions and enterprises is carried out quite methodically through a specialized department that acts as a bridge between schools and organizations, enterprises. For example, the University of Natural Sciences FH Mainz (Germany) has relationships with 500 businesses in many countries around the world with the goal of mutual benefits. In the UK, the proportion of capital that enterprises spend in connection with training institutions is 11% (this rate is 4% in Sweden and 8% in Germany); In Korea, businesses and universities are very closely linked. Businesses are willing to recruit students after graduation. China deploys the connection with businesses based on 3 funding sources; 10% from universities; 30% from researchers/teachers (2/3 with technological knowledge and 1/3 from individual investments); 60% from the state budget and the sponsorship from businesses. During the operation and implementation of projects, the profit will be divided by the investor's capital contribution ratio. In addition, China also has a fund set up from ministries and localities with high practicality in economic development [3].

In Vietnam today, the model of training by address, training links between training institutions and enterprises, businesses has also been applied in a number of large universities such as Hanoi National University links with research institutes in the school, with research institutes outside the university, with large enterprises such as the Vietnam National Oil and Gas Group, etc. The connection and cooperation also give the opportunity to implement topics and projects, bringing many benefits for the school.

As a school chosen for the applied career-oriented training model (POHE) since 2005, University of Agriculture and Forestry - Hue University has its own step. The cooperation between the school and businesses helps students access more to reality, improve career skills. Students trained under the POHE project have many opportunities to directly participate in management, production and business activities of domestic and foreign agencies and enterprises such as: Laos, Cambodia, Thailand... Currently, the school has cooperated with nearly 500 businesses [1]. This helps students to be confident, dynamic in finding jobs after graduation.

Regarding higher education in the field of fashion, Hanoi University of Industrial Fine Arts is considered the cradle of fashion design, where has trained many generations in this field. During the training process, the school has cooperated with domestic enterprises, foreign training enterprises, such as BATIK International (France) or the embassy of New Zealand have chosen fashion faculty of school when implementing projects to develop culture and strengthen diplomacy in Vietnam. Projects with domestic and foreign enterprises have brought practical benefits to both sides.

However, in general, the cooperation between universities and enterprises, businesses in Vietnam is still limited in terms of quantity and quality of training, scientific research, and technology transfer. The quality of human resources related to fashion have not met the actual growing needs, so there is a need for cooperation between the two sides. However, the lack of information from both sides and the lack of contact points in cooperation are not small barriers to this connection.

### **3. Methods**

The article uses the method of synthesis and analysis from sources related to current fashion design training content associated with enterprises and businesses in the field of fashion, thereby reinforcing the theoretical basis to propose solutions for training fashion design industry associated with enterprises, businesses.

### **4. Research Content**

#### ***4.1. On the part of educational institutions in connecting and cooperating with enterprises in the field of fashion***

To supply the market with high-quality labor resources and meet the needs of employers, universities need to grasp policies and guidelines of the Party and the State in the fields of economy, politics, culture, society... The educational institution has implemented some basic contents as follows:

Actively establish cooperative relationships with enterprises ; Exchange and provide information ; build linkage models ; offer specific, practical and effective solutions so that both

sides can easily find suitable partners, and at the same time advise the authorities to have the suitable policies in the training of quality human resources in the fashion industry.

Combined training between schools and enterprises, such as coordinating with enterprises to participate in the council to develop training programs, evaluating training results. For example, it is necessary to send students to enterprises as a member of the company. Students' working spirit and attitude will be evaluated in training and graduation.

Orientation, career guidance before students enter the university environment helps students avoid work in the wrong industry after graduation. Therefore, career orientation is the most important step for students. If the career orientation is good, students will be trained according to their ability and capacity as well as their aptitude which is easy for them to get a job after graduation. Currently, a number of universities and colleges have coordinated with neighboring departments of education and training to organize an "enrolment day". The enterprises announce job opportunities, basic requirements on quality and competency to meet employment, salary and social values of employment (brand, humanity...). The school show the fields trained and chance for students' future career.

The schools organizes the development of training programs in the direction of increasing the percentage of practical lessons, reducing theoretical lessons, helping learners practice self-study skills and have the opportunity to learn practice to meet job requirements. The organization and adjustment of training programs should be carried out at least once every two years. In the process of adjusting and supplementing the training program, the education institution and enterprises must discuss to have a quality program that is strategically and long-term in line with social needs.

Organize for lecturers to improve their professional skills, master and update the changes of the labor environment in the field of training through training, visiting... The lecturers will research and improve the quality of training associated with practice and innovation of the content of the lecture. Renovate training program, strengthen extracurricular programs to develop social competencies such as cooperation, problem solving, communication ability... for students during the training process at the school. The time for practice at enterprises and employers is longer.

Actively invite good managers and human resources from fashion enterprises, organizations to participate in training activities of the school. The fashion design industry is a highly practical and experimental discipline (skills to work on real machines and equipment) that helps the process of implementing the training program of each industry / profession close to reality.

Improve the quality of lessons by equipping appropriate modern facilities. Fashion design industry is a discipline that not only uses manual tools but also applies modern software and equipment to the processing of producing products. Besides it is necessary to establish a school workshop to invest in research, conduct experiments, trial production of product samples, exploit intellectual property rights and benefit from commercialization of research sample products.

In the process of cooperation, the parties need to set specific regulations in protecting and exploiting intellectual property rights, avoiding conflicts and risks arising in the process of cooperation on related issues.

In order to train human resources in the field of fashion to serve the country's wealth and prosperity, scientific research activities are also essential. Scientific research works are associated with product practice, in which scientific research products have commercial value for application to the society. Organize conferences, seminars, exhibit to introduce students' research work. Through these programs, the role of universities becomes increasingly important in connecting with businesses.

#### ***4.2. On the side of enterprises, fashion production and businesses in connecting and cooperating with educational institutions***

Linking training between educational institutions and enterprises is an objective demand derived from the interests of both sides. Therefore, fashion production enterprises and institutions will act as information providers for training institutions to understand the needs of the labor market. Enterprises, businesses and educational institutions need to discuss directly about the training program, whether the training modules are suitable for the actual needs of enterprises, and what additional courses are needed into the curriculum and eliminate unnecessary courses to avoid wasting time and money in the training process. Critical specialized departments contribute to the development and adjustment of training programs for educational institutions oriented to the needs of employers from organizations and businesses. Fashion enterprises play a decisive role in creating links and bringing specific cooperation activities from that link into production activities. Fashion enterprises and institutions are the best environment for learners to carry out "learning with practice", which is an ideal environment for students of fashion design to get acquainted with fashion design while sitting in school.

Fashion enterprises are more fully aware of the benefits as well as the inevitable trend of linkages with educational institutions to develop short- and long-term business development strategies, at the same time, planning the vacant human resources, the requirements in vocational training, professional skills to meet each development stage.

Nurturing talents at educational institutions by providing scholarships, investing in technical facilities, recruiting before and after graduation

Education institutions coordinate with fashion enterprises and businesses during the internship, but enterprises play a leading role in guiding and training students during the internship at the enterprise with skilled technical staff. The Fashion enterprises are responsible for appointing qualified, independent critical-minded staff to participate in the university council with the strategic goal of educational socialization as well as training according to the needs of society.

***4.3. Some requirements in connecting between educational institutions and enterprises and businesses.***

Maintain and keep in regular contact through the cooperation departments or conferences, seminars, scientific forums common projects so that the parties have mutual understanding and trust through practical activities.

The school needs to prioritize technology transfer, provide high-quality human resources and support fashion enterprises in consulting and solving professional problems. On the contrary, fashion enterprises need to create conditions to receive students for internships, internships, visits, surveys, recruitment according to pre-orders. The enterprises act as providers of information and criticism for training institutions to understand the needs of the current labor market. They regularly exchange and comment on building and supplementing training programs, models and training methods of the school. In addition, the fashion enterprises sponsor and support the school in terms of facilities, information and resources within their capacity. The link between education institutions and enterprises has practical, effective and sustainable meanings, providing job opportunities for learners and meeting high-quality labor sources for enterprises.

However, to be effective in the linkage, the state must have specific guiding policies and a favorable legal framework related to rights, responsibilities, and modes of cooperation between educational institutions and enterprises. This linkage is an objective necessity for the common existence and sustainable development because this gives the benefits to both businesses and schools.

The educational institutions should have policies to encourage high-quality professors, doctors and lecturers to participate in projects or share and advise businesses through internal training programs. .

Enhancing training cooperation with fashion enterprises, businesses is the key to promote the development and integration of Vietnam fashion..

**5. Discussion**

Human resource training to meet the needs of society plays a very important role in the development of education and socio-economic development of our country. In particular, the goal of developing human resources is the main driving force to turn the textile and garment industry into a spearhead economic sector. The high requirement of the labor market that training products must have certain professional skills and professional qualifications after graduation, meeting the recruitment requirements from enterprises.

The issue of the quality of human resources is always a matter of concern not only of recruiting enterprises, but also of the whole society. In fact, many businesses cannot find suitable human resources, and graduates find hard to find jobs that match their qualifications. The main reason is that the graduates do not meet the requirements of employers. Therefore, it is necessary to have a connection in training between educational institutions and enterprises in order to bring benefits to both sides.

## 6. Discussion

Training associated with the needs of society and businesses is an urgent need to create a high-quality labor force and reduce the time and cost of recruiting enterprises. Therefore, the training connection between schools and enterprises is extremely necessary.

Human is an important factor promoting the development of socio-economic, so training human resources must have the cooperation of departments, especially macro-strategies from the Government that helps training institutions and enterprises develop suitable directions.

The existence and growth of educational institutions depends directly on the acceptance of the labor market, including fashion enterprises. On the other hand, fashion enterprises want to have high-quality human resources to meet the development strategy, coordinating with the education institution for training is necessary.

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