



**FASHION
BUSINESS SCHOOL**

UNIVERSITY OF APPLIED SCIENCES

**Graduate Placement
TMO Bachelor Course
Information for Industry Partners**



**FASHION
BUSINESS SCHOOL**

UNIVERSITY OF APPLIED SCIENCES

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Doorn, 2016

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1. General Information

TMO Fashion Business School offers students a Bachelor Degree course with a 3.5-year curriculum subdivided into 7 semesters. The program is designed for ambitious and enterprising young people who wish to become entrepreneurs and are willing to put in a consistent effort. The vocational focus of the course formats is on the following subject areas:

- fashion
- strategic fashion marketing & research
- fashion retail/wholesale management
- product ranges & the fashion business environment
- financial fashion management
- fashion vocabulary in foreign languages
- communication/pitching and presentation skills
- research methodologies

Students graduate from TMO equipped with skills and competencies essential to their career pathways. Throughout the curriculum, a great deal of attention is paid to the development of personal skills, since leadership positions require a strong personality.

TMO differentiates itself from other types of fashion training institutes by placing the emphasis of its curriculum on the development of students' employability. Expert educators, skilled practitioners, and various career briefings ensure continued personal development. In addition, students must gain 250 hours of work experience in the fashion retail business during their foundation course.

Furthermore, industry presentations, factory tours (e.g. at fashion production companies), and practical assignments form an integral part of the 3.5-year TMO training.

2. The Graduate Placement of the TMO Bachelor Course: an Integrated Unit in the TMO Curriculum

The graduate placement is part of the 7th semester of the TMO curriculum. Students first and foremost perform a project on a relevant subject suggested by the company involved. This project must be approved by TMO..

Apart from doing a project, professional practice should familiarize students with every aspect of the operational environment in the fashion business, so that the student can apply the acquired theoretical knowledge and skills/competencies. Professional placements enable TMO to stay up-to-date regarding the latest developments in the fashion industry.

The basic principles underpinning the TMO graduate placement match the TMO mission statement: training young people for executive positions in the fashion industry, or to become independent entrepreneurs.

Collaborating on the TMO graduate placement program offers a variety of attractive opportunities for all parties involved.

Reasons for the student

- to obtain a broader picture of the operational environment in a fashion company
- to apply theoretical knowledge and skills during the preparation, execution, and validation of the final project
- to take on (shared) responsibility
- to devise new strategies by applying theoretical business models
- to master additional communication skills
- to create more insight into personal performance in a professional context
- to explore career options
- to provide evidence of HE level

Reasons for TMO

- to thoroughly discuss the training program with the business community
- to discuss topics of current interest in the fashion business with companies involved

Reasons for Industry Partners

- to collaborate in the training of future executives in middle and higher management positions
- to become acquainted with potentially new staff members
- to use the fresh and critical outlook of TMO students to good advantage
- to have projects conducted into relevant, current issues

3. Registration for Graduate Placements

Companies can register for graduate placements with TMO, which maintains an up-to-date database of companies offering positions. Students consult this database when looking for suitable graduate placements.

In order to be considered eligible, a company that wishes to register needs to meet the following requirements:

- the company is engaged in activities relating to fashion and management
- the company employs at least 3 people fulltime as permanent staff; 3 people are available to give the student feedback
- the company offers a sufficiently solid project
- the company offers an internship plan at HE-level, featuring a variety of tasks in line with the TMO Bachelor training; the student's activities are consistent with the research subject matter
- the student has a work station of his/her own
- the student has access to a computer
- the student is not working for the company already, unless a graduate placement is possible at the head office of the business the student is working for

- friendship or family relationships between the business mentor and student are not acceptable
- the company appoints a supervisor (a business mentor) who oversees the student during the graduate placement

4. What Does the TMO Graduate Placement Entail?

The activities carried out during the graduate placement are varied and at HE-level. They challenge the student and are primarily aimed at achieving learning outcomes. A graduate placement comprises the following components:

- orientation in the business environment
- participation in productive work
- execution of a project

In the initial stage of the graduate placement, students assist company employees working in possible future career positions. For instance, a student may assist a sales manager, a product developer, or a purchaser. This allows students

to gain further insight into various positions and their relevance to the company. Within a number of weeks, the student will have a clear concept of the organizational structure of the company and its lines of communication. The student can then work independently, meaning that productive activities may be expected. The student learns how to function in a business environment, assume responsibility, and maintain a working routine during fixed hours. The student demonstrates a result-driven attitude.

In addition, the student conducts research on a topic provided by the company and approved by the TMO faculty tutors. The goal of the research project is twofold: the student must demonstrate attainment of the HE-graduation level, and their detailed research report should provide the company with relevant information. At the company's request, the information in the report may be treated as confidential.

A graduate placement consists of 18 fulltime working weeks of which the student dedicates at least 150 hours to the project. A direct link between the student's daily operational activities and the subject of the project is needed.

It is important that prior to the initial stage of the graduate placement the student, the business mentor, and the trainee's supervising tutor have come to a unanimous agreement on the allocation of time. All agreements reached among the three parties are recorded in writing in the appendix to the graduate placement contract. TMO will provide a standard contract. Please see the appendix of this brochure for a standard draft of the contract.

The graduate placement numbers 18 weeks consisting of 5 working days, with 36-40 working hours per week on average. Any deviation in working hours must be compensated for by mutual agreement between the business mentor and the student.

A graduate placement can run either from the end of January until the end of June, or may start in the first week of August, which means the placement lasts until the end of December. If desirable, a student is allowed to start before the official starting date provided that requirements have been met for the student's promotion from semester 6 to semester 7.

5. Student Responsibilities

Students are expected to manage their own graduate placement, meaning that throughout the graduate placement students are expected to take initiative with respect to the research that needs to be conducted and the operational activities to which they have been assigned. Should problems arise, students are expected to identify the issue and contact their business mentor or supervising tutor.

TMO has an up-to-date list with names of companies willing to offer students a graduate placement, provided the student is suitable.

The initial contact between the company and the student is made by the student. Students can apply for a graduate placement with the company of their choice. TMO coordinates and authorizes these student initiatives.

If a company is interested in placing the student, an introductory interview between the student and a company representative is arranged. The interview counts as a practical assignment for the student: a real-life test case to come to 'a go/no go'. In fact, the interview is a full application procedure.

The outcome of a positive interview will be a satisfactory job description for the student as well as for the company. At a later stage, but well-in-advance of the start of the graduate placement, the supervising tutor must be involved so that the specific details agreed on can be included in the contract.

6. TMO's Responsibilities

Students are overseen by a supervising tutor and a graduate supervisor. When a company is prepared to accept a student for a graduate placement, the supervising tutor pays the company a visit together with the student to discuss further details, particularly with regard to the subject of the research project and the daily operational activities during the graduate placement. The supervising tutor will pay the company two visits: one visit prior to the start of the graduate placement and one visit at the end of the graduate placement. The TMO supervising tutor serves as a sounding board for the student.

The graduate supervisor oversees the entire planning process of the research project, as well as the collection of information for research purposes. The company supervisor evaluates and determines the feasibility of the time frame as agreed with regard to the subject of the research project. The central research question, research plan, and final version of the research report are discussed with the supervising tutor.

The overall coordinator for graduate placements, Mrs. Arnoldy, may be contacted in case of issues or questions of a general nature, or at such times when the supervising tutor is not available.

7. The Company's Responsibilities

The company is expected to appoint one of its employees as a guide to the student: the student's business mentor. In the early preparatory stages, the business mentor puts forward suggestions with regard to the activities to be undertaken during the graduate placement, in particular with respect to the subject of the research project.

At the start of the graduate placement the business mentor sees to it that the student is introduced to the company, and acts as a sounding board during the student's placement. It means that the business mentor needs to be in-company at regular times to answer possible questions on the part of the student. It is highly advisable to come to a clear understanding prior to the graduate placement. Of course, a business mentor can contact the supervising tutor or graduate coordinator if necessary.

A few weeks after starting the graduate placement and when the graduate placement has come to an end, the business mentor and three other employees are asked to assess the student's general performance during the graduate placement on the basis of assessment forms provided by TMO. (360° feedback form)

In addition, the business mentor is invited to attend a colloquium, where the student will present and defend the findings of the research project. The business mentor can pose questions during the colloquium and may offer advice during the evaluation.

8. Student Code of Conduct

If the student is unable to appear for work, he/she shall immediately notify the business mentor as well as TMO before 9:00 a.m. on the morning in question. In case of a prolonged illness, the business mentor, the student, and TMO need to confer. The student is not entitled to any leave of absence, apart from the usual public holidays. It goes without saying that the student adheres to the company regulations and the provisions specified in the contract.

9. Research Project

The student will write a research project. In consultation with the business mentor, it may be decided to present the research results to interested employees. In principle, the content of the report is confidential and the outcomes may remain exclusively with the company in question if so desired. The company may even decide to place an embargo on (parts of) the research report. Please see appendix 2 for research topics.

10. Assessment

The business mentor gives the final grade for the student's performance immediately upon conclusion of the graduate placement. The following elements should be assessed in the student's performance: what has the student learned, what skills/competencies need to be further developed? Supplementary essential elements in the student's assessment are the execution of daily operational activities (e.g. problem-solving skills, assuming responsibilities) and the student's attitude in the business environment (e.g. social skills, the ability to work independently).

11. Graduate Placement Contract

The graduate placement contract is drawn up between the company, the student, and TMO. All agreements reached among the three parties are recorded in writing in a TMO graduate placement contract. Please see Appendix 1 for articles of the contract, including information about the period of the graduate placement and the operational activities to be undertaken by the student. The company's own graduate placement contract is accepted, provided that it does not contain any conflicting articles for TMO.

12. Remuneration and Insurance

The student is not a company employee and does not receive a salary as such. However, students may negotiate a financial compensation. The company (the business mentor) decides to what extent a remuneration would be acceptable. In case the student applies for travel expenses or other expenses incurred, these costs are to be reimbursed by the company. During the graduate placement, a student is not covered by a sickness and health insurance, since no salary is paid. However, the student's current medical insurance is still active. As for a possible disability benefit, students who receive no compensation are insured via the Dutch WAJONG scheme. This scheme is paid for by Dutch authorities: the company involved need not pay any premium.

13. Study Grants

Throughout the graduate placement, students are entitled to a grant in accordance to regulations stipulated by the Dutch Student Finance Act (WSF 18+).

14. Career Mediation

If companies in the fashion business wish to do so, they can make use of career mediation offered by TMO. In this case, TMO will contact its alumni. An e-mail message with an attachment offering a full description of the vacant position should be sent to schefczyk@tmo.nl. Please note, however, that only vacancies requiring HE-training are accepted.

15. Overall Coordinator Graduate Placements

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+31 (0)650228025
Email: [✉ jarnoldy@tmo.nl](mailto:jarnoldy@tmo.nl)

BA Graduate Work Placement Contract (18 weeks)

The undersigned,

a. the training company

company name:

company address:

postal code and business location:

telephone number:

e-mail:

represented by: m / f

hereinafter referred to as: training company,

b. the educational institute:

TMO Fashion Business School

Dribergsestraatweg 11

3941 ZW Doorn / NL

telephone number: +31 (0)343-416480

e-mail: info@tmo.nl

represented by tutor:m/f mobile number:.....

hereinafter referred to as: TMO,

c. the TMO student

name:

address:

postal code and place of residence:

telephone number:.....

mobile number:

e-mail:

date of birth:

place of birth:

hereinafter referred to as: trainee,

hereby agree to the following:

Article 1: Duration of the Graduate Work Placement

Article 1A

The trainee will carry out a work placement with the training company for the duration of 18 weeks (working 5 days a week, 90 days in total).

Article 1B



The work placement will commence on
and will end on

(date)
(date)

Article 1C

The trainee will work for the training company 5 days a week, for a maximum of 40 hours per week on average. The trainee will spend roughly 20% of the work placement (150 hours) collecting and analyzing data/information for a research assignment carried out on behalf of the training company, in order to write a thesis for graduation.

Article 2: Objective

Article 2A

The work placement is part of the seventh semester of the TMO curriculum and serves to prepare the student for a professional career.

Article 2B

During the work placement, the following objectives shall be met: the student will gain general insight into the business procedures of a company in the fashion industry or a related field, and will learn to recognize and resolve practical issues through investigation, analysis, and by performing productive labor.

Article 2C

TMO has prepared the trainee to achieve the objective of the work placement, to occupy the position of the trainee within a company, and to abide by the agreements stipulated in this contract.

Article 3: Activities

Article 3A

The activities to be carried out by the trainee within the company primarily have an educational function. The activities are varied, relate to the everyday operations of the training company, and allow the trainee to perform at Bachelor level.

Article 3B

The nature and duration of the activities to be performed within the training company by the trainee are stipulated in the section of this contract titled Appendix 1. The trainee will not perform any activities other than those mentioned in Appendix 1.

Article 3C

In addition to the training activities stipulated in Appendix 1, the company will, insofar as is possible, involve the trainee in the day-to-day operations within the relevant departments and the organization as a whole, providing the trainee with as much information as is deemed necessary and appropriate.

Article 4: Supervision by the Training Company

Article 4A

The company will appoint a company supervisor, who is responsible for coaching the trainee during the work placement. The company supervisor will be allocated an appropriate number of hours to carry out this task. The section of this contract titled Appendix 1 details the frequency, the number of hours per week, and the appropriate training methods. The trainee will follow the direction provided by the company supervisor during the work placement. The trainee and the company supervisor will

discuss the progress of the work placement activities in accordance with the agreements made (see article 3).

Art. 4B. During the work placement, the company supervisor and two additional persons selected by the company supervisor (who are active within or stand in professional relation to the company) will provide the TMO trainee with feedback (using the provided 360-degree feedback form). Feedback is provided twice by all parties: at most 8 weeks after the work placement commences, and in the last week of the work placement. The purpose of this feedback is to monitor the trainee's development in the course of the work placement.

Article 5: Supervision by TMO

Article 5A

TMO will appoint a tutor, who is responsible for coaching the trainee. The tutor will be allocated an appropriate number of hours to carry out this task. The tutor's activities and responsibilities are detailed in Appendix 1.

Article 5B

The tutor will visit the trainee on site at least once during the work placement, unless otherwise agreed upon during the training period. If desirable, s/he will pay an extra visit. If the company is situated outside of the Netherlands, Belgium, or the western part of Germany, the tutor will communicate by telephone, skype, or e-mail.

Article 5C

The tutor will also be responsible for coaching the trainee through the completion of the research assignment and thesis report.

Article 6 Finance

Article 6A

The training company will reimburse the trainee for expenses incurred while carrying out activities in service of the work placement, in accordance with the rules applicable within the company. This applies particularly to costs incurred while carrying out research and subsequent reporting activities.

Article 7: Insurances

Article 7A

A trainee who fails to receive compensation in case they are rendered unfit for work due to illness or injury is insured through the "Wajong" (a Dutch provision governing welfare in cases of incapacitation due to illness or injury in the young). The company does not pay a premium for this.

Article 7B

For the duration of the training period, the trainee is insured by the employer against accidents resulting in personal injury incurred during 'working hours'. In addition, the trainee is to be protected by a liability insurance for any injury or damage that s/he may cause to persons or goods at the training location or outside of it while carrying out activities in connection with his/her training, barring malicious intent on the part of the trainee. The company will also provide insurance covering the financial risk of legal liability for damages caused to the trainee by the company or its employees.

Article 7C

At no time can TMO be held liable for the actions or negligence of the trainee during his/her training period.

Article 8: Company Rules

Article 8A

The trainee is obliged to observe the rules, regulations, and instructions that apply within the training company in the interest of discipline, safety, health, and confidentiality. The company rules are made known to the trainee upon entering this contract.

Article 9: Working Hours and Illness

Article 9A

The trainee is to comply with the rules relating to working hours and reporting illness that are in force within the training company. These rules have been made known to the trainee upon entering this contract.

Article 9B

The trainee is to inform the tutor immediately in case of illness, and must also inform the tutor of their return to work after illness.

Article 10: Thesis/Research Assignment

Article 10A

The trainee and the training company have joint copyright on the report that is produced by the student within the scope of the work placement research project.

Article 10B

The training company will receive at least one copy of the research report and of other accounts the trainee may produce within the scope of the work placement. The company is entitled to copy and distribute these accounts and the report within its own organization. Commercial use of the report in any form whatsoever by the company and/or student is not permitted, unless otherwise agreed upon by both parties.

Article 10C

TMO is not allowed to use the research report for publication purposes, unless they receive written permission from the training company. Depending on whether the training company lays an embargo upon the research report, the report may or may not be made available for students' perusal at the TMO Development Centre.

Article 11: Assessment of Work Placement and Research Assignment

Article 11A

Prior to the commencement of the work placement, the training company and TMO will jointly agree upon the criteria to be used in the assessment of the work placement.

Article 11B

At the end of the training period, the training company will receive 2 forms from the trainee: an evaluation form pertaining to the training period, and an evaluation form pertaining to the research report. The company supervisor will assess the training period and the report on the basis of the criteria set out in these forms. The student will deliver the evaluation form pertaining to the training period to TMO. The company supervisor will send the evaluation form for the research report to TMO by mail. The trainee's tutor will then contact the company supervisor for a final discussion about the student and his/her training period.

Article 12: Issues Encountered During the Work Placement

Article 12A

If issues arise during the work placement, the trainee should in the first instance approach their company supervisor.

Article 12B

If the issue cannot be resolved, the tutor may be approached.

Article 12C

If the parties involved cannot arrive at a solution, the issue will be submitted to the management of the training company and to the TMO staff. The parties involved should attempt to resolve the issue by consulting one another.

Article 13: Termination of the Contract

Article 13A

The contract ends or expires:

- a. if the student is not promoted to the work placement phase of the course (moving up from semester 6 to the work placement semester);
- b. at the end of the agreed period;
- c. if the trainee is no longer registered with TMO as a student;
- d. if the company is declared bankrupt or is dissolved;
- e. if all parties agree to terminate the contract;
- f. if one of the parties wishes to terminate the contract, provided that the procedure covered by paragraph 13 has been adhered to, and that, in consultation with the designated persons at the training company and TMO, no conditions have been created under which the work placement can be continued.

Article 14: Complementary Agreements

.....

.....

.....

Trainee fee discussed: yes / no
 Agreed amount/fee: per month

Thus agreed upon and drawn up in triplicate,
 on (date) in(place)
 on behalf of the training company:
 on behalf of TMO:
 the trainee:



TMO Fashion Business School

Appendix 1 (belonging to the work placement contract)

A quantitative description of activities and supervision during the training period.
The content of the research project is logged in the process logbook four weeks after the commencement of the work placement.

Activities (18 weeks x 5 days = 90 days to be entered):

Activities	number of days
1. <u>research project</u>	<u>36</u>
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

Research report:
Coaching

Company supervisor: (name)

(frequency, number of hours per week, method)

.....

Internship tutor:

Advisor Research project:

(nature and frequency of contact, appointments regarding visiting)

.....

Signed for agreement:

Training company

Tutor

Trainee

APPENDIX 2: POSSIBLE SUBJECTS RESEARCH PROJECT

STRUCTURE OF SALES/ PURCHASING DEPARTMENT

- sales staff: quality and quantity
- commercial policy including pricing policy and HRM policy
- use of company sales area and further company floor area
- employment of staff in combination with sales peaks
- combatting shrinkage
- consumer target groups and consumer approach
- structure of sales and purchasing department

COMPETITION

- competition in catchment area (possibly nationwide)
- lack of competition (so-called 'white spot' research)
- various types of competitors and their developments
- overlap in target group areas and/or target groups
- strengths-weaknesses analysis with regard to competing firms
- effects of entering (or having entered) into collaboration

ASSORTMENT POLICY

- breadth and/or depth of assortment structure
- assortment suitability for the selected target group
- price structure
- missing or overlapping assortment areas
- expansion opportunities bearing in mind the available space
- profitability of one or more ranges
- purchasing planning and punctual delivery (stock management)
- research into positioning (what is on offer for which target group)

MARKETING POLICY

- communication formula
- presentation of range in sales area and/or window display
- alignment of advertising to presentation and range
- suitability of mode of advertising for the selected emotional atmosphere
- advertising value compared to the competition
- suitability of advertising mode selected for the group of buyers (advertising for groups of buyers)
- setting up a customer database (CRM)
- budgeting
- devising an advertising campaign for articles and/or activities

CUSTOMER RESEARCH

Customer experience with

- range
- price level
- service
- point of sale
- shop layout
- sales personnel
- advertising, house-style image
- the extent to which the company and its customers are currently attuned and could be in the future
- the company's target group policy in a growing or shrinking market