

HUMAN RIGHTS, CORPORATE SOCIAL RESPONSIBILITY, GLOBAL SOURCING, AND SUPPLY CHAIN MANAGEMENT

by Alison Shelling

Introduction This is a unit/module to use in fashion classes ranging from business and marketing, through an introduction overview of the fashion business

Context Monterey County is designated a rural county. Our primary job market is Government, Hospitality and Farming. Students enrolled at MPC in our fashion program range from retired Ph.D.'s returning for continuing education, to four-year college bound students who could not afford the cost of four-year college education, through hospitality and farming families for whom college is a struggle. This email I recently received from typifies the situation many of my students find themselves in:

“Ms. Shelling, i’ve got some bad news. Unfortunately, I can’t afford to get to class today. My mother and I share a bank account, and her boyfriend paid a large bill with it when we only had around \$100 in there, so i’m unable to pull out money to get to class & back today (it costs \$7.00 on the bus to get to school and back). This is horrible timing! Would you excuse my absence today & fill me in on our work for the weekend & my presentation date for Fash 50? I would really appreciate it”.

Rationale The rationale for this module/unit is multi-purposed: To give my students an understanding of

- human rights;
- the fashion business;
- global sourcing and supply chain management;
- stakeholders;
- corporate social responsibility;
- career possibilities; and
- current trends in the fashion industry.

Objectives Upon satisfactory completion of this course unit, students will

- Understand corporate social responsibility (CSR).
- Understand global sourcing production and the fashion industry and the human rights issues profoundly illustrated in the fashion industry fires of 2012-2013

- Understand methodology and evaluation models used in evaluating supply chains
- Understand best practices businesses use to ensure the human rights of workers.

Essential Questions

- What is a living wage?
- Is capital mobile?
- Is labor mobile?
- Who are the stakeholders in our global business practices?
- What is corporate social responsibility?

Suggested Activities

- Discuss youtube video on human rights: www.youtube.com/watch?v=hTlrSYbCbHE

Prompt: Respond to the content on human rights in the youtube video. What did you find surprising about human rights? What did you NOT find surprising about human rights?

- Read and discuss “Threads” by Jane L. Collins
- Think/Pair-Share exercise on shame and speaking up

Prompt: Think about a time when feelings of shame, humiliation, and/or embarrassment have stopped you from speaking up about something. You do NOT need to share the incident you are thinking of. What stopped you speaking up? Why?

- In groups of four, explore, analyze and discuss the “Not for Sale” website.

Prompt: Using the Not For Sale website, each person in your group chooses one of four topics – policies; traceability & transparency; monitoring & training; and worker rights – to research and become an expert on. Next, team up with others who have the same topic as you and discuss how to educate your home group about your topic. Return to your home group and take turns educating each other on the four topics.

- Develop a company mission statement focused on human rights – six clear statements
- Write a company sourcing policy based on human rights
- Write an essay on why human rights are important for us all
- Write an essay: Choose 3 human rights and discuss why they are important to you (max 2 pages)

Texts

Collins, Jane Lou. *Threads: Gender, Labor, and Power in the Global Apparel Industry*. Chicago: University of Chicago, 2003. Print.

Stone, Elaine. *InFashion: Fun! Fame! Fortune!* New York: Fairchild, 2006. Print.