

Programme Specification
BA (Hons) Fashion Business and Promotion
Date of Publication to Students May 2014

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at [Faculty web site address], (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University
Interim Awards and Final Award:	Certificate in Fashion Business and Promotion Diploma in Fashion Business and Promotion BA (Hons) Fashion Business and Promotion
Programme Title:	BA (Hons) Fashion Business and Promotion
Main fields of Study:	Fashion roles with the industry covering creative and business subject areas
Modes of Study:	3 Year Full Time
Language of Study:	English
UCAS Code:	TBC
JACS Code:	W210 25% W213 50% N100 25%

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

- Current QAA Art and Design bench mark statements
- University's Mission Statement and Learning and Teaching Strategy
- External representation through industry experts
- External representation through previous and current students

Programme philosophy and aims

Philosophy

Fashion Business and Promotion will create graduates distinguished by a high level of visual literacy and commercial business acumen, appropriate to the dynamic global fashion market place.

Explain the overall approach adopted by the programme and how it leads to the aims shown below

The aims of the programme are to:

Aims

- 1) To produce industry ready graduate, who can creatively contribute to fashion and related industries in local, UK or Global markets.
- 2) To provide opportunities for students to explore, practice, and challenge the inter-relationships between the commercial environment, creative thinking, and technical practice.
- 3) To employ a range of teaching and learning methods, in which all students are able to synthesis theories, concepts and fashion practice within local, national, and global market places.
- 4) To develop student confidence and professionalism, through fluency in verbal communication and coherent written, and visual presentation skills at all levels.
- 5) To stimulate commercial awareness and activity through project management, live and team projects, industrial liaison and visits, industrial placement and competition at all levels.
- 6) To install co-operation, competition and an entrepreneurial approach in all student achievements

Intended learning outcomes and the means by which they are achieved and demonstrated: (Module learning outcomes)

Level 4 Module Learning Outcomes

Fashion Business Context (30 credits)

1. **Research** a range of sources in response to the brief
2. **Demonstrate** your findings using appropriate methods of communication
3. **Identify** opportunities with business commerciality
4. **Illustrate** concepts for a specific market in response to the brief

Trends Forecasting (30 credits)

1. **Research** a range of sources in response to the brief
2. **Interpret** findings appropriately and creatively in relation to the brief
3. **Visualise** concepts using appropriate techniques to develop ideas through to final outcome
4. **Communicate** an understanding of the context in which trends relate to industry

Digital Marketing, Branding and PR (30 credits)

1. **Identify** opportunities with business commerciality
2. **Apply** appropriate techniques to develop ideas and effectively communicate the module outcomes
3. **Construct** and articulate a business strategy for a specific market
4. **Evaluate** the effectiveness of the proposed strategy

Buying and Merchandising (30 credits)

1. **Analyse** information sourced in terms of relevance and application to the agreed context
2. **Interpret** findings appropriately and creatively in relation to the brief
3. **Develop** ideas, research and findings using a range of references in response to the brief
4. **Visualise** concepts using appropriate techniques to develop ideas through to final outcome

Level 5 Module Learning Outcomes

Visual Merchandising and Sales Development (30 credits)

1. **Analyse** and justify findings within a commercial context
2. **Illustrate** innovative concepts with rationale for a specific market in relation to the brief
3. **Apply** appropriate techniques to develop and communicate ideas through to final outcome
4. **Evaluate** the proposed strategy and effectiveness within a commercial context

Event Management (30 credits)

1. **Design** innovative concepts for a specific market in response to the brief
2. **Negotiate** strategically to achieve commercial outcomes
3. **Organise** all elements professionally and efficiently
4. **Evaluate** the proposed strategy and effectiveness within a commercial context

Industry Placement and Self Promotion (30 credits)

1. **Differentiate** your skillset within a competitive market
2. **Articulate** creative, business and commercial acumen in response to your chosen career aspirations
3. **Organise** all elements professionally and efficiently
4. **Reflect** upon your professional practice and personal development in relation to future career aspirations

International Retailing (30 credits)

1. **Investigate** business context and theories in response to the brief
2. **Analyse** and justify findings within a commercial context
3. **Justify** and reason your proposed strategy in the context of contemporary issues to support business expansion
4. **Construct** and articulate creative and innovative business strategy for a specific market with future direction implications

Level 6 Module Learning Outcomes

Competition (30 credits)

1. **Research** effectively using appropriate methods in relation to an investigative study considering primary, secondary and contextual sources
2. **Justify** a thorough concept generation and development process responding to informed decision making and investigation with creativity and innovation
3. **Propose**, develop and manage appropriate outcomes with market driven application of relevant knowledge and understanding
4. **Design** and communicate an original, professional and innovative concept in response to the brief

Perspectives Dissertation (30 credits)

1. **Propose**, develop and manage appropriate outcomes with market driven application of relevant knowledge and understanding
2. **Critique**, compare and discuss relevant information to synthesise original ideas in response to the brief
3. **Formulate** a constructive argument to explore contemporary insights in response to your chosen topic
4. **Evaluate** and critically analyse key findings to formulate viable market driven recommendations

Final Major Project: (45 credits)

1. **Research** effectively using appropriate methods in relation to an investigative study considering primary, secondary and contextual sources
2. Effectively **manage** yourself, time, resource and scope of work to maximise project output
3. **Synthesise** academic, professional and practical insight to implement self-initiated project outcomes
4. **Justify** a thorough concept generation and development process responding to informed decision making and investigation with creativity and innovation
5. **Collaborate** strategically with relevant industry professional mentors and interdisciplinary academic partners
6. **Design** and communicate an original, professional and innovative concept in response to the brief

Self-Promotion and the Future: (15 credits)

1. Holistically **reflect** upon your professional and academic experience and skills in relation to your chosen career direction
2. **Construct** and present outcomes appropriate to your chosen career path
3. **Articulate** professional creative, business and commercial acumen in response to your chosen career aspirations
4. **Apply** insight to communicate your unique selling point (USP) for a future career opportunity

Learning, teaching and assessment methods used

- Formal Lectures, seminars and IT workshops
- E-Learning through Moodle, websites and blogs
- Group and individual tutorials, critiques and peer groups activity
- Live and collaborative projects
- Work Placements
- Exposure to experts in the field from industry
- Attending trade shows and exhibitions
- Attending Graduate Fashion Week
- Personal Development Planning
- Self- directed study
- Formative and Summative assessment
- Written and verbal feedback

Assessment through a range of outcomes :

- Verbal PowerPoint presentations
- Creative /visual work
- Written work
- Digital format work
- Group work

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, including ECTS credit values, and the awards which can be gained are shown in the diagram below.

Level 4

Term 1

Fashion Business Context
30 credits, ECTS credit 15

Trend Forecasting
30 Credits, ECTS credit 15

Term 2

Buying and Merchandising
30 credits, ECTS credit 15

Term 3

Digital Marketing, Branding and PR
30 credits, ECTS credit 15

Certificate of Higher Education

Level 5

Term 1

Visual Merchandising and Sales Development
30 credits, ECTS credit 15

Term 2

Event Management
30 credits, ECTS credit 15

Industry Placement and Self Promotion
30 credits, ECTS credit 15

Term 3

International Retailing
30 credits, ECTS credit 15

Diploma of Higher Education

Level 6

Term 1

Competition
30 credits, ECTS credit 15

Perspectives - Dissertation
15 credits, ECTS credit 12.5

Term 2

Final Major Project
45 credits, ECTS credit 22.5

Term 3

Self-Promotion and the Future
15 credits, ECTS credit 7.5

BA Honours Degree

Support for Learning including Personal Development Planning (PDP)

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- Moodle – course pages
- Course Handbook – covering all aspects of support across the University and course details.
- Personal tutor support and tutorials to offer help and guidance
- A programme of appropriate taught subjects to the industry
- Industry experienced tutor support
- Fresher's week orientation and welcome week
- Student services – for support in financial advice, counselling, dyslexia support, careers advice, chaplaincy and health.
- An equal opportunities policy and student charter
- Membership of student Union and Alumni
- Modules on Self Promotion and Personal Development Planning and an Industry placement opportunity in Level 5 and self promotion CV workshops in Level 4 through module : Digital Marketing ,Branding and PR

Criteria for admission

Candidates must satisfy the general admissions requirements of the programme, which are as follows:

Applicant will be interviewed and through a portfolio range of work across creative and written elements. This may be submitted online for overseas students.

Requirements :

- 280 UCAS points
- English at grade C essential – preferable Maths at Grade C
- Equivalent qualifications or experience
- International Baccalaureate with 28 points
- Minimum IELTS score of 6.0
- Foundation Degree

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

Informal contact:

- Tutorials
- Class discussions
- Email / Moodle

Formal :

- Student Undergraduate forums
- Module Evaluation – by staff and students
- Course Board of Studies
- External Examiner visits and reports

Issues from these will be taken to :

- Final Exam Boards
- Faculty Forums
- Senior Management
- Institute Board
- Senate