

Nottingham Trent University

Course Information

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| Awarding Institution | Nottingham Trent University |
| School/Campus | School of Art and Design/City campus |
| Award Title | BA (Hons) International Fashion Business |
| Award type and level | Bachelor of Arts FHEQ Level 6 |
| Mode of Study | Full Time |
| Duration of Study | 1 Year |
| UCAS Code | W232 |
| Approved From | September 2020 |
| Intakes | One per academic year, in September |
| PSRB or Accrediting Body | N/A |

Course Aims

The BA (Hons) International Fashion Business (1 year top-up) course aims to develop confident, versatile and professional graduates who can successfully apply a combination of creative, analytical and business skills and knowledge to a wider variety of roles within the international fashion industry.

With a highly personalised student experience, you will be supported to maximise your opportunity according to individual needs and aspirations. The diversity of a UK and international cohort with varied prior educational and subject discipline experience further enables a rich student experience. The course also contributes to the support of progression and retention of level 5 fashion and textile students at NTU, whilst being an important gateway for widening participation in the East Midlands.

This all creates an exciting and highly rewarding experience which develops communication skills, international fashion understanding, and market knowledge, as well as lifelong worldwide contacts and friends.

Course Outcomes

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that are provided.

- Identify, apply and evaluate a range of research methods, using appropriate academic and business models and approaches to analyse findings
- Evaluate a range of factors within the wider macro and micro-environment critically assessing their impact upon international fashion organisations and brands
- Demonstrate creativity and business acumen/commerciality in the application and synthesis of subject knowledge
- Apply practical and theoretical subject knowledge to produce a range of valid solutions to fashion business problems and opportunities
- Evaluate and apply appropriate sustainable and/or ethical processes and practices in work reflective of international fashion business practice
- Exercise self-management skills in managing workloads and meeting deadlines
- Apply interpersonal, social and negotiation skills in interaction with others
- Communicate your ideas effectively using appropriate written, visual and verbal formats for an international audience
- Present the outcomes of your work using appropriate visual language and digital technologies
- Critically reflect on your work to support your academic and professional development

Learning and Teaching

The three key approaches to learning and teaching for this course are:

- Active Collaborative Learning
- Learning through Research
- Online/Blended Learning

You will participate in workshops, lectures, small group and one-to-one tutoring designed to help you develop the practical and thinking skills that you will need in your chosen career. There is also a collaborative project with our partner course at Hong Kong Design Institute (HKDI) along with online practice supporting portfolio development.

Assessment

You will be assessed in a number of ways, including:

- Written Assignments
- Reports
- Presentations
- Visually Led Projects
- Creative outputs
- Portfolio

A number of forms of written assessments are used:

- Essay
- Portfolio
- Report

Formative assessment is what we call the opportunities you have to produce and get feedback on work that will help you to prepare to complete your summative formal assessment. There are specific named activities in your assessment and feedback plan which you will be asked to complete and submit for feedback. Additionally, peer, class and individual feedback on your ongoing work is formative.

Assessment tasks are designed to challenge you over the year to increasingly demonstrate your own creativity, reflect your own interests and include independent research.

Key Features of the course and areas of study

The course is structured to include significant opportunities for connection with, and preparation for, industry including:

- Industry visits and guest speakers
- Master classes
- Industry briefs and case studies
- Annual employability fair
- Employability skills sessions
- Portfolio building

The course does not include a placement, but the course and employability teams support students to identify and pursue relevant work experiences.

Graduate Destinations

Possible future careers may include the following areas of work:

- Fashion Buying
- Fashion Marketing
- Fashion Retail/sales
- Fashion Communications & Public Relations

Assessment Regulations

This course is subject to the University's Common Assessment Regulations in section 16 and 16A of the Quality Handbook. There are no dispensations in place for this course.

Additional Information

The course is aligned to the following national standards:

QAA Undergraduate Subject Benchmark Statement: Art and Design (2016)

QAA Undergraduate Subject Benchmark Statement: Business and Management (2019)

The course has a partner course delivered in Hong Kong (Hong Kong Design Institute - HKDI) where the course is franchised to the School for Higher and Professional Education, Vocational Training Council (SHAPE).