

Nottingham Trent University
School of Art & Design
Course Specification

Basic Course Information

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| 1. Awarding Institution: | Nottingham Trent University |
| 2. School/Campus: | School of Art & Design |
| 3. Final Award and Course Title: | BA (Hons) Fashion Management |
| 4. Mode of study and normal duration: | FT 3 years FTEX019
SW 4 years FTEX018 |
| 5. UCAS Code: | SW – JW42, FT – 4J38 |

6. Overview and general educational aims of the course

The fashion environment is a fast-paced, constantly evolving global industry, requiring graduates that can respond effectively to new challenges, embrace culture, excel at teamwork and provide innovative solutions. The course has been developed in consultation with both industry, alumni and current students to reflect this dynamic skill set.

The course design ensures that you are able to develop specialist fashion product knowledge and skills alongside business acumen, entrepreneurship and commercial decision making. A distinctive feature of the course is the focus on employability, with creative live projects, industry tailored learning and teaching, enriched with specialist guest lecturers. The well-established placement year and work experience opportunities allow you to graduate with a diploma or certificate in professional practice in addition to your degree, providing the experience and foothold in the highly competitive work environment.

A unique feature of the course is our emphasis on fashion product. The focus on fibres, fabrics, components, product management, buying and merchandising, forms part of our course reputation and are skills widely recognised as being increasingly crucial by industry experts, with the forecasted return to product authenticity. The vital understanding of garment properties and construction, planning, manufacturing and distributing a consumer-focused range with an understanding of the commercial strategies ensure that you will be able to confidently meet the needs of the global fashion market. The course emphasises the importance of sustainability and ethics within the fashion industry, underpinning this theme throughout the modules.

A focus of the curriculum design is collaboration, providing an opportunity to study within a cross-disciplinary and a diverse cultural environment designed to mirror industry-based practices whilst promoting a greater sense of community and wider shared learning.

The use of information technology and new media platforms for presentation and promotional purposes is embedded throughout the course. Professional development will enable you to reflect upon your achievements and to contribute to your learning.

The course aims to:

- Prepare you for a diverse range of career opportunities within the global fashion arena with the broad range of learning and teaching focused around all aspects of product management
- Equip you with the transferable skills and knowledge to succeed in the global fashion industry including critical and analytical problem solving, strategic decision making, generation of creative solutions, effective teamwork, industry relevant communication skills and entrepreneurship
- Support you with a dedicated professional employability skills module 'Brand Me', and links to a global network of companies, providing competitive advantage for placements and work experience
- Provide the opportunity to participate in competitions, experience live projects and attend conferences and educational trips in the UK and internationally
- Provide a flexible approach to learning that encourages you to work autonomously and creatively, developing self-reflection, underpinned with academic theory and models to consolidate your learning and feedforward into future practices
- Enable you to review and apply research skills, theories and techniques to prepare you for further study programs and complete intellectually challenging projects
- Promote exchange study trips to the Fashion Institute of Technology (FIT) in New York and other European and international schemes.

7. **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 we provide.

By the end of the course you should be able to:

- Demonstrate a critical understanding of current issues shaping and influencing the global fashion industry
- Research, evaluate, synthesise and apply information from a variety of relevant sources (B)
- Critically evaluate relevant theoretical concepts and models and relate these to the global fashion environment
- Generate appropriate creative ideas, proposals and solutions independently and/or collaboratively (B)
- Produce and deliver clear, structured communications in a professional manner in a variety of media (B)
- Adapt to and accommodate change, set goals, manage workloads and meet deadlines (B)
- Interact effectively in groups demonstrating an awareness/sensitivity to equality and diversity in terms of people and cultures (B)
- Evidence reasoned judgement and self-critique in the development of ideas through to outcomes (B)

QAA Art & Design (2017) and QAA Business & Management (2015) benchmark informed outcomes are indicated '(B)'.

8. **Learning and teaching methods**

The course combines a diverse range of teaching and learning methods aligned with the course learning outcomes. These include large lectures, smaller seminars and workshops, group or one to one tutorials, audio and

visual presentations and demonstrations. Seminars, workshops and tutorials have a student-led focus as opposed to the lectures and demonstrations. These interactive sessions will give you the opportunity to receive feedback and will help you to manage and plan your workload effectively.

You will use the NTU's Online Workspace (NOW) to support your learning. All course and module information posted on this site is for you to access at any time.

Peer assessment and feedback is a key part of the learning process. Self-reflection allowing you to record and implement your learning and is embedded across all year groups.

Group work and collaboration is a key aspect of your learning and teaching journey, as an ability to work effectively with different cultures is a significant requirement in the global fashion environment. All first-year students within the School of Art & Design will work together on one single joint project. Delivered in two parts, this will initially take place as a one-day event in the autumn, which will be followed up by a week-long event early in the summer term. As a learning experience this will support your own knowledge of working practices enable you to work collaboratively in groups in new and unique ways. In the second year, you will have further opportunities to work collaboratively with a wider range of students, partners and industry.

The emphasis throughout the course is on work-based learning with industry material to provide relevance and is supplemented with guest industry specialists, offering insight into contemporary practice from differing perspectives. You will experience a rich and stimulating climate of enquiry, informed by staff research and professional experience, direct links with industry, live projects and a vibrant university culture.

As part of our commitment to develop personalisation in our curricula, you will be offered a choice of modules at level 5, from which you will pick one. The module options presented have been selected by the course team in order to compliment your study, and to give you the opportunity to follow and deepen your interests, and study with students from other courses.

Work experience gained from either the Certificate or Diploma allows you to take part in a broad range of learning experiences in an industrial context that will enhance your understanding of fashion business and relevant theories. This may include management practices, business structure and roles relating directly to fashion products.

As you progress from the first year to the final year, you will be expected to have a greater degree of personalisation of learning, moving from more directed study to independent research and enquiry. The emphasis on the teaching and learning will also move from an understanding of the fashion industry practice towards managerial and strategic decision making, with a focus on innovation, and entrepreneurship.

9. Assessment methods

Your course is assessed as 100% coursework and your final degree award is based on your final year assessments.

The course uses a variety of assessment methods to ensure that you can demonstrate the range of learning outcomes including; Industry reports, individual time constrained assignments (TCA), audio and visual presentations, final major projects, as well as group and team-working activities.

In the first year you will participate in an employment assessment centre and develop an individual employability profile via digital platforms.

In the final year you will be assessed on your own personalised dissertation topic or business plan, which will form part of your degree show.

Personal reflection forms part of a synoptic assessment via a blog throughout all year groups to assist your understanding of the formative and summative feedback you receive and in order to develop actions that can support your own learning.

Live projects are embedded and assessed by a panel of industry experts in addition to the academic team to enhance your knowledge and provide contemporary insight.

Feedback will be via a variety of methods to enhance your learning; audio, visual and written. Peer assessment and feedback is encouraged throughout your studies to enhance and deepen your learning. Your sustained level of engagement throughout a module is a contributing factor in ensuring that you are able to meet the learning outcomes.

10. Course structure and curriculum

The course is studied on a full-time (3 years) basis, with the option of a sandwich placement year between years two and three (4 years).

Level 4 (Year 1)	Core / Optional	Credits
Fashion Industry	C	40
Product Development	C	60
Brand Me	C	20

Level 5 (Year 2)	Core / Optional	Credits
Buying, Merchandising and Product Management	C	40
Global Sourcing and Sustainability	C	40
Co Lab: Research, Exploration and Risk-Taking	C	20
The Art of the Video Interview*	O	20
Publishing: Experimental Formats*	O	20
Telling Stories*	O	20
Fashion Product Marketing*	O	20

* students must select 1 module (20 credits) from the suite of optional modules

Level 6 (Year 3/4)	Core / Optional	Credits
Professional Development	C	20
Fashion Business and Entrepreneurship	C	100

Year 1: Principles & Skills

Year 1 provides a thorough foundation for understanding the broad range of issues related to the principles of product management and the global fashion environment, accommodating students from different academic backgrounds. As employability is a major theme within the course, this year prepares you for a work experience in a variety of roles in the fashion and textile industries, across different market levels. You will gain an awareness and practical experiences of current skills and knowledge relating to fashion product development, and global fashion business practices: the language and terminology used in the industry and technical expertise, including live team project opportunities. As you embark on your journey as an undergraduate, you will be introduced to research, communication and study skills to gain understanding and techniques within key roles in the industry. You will also develop self-reflection to improve your future learning and personal development, evidenced through a digital platform.

Year 2: Application of Principles

Year 2 will continue to provide you with the tools and techniques required for the dynamic fashion environment, through different learning opportunities. Buying, merchandising and product management will allow you to combine creative skills with analytical problem solving to develop a commercial awareness. You will continue to self-reflect and extend your personal employability profile by beginning to build your connections and manage your development for employment, either in the placement year or smaller work experience opportunities. You will have an opportunity to collaborate across multi-disciplines allowing you to experiment with risk-taking and widening your perspective. In the second semester you will personalise your learning by researching key issues within fashion sustainability, a global issue.

Optional Professional Placement Year

The course has excellent and well-established relationships with many global companies in the fashion industry and you will have the opportunity to compete for a work experience opportunity, with the support of the Course and the School's Employability team. Typically, the positions are within fashion retail companies, suppliers, manufacturers and companies involved in fashion promotion. There is also an opportunity for international work experience.

This year provides you with an opportunity to experience likely career destinations and develop personally and professionally. If you pass the placement module, with a minimum attendance of 36 weeks, and complete the synoptic assessment, you will receive an additional award of a Placement Diploma in Professional Practice. If the placement lasts between 6 and 35 weeks, and you complete the synoptic assessment, then you will be awarded a Placement Certificate in Professional Practice.

Alternatively, you can choose to undertake the full-time route from Year 2 directly to final year without undertaking a placement. This decision can be made up until the end of Year 2.

Final Year: Research, Evaluation & Analysis

In your final year you will have developed knowledge and understanding of fashion management and commerce, enhanced in some cases by work experience, which gives you a greater understanding of how areas of the industry interact and work together. There is a greater focus on individual

development and autonomy during the final year through independent learning. To facilitate this approach, industry specialist speakers are integrated into the curriculum. This gives you the opportunity to develop your strategic thinking and analytical skills and exposure to the perspectives of current senior managers in the industry. You will also engage with industry professional bodies such as the ASBCI, CIM and the Ethical Trading Initiative and in networking with fashion related companies to develop links for your research. You will personalise your learning with a final major project as a dissertation or business plan, allowing you demonstrate analytical research and communication skills. Your personal development plan will form part of the degree show, where your digital profile will showcase your personal brand. The degree show also allows you to collaborate and event manage the course to the business community, in preparation for employment.

Interim awards

Students who do not progress to the final stage may be eligible for an interim award of Certificate of Higher Education, Diploma of Higher Education or Ordinary Degree.

11. Admission to the course

Entry requirements

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

12. Support for learning

The School is committed to assisting you to achieve the best results possible during your studies, providing a wide range of academic and pastoral help and advice. In addition to the course leader, module leaders and course administrator, a member of staff will also be assigned to you at the start of the course as your personal tutor. The tutors are to support you with both academic and pastoral matters. The module team liaises with the Course Leader and the Year Tutors to provide support for you. In addition, Collaborative Engagement and Retention Team (CERT) student mentors from within the course can assist you with personal issues.

The Fashion Management course has an induction at the beginning of Year 1. As new students you undertake a range of ice breaking activities, which fosters a sense of community, develops an understanding of Nottingham Trent University and provides an introduction to the course. You will meet the staff and your fellow students and will be able to find out more about how you will be taught and assessed on your course. At the same time, the Students Union organises their social events in Induction Week that will encourage you to become involved in the wider NTU community. At the end of the first and second year of studies, a briefing meeting is provided to ensure you are fully prepared for the following year.

As part of your induction, you will be introduced to the Student Handbook which includes information on how to access Employability Services, Language Support, Disability Services, Fees and Student Finance Services, the Student Union, Health and Wellbeing Services, International Students Support, Study Support and Individual Support.

The Employability team is particularly relevant to this course as employability is a central theme for your experience (see section 13).

13. Graduate destinations/employability

The course has an excellent global reputation and students from this course gain subject knowledge and skills which are aligned to the needs of a range of roles in the industry. Employability is a key focus on the course, and we are committed to offering experiences that enhance your understanding of industry requirements, producing highly employable graduates. The course has a dedicated Professional Experience Tutor and, additionally, the School Employability Team continuously works closely with all course staff to expand the placement opportunities. The Employability team also provides specialist career talks, workshops and events.

In year one of the course, the 'Brand Me' module focuses on the employability skills toolkit; creating a digital presence, which is then improved and enhanced as you gain further experience throughout your studies.

Sandwich placement students attend a Placement Call Back Day where they return to the University to present their experiences and reflect on their achievements. This is an excellent opportunity for you to network, share ideas and useful contacts. Placement presentations are available to all students, so that experiences, developments in the industry and the range of company perspectives can be shared.

The learning and teaching in the final year of the course embraces the broad range of commercial perspectives informed by placements or periods of work experience, company visits, conferences, academic research and studying in years one and two of the course. It is also enhanced by students who have come from overseas or have other life experiences.

The course has excellent employment statistics with students securing fashion related jobs both nationally and internationally. Graduate destinations have included: merchandisers, buyers, digital marketing, product managers and developers, technologists, logistics managers, fashion analysts, PR, sourcing and entrepreneurs. Many graduates now occupy a range of senior positions with major fashion, textile and retail companies around the world.

14. Course standards and quality

There are well-established systems for managing the quality of the curriculum within the School.

Module feedback questionnaires and annual surveys are used to gather feedback from students on their learning experiences.

Termly course committee meetings, attended by student representatives and academic staff, provide opportunities to raise and discuss matters contributing to the quality, standards and continuing development of the course.

The outcomes of the above inform an annual report highlighting positive features and areas to address which are further included in a course

development plan. The plan is monitored through course committees and students have the opportunity to talk through the impact of any changes made.

Informally, course and individual tutorials additionally provide a means of gathering student feedback and enable staff to address matters as soon as they arise.

Externally, the School consults with industry representatives, as part of the course review and development process, to ensure continued relevance of the curriculum to the creative and cultural industries. An external examiner is appointed to provide advice and monitor the academic standards of the course and student achievement in relation to those standards.

15. Assessment regulations

This course is subject to the University's Common Assessment Regulations (located in Section 16A of the Quality Handbook).

16. Additional information

Collaborative partner(s):

Course referenced to national (QAA)
Benchmark Statements:

Art and Design (2017), Business
and Management (2015)

Course recognised by:

NTIC progression route(s):

Foundation Certificate in Art,
Design & Media

Date this course specification approved:

DAG 12/11/19

Any additional information: