

## Nottingham Trent University Course Specification

<b>Basic Course Information</b>	
1. Awarding Institution:	Nottingham Trent University
2. School/Campus:	School of Art and Design
3. Final Award, Course Title and Modes of Study:	BA (Hons) International Fashion Business Full Time
4. Normal Duration:	1 Year
5. UCAS Code:	W232

### 6. **Overview and general educational aims of the course**

Fashion is an exciting industry with a growing demand for graduates who can manage and apply a combination of creative skills, knowledge and insights to operate effectively within the fashion business management and marketing sectors. These sectors have a consistent demand for innovative buyers, merchandisers, brand managers and marketing professionals, as well as informed entrepreneurs with the competences to succeed in this industry.

International Fashion Business is a one-year top-up degree which provides a unique educational opportunity for students to explore their fashion potential.

Applicants from either second year related fashion topics, mature students (APEL) those with either / or a Foundation, HND qualification and / or experience of prior BA equivalent study who may wish to redefine, extend or redirect their study are welcome to apply. Our global graduates have become highly effective professionals, combining innovative, creative and commercial abilities.

Through the development of research and critically informed thinking you will be able to command and apply a diverse set of fashion business, academic and entrepreneurial abilities for the creation of solutions for the ever changing international fashion context.

The curriculum aims are international in content offering a perspective enabling an understanding of design, product development, marketing and retailing of fashion products. The course will also introduce you to the issues of sustainability relative to fashion within the global context. You will build and enhance your academic and professional skills through the use of related fashion research, enquiry and the embedding of theoretical principles.

Development of your independent learning and self-management is essential to forming the qualities and attributes required to gain a Bachelor of Arts degree and as an industry professional. You will learn how to apply your own creative, analytical and critical abilities to a fashion related context and to develop communication and management skills to promote the development of ideas and fashion concepts across international cultures and markets.

The curriculum enhances, emphasises and develops skills and understanding of how international fashion businesses operate in four key areas:

- Trend prediction / innovation.
- Fashion buying / product development / global sourcing.
- Fashion marketing and branding.
- Fashion concepts innovation and entrepreneurship.

Your course structure is divided into two related half-year experiences. In the first half you will build a holistic overview of the business aspect of the industry. Your focus is on the fashion cycle, the creation of fashion trends, the development of products and marketing requirements within consumer, retail environments and market context.

Through both individual assignments and working in a team, there is an opportunity to gain an understanding of how trends evolve, their complexity and interconnectivity, how influences are explored and at the same time enhancing the ability to negotiate and collaborate with others from a broad international spectrum.

Enhancing both your core academic skills research analysis you will develop the ability to create solutions through informed critical thinking and debate.

In the second half of the year you will have the opportunity to focus on a particular area of fashion via a combination of structured and independent study.

Further building your professional skills to make you industry ready, self-reflection and independence (autonomous learning) is central to the enhancement of your personal profile.

You will learn to apply business research, gather insight and informed understanding of your specifically devised topic honing entrepreneurial and creative business concepts for your chosen career path.

The course is within the School of Art and Design so central to the subject of fashion is the importance of creativity, image and identity. The course aims to enhance your prior professional, visual and aesthetic skills along with technology skills. It will give you the ability to apply a variety of approaches to presentation and communication. There are many opportunities for feedback from tutors on your progress to help advance your knowledge and skills.

In order for us to maintain the contemporary currency, the course has strong links with international fashion businesses. This ensures that the content delivered is current within a real industry context. You will have lectures from fashion industry specialists, visits to retail and business environments, opportunities to undertake 'live' projects (assignments set by industry partners relating to a real industry issue) and further opportunities to gain insights and create networks within the fashion industry.

You will also be invited to attend external events, academic and business conferences, and encouraged to participate in competitions in association with fashion brands. During the academic year, you will interact, present and communicate with the creative industry environment, which broadens your knowledge of the fashion industry and increases understanding and confidence in communicating and understanding the differing audiences within it. By refining your professional skills, it will help define your career and future employment direction.

The course has a partner course delivered in Hong Kong where the course is franchised to the School for Higher and Professional Education, Vocational Training Council (SHAPE). Both SHAPE and Nottingham Trent University BA IFB staff teach on the course that is delivered in Hong Kong gaining a global perspective to inform teaching research.

#### 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.

#### **Knowledge and understanding**

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

- Critically evaluate appropriate research methods which apply to the theory and practice of International Fashion Business (B)
- Analyse and develop innovative fashion concepts and practice relevant to an international fashion business topic
- Evidence knowledge and understanding of trends relevant to international fashion business theories, contexts and markets
- Formulate a fashion buying, marketing or business strategy through the application of relevant research and business concepts (B)
- Evaluate and apply an appropriate range of creative communication strategies for the promotion of an international fashion business (B)
- Apply an informed view of sustainability in making international fashion business decisions
- Critically discuss how visual identity and design aesthetics inform fashion business viewpoints

<b>Skills, qualities and attributes</b>	
By the end of the course you should be able to:	
<ul style="list-style-type: none"> <li>• Apply critically informed cognitive and problem solving skills in the creation of international fashion business solutions (B)</li> <li>• Communicate effectively through appropriate professional and interpersonal skills (B)</li> <li>• Apply fashion business concepts using appropriate visual, verbal, written skills and technologies</li> <li>• Initiate and manage your own autonomous learning and work effectively in teams evaluating your own and others progress (B)</li> </ul> <p>(B) = <i>the learning outcome has been aligned with the national QAA benchmark statements as identified in section 16.</i></p>	
<b>8.</b>	<b>Learning and Teaching Methods</b>
<p>The learning and teaching methods used on the course reflect the need for you to develop a wide range of professional skills alongside your academic knowledge. All modules have a slightly different approach to learning. You will experience traditional learning methods via seminars, lectures and workshops as well as visits to company's head offices, retail stores and attendance at conferences. You will also learn the relevant information technology skills and undertake team-work. These learning approaches will provide you with different ways to understand the theoretical and practical aspects of the industry.</p> <p>The lecture and seminar format will enable you to engage in a programme of delivery that introduces contemporary issues, strategies and debates within the business context. Each seminar will support the academic content of the lectures, and provide you with opportunities to debate and discuss the content. The workshops and demonstrations will focus on the development and application of visual analysis to realise the creative idea.</p> <p>You will also have group and individual tutorials that give you the opportunity to receive feedback on your work in progress and to help support you in managing your workload effectively. After a tutorial you will be expected to reflect on the feedback given by the tutor and your peers, and record and implement your own responses to this effectively before the next tutorial.</p> <p>Team working opportunities will engage you in a learning experience that reflects the working practices set within an industry context. You will also be introduced to role-based responsibilities within directed and negotiated group projects.</p> <p>Your learning is a reciprocal process, based on shared discussions between you and the teaching staff. Therefore, working in small groups is an important aspect of the teaching and learning approach used for tutorials and interim assessments.</p> <p>The University also provides a framework of support to encourage you to learn independently and to achieve your own goals, through NTU's Online Workspace (NOW) and the delivery of Academic Tutorials (ATs). These have been designed to help you to take responsibility for your learning and development.</p>	
<b>9.</b>	<b>Assessment Methods</b>
<p>Your progress on the course is assessed using a variety of approaches reflecting the type of activities you may be expected to undertake when working in the fashion industry require you to demonstrate the full range of knowledge and skills and it is these that are built in to assessment.</p> <p>The course complies with the University practice for undergraduate programmes, including the Common Assessment Regulations (CAR).</p>	

The assessment and feedback plan for the course will be available to you on NOW, and will be explained to you in induction week and referred to in detail before each module assessment.

You will be assessed against the module's learning outcomes and against the assessment criteria. These clearly describe the level of achievement reached.

The course is assessed through 100% coursework, using a range of methods described in each module specification to include written and visual research, proposals and evaluations, reports, articles, dissertation (or an alternative project) and visual and verbal presentations. The majority of assessments are for you to complete on an individual basis, with one being a group project.

You will receive formative feedback on your progress during each module and via individual and group tutorials. It is expected that you will keep a written record of tutorial feedback to help you reflect on your progress.

Summative assessment takes place at the end of each module, as described on the module specification. You will receive written summative feedback at the end of each module.

## 10. **Course structure and curriculum**

The course is one year in duration and is divided into four modules to be studied within one academic year.

### **Curriculum Structure**

#### **Level 6: BA (Hons) International Fashion Business (120 credits)**

The content is delivered via four modules within the academic year. You will study three modules in the first half year that start in September and finish in February. You will then undertake one 60 credit module in the second half year. Each module focuses on a particular aspect of the fashion industry.

September	February	June
Fashion Buying FASH30110 20 credits	Fashion Concepts and Innovation Project FASH30109 60 credits	
Fashion Brand Marketing and Promotion FASH30061 20 credits		
Lifestyle and Trend Prediction FASH30058 20 credits		

#### **Fashion Buying – FASH30110- 20 credits**

This module focuses on the role of the fashion buyer, and the visual, business skills and knowledge needed. This module will develop your understanding of the professional skills needed to be a highly successful buyer. You will study how fashion retailers develop product ranges that appeal to their consumers to give the retailer the profits they require whilst maintaining their brand identity.

You will explore the key processes involved in fashion buying around the world, including design and fabric specifications, costing, and sample and selection procedures. The module will discuss elements of ethics and sustainability, at the same time enhancing and developing research skills associated with the role of the fashion buyer. There are opportunities within the module to combine creativity and communication and trend to create a buying strategy and product proposal for a fashion brand.

**Fashion Brand Marketing and Promotion - FASH30061 - 20 credits**

Brand identity, marketing knowledge and communication skills are at the centre of successful fashion companies. Fashion, more than any other business, creatively uses image and identity, message and media in order to create the desirable brand. Understanding what motivates customers buy, from whom, where and why is central to this.

Central to this module are two areas; the first is marketing and research skills where science and theory play their part in understanding personality, emotions and motivation to buy. This is balanced against media, image and creating a brand identity. Where creating the desirable image, choosing the right method of communication and understanding how market demographics play their part in telling the consumer what the brands stands for.

**Lifestyle and Trend Prediction - FASH30058 - 20 credits**

Trends are at the centre of the fashion industry as they are an essential driver for the industry. This module examines how trends are identified, brands interpreted, and adapted for market, and how trends are communicated to the consumer. Knowing how to initiate trend research, manage a creative project, and create a professionally presented assignment within a team is a key industry skill. This exciting module provides you with an opportunity to work in a team and experience team dynamics to understand how they are organised, operate, and communicate. Through visual investigation and enquiry you will be asked to record, map and analyse the answers to these questions.

**Fashion Concepts and Innovation Project – FASH30109 -60 credits**

This module gives you a unique opportunity to discover, investigate, negotiate and then focus on an area of personal interest. The module begins with chosen themes such as a potential career path, a new creative contemporary concept, or a specialised professional direction within the subject of fashion business.

A series of workshops, team-work, supporting lectures and seminars have been designed to enable you to create an overview of the contemporary topics and trends relative to international fashion business.

As the module progresses through tutorial sessions it will help develop your ability to find your own solutions and initiatives through creating your own research strategy and final presentation.

The final body of work is an important milestone in becoming a BA (Hons) graduate, creating a journey which helps develop your confidence, and define where and what your potential future might be.

**11. Admission to the course**

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 in assisting you to achieve the best results possible during your studies, and will provide you with a wide range of academic and pastoral help and advice. In addition to this, a comprehensive learner support system is in operation within the School and can be tailored to meet your specific needs.

At the start of your course you will be invited to participate in an 'induction week' where you will undertake a range of activities that will introduce many of the key facilities available within the University and will also provide you with an essential 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. You will also attend an induction on how you can access the full range of resources

available from the library. At the same time, the Student's Union organise their social events in 'welcome week' that will encourage you to become involved in and meet people from the wider NTU community.

NTU's Online Workspace is referred to as 'NOW'. All course and module information is posted on this site for you to access at any time.

To ensure that you have a clear understanding of the way in which you are progressing within the modules, you will receive feedback on the progress that you are making on a regular basis. Some of the feedback that you will receive is formal and will occur both during and at the end of the module and may be written. Group tutorials are also an important opportunity to note the feedback that you are getting from your tutors and fellow students and are seen as an important part of the feedback mechanism in the School of Art and Design. You will also be assigned a personal tutor who will meet with you on a regular basis. These sessions are to support you with both academic and pastoral matters. You might also discuss other issues including ways in which you might continue to develop your general skills and preparing ahead for your next career steps.

The School is keen that all students, irrespective of background and characteristics such as age and nationality, have equal opportunities of success with their studies, and can point you in the right direction for support, so please speak to your tutor if you have any concerns. Sessions can be made available to you to improve a number of skills, for example, planning and structuring written work and preparing more effectively for verbal presentations. The School also run a Buddy Scheme, whereby we encourage students who have previously studied at NTU to assist students new to NTU with 'settling in to' university life and their studies. There is a section on NTU's Online Workspace (NOW) for students within the School to access materials to help them with their studies.

During the induction period you will be made aware of the University's student safety handbook and the School safety code of practice.

Course teams and staff have a great deal of experience in pastoral support and the monitoring of your progress is supported with regular face to face contact with tutors in group or individual tutorials. You will be supported and guided through your studies and learning experiences by the Course Leader, Module Leaders, and year tutor. You will also receive regular formative feedback on your progression through tutorials and written feedback at the end of each module.

Language and academic support is provided by the School for International students who require additional study support. Specialist student support is provided by the University for issues on visa and immigration, employment law and academic and financial concerns.

Your course handbook also contains details of the support available to you should there be an interruption in your studies, due to circumstances outside of your control, or through other factors affecting your academic performance.

Outside of the School the NTU Employability Team provide support and links with key external industrialists are used formally and informally throughout the course. Within the library services there are specialists assigned to Art and Design who will work with you at all levels during your time on the course.

### **13. Graduate destinations / employability**

The course has excellent employment statistics, with students securing fashion related jobs both nationally and internationally. Jobs secured by graduates include buying and merchandising, brand and product development, production management, fashion marketing and promotion, global sourcing, styling, journalism and prediction. Graduates also use their well-developed transferable skills for alternative careers in teaching, retail, and for positions in media and freelance promotion. Some students also choose to progress on to study at postgraduate level on a course in fashion or a

related subject.

Developing your employability skills is a key focus on all modules. You are asked to make a personal development plan which explains how you are going to research and investigate potential careers and the skills that they require.

You are also provided with the opportunity to discuss the potential of business proposals with 'The HIVE', NTU's business development hub.

Support for career development also comes from:

- Live projects with industry and external agencies
- National and International competitions
- Fashion business case studies
- Visiting professionals
- Key Note lectures
- Industry open days
- Graduate employment schemes
- Internships and work experience opportunities
- Careers workshops in conjunction with Careers service

Students are also encouraged to develop their own opportunities for career enhancement and this can be supported in a number of differing ways such as part-time roles within the fashion industry or through undertaking short work experience opportunities during the course in agreement with the course leader.

#### 14. **Course standards and quality**

We would like you to contribute to the continuing development of this course and we welcome all feedback and have a number of ways in which we can formally and informally receive this. You will have an opportunity to put yourself forward to be considered as a course representative at the beginning of each of your years of study. As part of this role you will be invited to attend the course committee meetings that occur three times a year and contribute to the conversations and debate to support the continuing health of the course. Any issues brought up at the Course Committee meetings are reported to the School Academic Standards and Quality Committee and actions identified from thereon in with responses reported back to you either via the next course committee meeting or via the NOW.

All module assessment decisions that contribute to your final degree are moderated by an External Examiner who views samples of student's work. This is to ensure that the work meets national standards and that the assessments are fair. The External Examiner then submits a report to the School of Art & Design.

At the end of every academic year the course team submit an Interim Course Report to the School, which monitors all aspects of the course. This is then used by the School and University to ensure standards are maintained.

#### 15. **Assessment regulations**

This course is subject to the University's Common Assessment Regulations in section 16 of the Quality Handbook which can be found at [www.ntu.ac.uk/adq](http://www.ntu.ac.uk/adq)

#### 16. **Additional Information**

Collaborative partner(s):	School for Higher and Professional Education, Vocational Training Council (SHAPE), Hong Kong
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Course referenced to national QAA Benchmark Statements:	Combination of 2008 Art & Design Subject Benchmarks and
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	QAA General Business and Management 2007
Course recognised by:	N/A
Date implemented:	1 <sup>st</sup> September 2016 Advanced standing agreement with SISU (Sichuan International Studies University), China (SASQC 19 <sup>th</sup> October 2016) SASQC Approval: 6 December 2017. Approval for PCR/Curriculum Refresh Modification Course Change and updates
Any additional information:	<u>Unique International student profile</u> The IFB cohort is comprised of a dynamic mix of UK and international students. This 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.