

# Nottingham Trent University

## Course Specification

Basic Course Information		
1	Awarding Institution	Nottingham Trent University
2	School/Campus	School of Art & Design, City Site
3	Final Award, Course Title and Modes of Study	BA (Hons) Fashion Management Full-time (FTEX019) / Sandwich (FTEX018)
4	Normal Duration	3 years (full-time), 4 years (sandwich)
5	UCAS code	SW – JW42, FT – 4J38

6	<b>Overview &amp; General Educational Aims of the Course</b>
<p>The Fashion Management course will offer you exciting and diverse opportunities as you explore the challenging environment of the global fashion industry. The course has a rich heritage and links to a highly established network of major international fashion companies. The fashion industry operates globally and, whether you choose to study the Sandwich or Full-time course, they will both offer you the opportunity to gain an in-depth understanding of fashion commerce.</p> <p>This degree allows you to combine an interest in fashion products with management skills. The course will give you the opportunity to develop theoretical knowledge, commercial awareness and an understanding of management strategies within a range of module assignments.</p> <p>You will be taught by lecturers, industry professionals and visiting speakers who currently work in the industry. You will have the opportunity to work with a range of global companies on live projects, competitions, negotiated research initiatives and collaborative assignments, and attend conferences and educational trips in the UK and overseas.</p> <p>Your research and study skills will also prepare you for post-graduate study. Each year of the course will provide a stimulating arena for you to investigate and research managerial, technical and creative developments to meet the demands of the fashion, textiles, retail and related industries.</p> <p>You will experience an international awareness of fashion and textiles production, management and marketing strategy, research and communication, which are studied through theoretical and practical learning and teaching experiences. The curriculum reflects current global industry practice and theory and requires you to consider environmental responsibility, processes, materials and manufacture.</p> <p>Employability is a key theme throughout the modules and you will explore business management and product knowledge in relation to the current and future needs of the global fashion industry. This course is designed for students who anticipate a career in</p>	

the fashion industry and the modules which you will study reflect the managerial diversity of business practice and theory within this global industry.

You will learn to incorporate critical and analytical problem solving skills together with general transferable skills (interpersonal skills, team working etc.) and this will prepare you for a broad range of related employment opportunities and/or postgraduate study. We also encourage the promotion of values and attitudes that demonstrate awareness of sustainability and provide you with an understanding of social and ethical issues surrounding the fashion business. There will be a focus on environmental, civic and cultural concerns when formulating business management concepts about the future of the industry.

You will also have an opportunity to learn about the variety of management roles within the fashion industry such as buying, merchandising, marketing and PR as well as technical roles such as product development, fabric and garment technology and sourcing.

### **Special Features of the Course**

The course aims to support and develop your employability through introducing you to the current practices of the fashion industry, to acquire the skills and the theoretical underpinning to compete for opportunities in a wide range of roles. Our aim is achieved through a dynamic curriculum which encourages you to make the best of every opportunity on the course. These include:

The opportunity for you to compete for a Sandwich placement year, to gain professional and life experiences in a professional environment, which is recognised by a Diploma in Professional Practice. Alternatively, by following the full-time route and undertaking relevant work experience, this will be recognised by a Certificate in Professional Practice.

You will experience live projects with industry with a focus on professional practice and have the opportunity to participate in competitions through collaboration with visiting guest lecturers, organisations and professional bodies from the fashion business and related industries.

There is an international perspective embedded within the modules, reinforced by optional structured overseas visits to trade fairs and conferences and this includes an opportunity to participate in exchange study visits to the Fashion Institute of Technology in New York, European and international schemes.

Opportunities to work within the University on volunteering projects and community initiatives.

On completing the course you will have gained specialist contextual, technical and analytical skills and knowledge to excel as professionals in the global fashion industry.

<p>You will have good levels of commercial awareness and be able to communicate creatively. You will also have the core transferable skills that will provide you with the relevant skills to enter this industry or progress to post-graduate study.</p>
<p><b>7 Course Outcomes</b></p> <p>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.</p> <p><b>Knowledge &amp; Understanding</b></p> <p>By the end of the course you should be able to:</p> <ul style="list-style-type: none"> <li>critically analyse the structure of the global fashion industry and develop new ideas in relation to its future (B)</li> <li>demonstrate a critical awareness of fashion product development, relevant industry technologies and retailing in a global context (B)</li> <li>critically evaluate and synthesise knowledge of management theories and strategies for fashion and related industries, along with principles, theories and methods of research and analysis (B)</li> <li>develop necessary self-awareness to evaluate personal and professional attributes and skills applicable to employability in the fashion industry or other commercial industries, continuous professional and personal development and lifelong learning (B)</li> </ul> <p><b>Skills, Qualities &amp; Attributes</b></p> <p>By the end of the course you should be able to:</p> <ul style="list-style-type: none"> <li>research, critically analyse, evaluate and present findings in relation to fashion industry management (B)</li> <li>utilise appropriate technical expertise in the evaluation and development of fashion products and systems (B)</li> <li>critically evaluate and apply methods and techniques for resolving complex problems in a creative and critical manner (B)</li> <li>apply professional and ethical knowledge related to the identification of contexts and commercial awareness (B)</li> <li>study effectively both independently or as part of a team (B)</li> <li>express and communicate new ideas confidently and professionally in written, spoken and visual formats (B)</li> <li>demonstrate the capacity to lead discussions and engage in constructive discourse, and to accept social and civic responsibilities (B)</li> </ul> <p>(B) = these learning outcomes have been benchmarked against the UK's Quality Assurance Agency's subject statements to confirm these are appropriate for the final year of a degree</p>

## **8 Teaching & Learning Methods**

The teaching and learning methods will comply with the School of Art & Design teaching and learning principles.

You will experience a wide variety of teaching and learning methods, including lectures, seminars, workshops; group tutorials, peer & group activities, verbal and visual presentations and demonstrations. You will undertake directed and independent learning within your projects. This may be individually, or as part of a team. You will use the online resource, referred to as the NOW (NTU's Online Workspace), extensively on this course to support you in your learning. All course and module information is posted on this site for you to access at any time.

If you choose to take the Sandwich placement route, you will develop your exposure to fashion commerce gained in year two modules and additionally take part in a broad range of learning experiences in an industrial context that will enhance your understanding of fashion business. This may include management practices, business structure and roles relating directly to fashion products and manufacturing.

The course encourages students to develop professionally and work effectively, both individually and as part of a team. Teaching and learning is undertaken in an atmosphere, which is informed by current industrial and managerial practice, creative approaches to problem solving and critical analysis of theoretical perspectives. You are encouraged to take responsibility for your own learning, particularly through the use of the NOW and also through self-directed learning throughout all years of the course.

The course encourages you to recognise the need to use your initiative and to be well organised. Problem solving, team working and critical awareness are developed through a mainly project-based approach to practical and theoretical work.

Teaching and learning is conducted in an atmosphere which is informed by professional practice, creative awareness and respect for personal viewpoints. Visiting speakers complement a comprehensive lecture programme which offers insights into contemporary practice from differing perspectives. External visits include international trade fairs, exhibitions, and sites of cultural and commercial interest.

Learning is a reciprocal process, based on shared discussion between students and staff. Consequently, working in small and multi-disciplinary groups is an important aspect of the teaching and learning approach for tutorials and interim assessments.

The University also provides a framework of support for independent learning and the achievement of goals through the NOW and personal tutorials. This helps you to take responsibility for your learning and development through a number of staff supported and self-directed activities.

The assessment methods comply with the School's Assessment & Feedback Principles and Guidelines and the Common Assessment Regulations (Section 16A of the University's Quality Handbook). The degree award is linked only to the modules undertaken in the final year of study. Assessment is conducted according to the School policy, which ensures the academic standards, and their appropriateness, are made clear to you.

The course's Assessment & Feedback Plan communicates when you will receive feedback on your progress. Each module has assessment criteria linked to each learning outcome, which gives you a clear understanding of the grade you are achieving.

During the modules, formative feedback will be given through group or individual tutorials, or other determined taught sessions. Summative feedback will be provided in response to the learning outcomes at the end of the module following ratification at Exam Board.

The course uses a variety of assessment techniques to ensure that you can demonstrate the range of learning outcomes. Coursework is assessed in a variety of formats including evidence of research documentation, evaluation and analysis, written and professionally presented reports such as a dissertation, time constrained assignments, presentations, as well as group and team-working activities.

If you do not complete modules to the required standard, you will be counselled and provided with options directly relating to the University progression policy. Progression to the next level requires 120 credit points and students are allowed to carry referrals at the discretion of the Exam Board.

You will be introduced and trained in ethics in relation to the Research & Ethical Governance Framework, with available documentation provided to you which is required to be completed.

For further information on the regulations of Honours Degree courses, please refer to the Academic Standards & Quality Handbook, Section 16A.

The Degree award classification is based on the final year assessment.

## **10 Course Structure & Curriculum**

The course is full-time over three years with an optional one-year placement between the second and final year. The academic year is made up of three terms. You are required to complete 120 credits each year to achieve 360 credits for the BA (Hons) Fashion Management Degree award.

Students who do not progress to the final Honours year may, on successful completion of the year, receive a Certificate of Higher Education (Year 1) or Diploma of Higher Education (Year 2).

An Ordinary Degree (Final Year) is awarded as a fall-back award following assessment of the work for those students whose work does not meet the learning outcomes for the honours degree. This is the equivalent to a minimum of 60 credits in Year 3.

As well as the opportunity to undertake a placement, the course embeds employability throughout. Early in the course, you will be engaged in learning core employability skills and career planning activity.

The course includes a number of opportunities for you to undertake industry orientated projects or engage with external opportunities, professional-led projects, activities with employer involvement, and you will produce work that equates to professional standards.

Towards the end of the course, you will be asked to reflect on your experiences, activities and skills in relation to your future professional/employability aspirations and this will be assessed as part of this synoptic assessment.

### **BA (Hons) Fashion Management Module Titles**

Years and modules are designed thematically to focus learning outcomes against the School guidelines.

Year 1	Fashion & Textiles Product (60 credits)	
	Fashion Management & Marketing (40 credits)	
	Design & Visual Communication (20 credits)	
Year 2	Fashion Buying & Merchandising (40 credits)	
	Management & Employment 1st half year (20 credits)	Product Technology 2nd half year (20 credits)
	Fashion Marketing & Communication 1st half year (20 credits)	Research Project 2nd half year (20 credits)
	Optional Sandwich Placement Year	
Final Year	Dissertation (60 credits)	
	Fashion Management (60 credits)	

### **Year 1 – Cert HE (120 credits)**

FTMG10352 Fashion & Textiles Product (60 credits)

FTMG10353 Fashion Management & Marketing (40 credits)

FTMG10354 Design & Visual Communication (20 credits)

### **Year 1 – Principles & Skills**

The first year of the course will introduce you to the broad range of issues related to the principles of fashion management and marketing, fashion and textile product and visual communication. As employability is a major theme within the course, this year begins to prepare you for a range of roles in the fashion and textile industries. You will gain an awareness and practical experiences of current skills and knowledge relating to fashion product development, the language and terminology used in the industry and technical expertise in relation to a variety of fashion products. 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.

Year 1 provides you with a foundation to fashion management accommodating students from different academic backgrounds. There is a mix of theory, practical workshops and seminars, lectures, individual and group projects.

### **Year 2 – Dip HE (240 credits)**

FTMG20297 Fashion Buying & Merchandising (40 credits)

FASH20034 Management & Employment (20 credits)

FASH20042 Fashion Marketing & Communication (20 credits)

FASH20041 Product Technology (20 credits)

FASH20039 Research Project (20 credits)

### **Year 2 – Application of Principles**

During the second year you will develop the themes explored in Year 1 which will prepare you for key roles in industry if you want to take the Sandwich placement year or for the final year if you select the Full-time route. You will develop skills and techniques to undertake roles in fashion buying, merchandising, product development, garment and fabric technology, marketing, PR and visual merchandising.

Year 2 modules will embrace the wide range of career options open to you and will reinforce the commitment of the course to provide knowledge, which is current and relevant in relation to the global fashion industry.

The lectures, seminars and workshops will demonstrate how the curriculum is designed to relate and respond to industry needs by encouraging you to recognise your transferable skills and knowledge and their application to roles and careers in industry.

You will develop your managerial and analytical skills through your academic module studies.

In line with School policy there are opportunities for you to arrange a short work experience placement in the second year. This may complement your knowledge and

understanding of the industry and you will be supported by your Year Tutor and Module Leaders.

### **Optional Professional Placement Year for the Sandwich Award**

The course has an excellent and established relationship with many companies in the industry and you will have the opportunity to compete for a paid or unpaid 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 Diploma in Professional Practice. If the placement lasts between six and 35 weeks, and 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, FTEX019, without undertaking a placement. This decision can be made up until the end of Year 2.

### **Final Year – BA (Hons) Degree (360 credits)**

FASH30076 Dissertation

FTMG30256 Fashion Management

### **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 a Sandwich placement, which gives you a greater understanding of how areas of the industry interact and work together. You will also have developed professionally and personally from the beginning of your journey as an undergraduate at the University.

Following on from understanding the principles and skills of Fashion Management & Marketing in Year 1, and applying the principles and skills in Year 2, you will extend and develop your skills of evaluation and analysis through the two final year modules.

There is a greater focus on individual development and autonomy during Year 3 through independent learning.

To facilitate this approach a number of specialist visiting 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,



	<p>UKFT, British Fashion Council and the Ethical Trading and in networking with fashion related companies to develop links for your research.</p> <p>You are encouraged and supported to develop your skills and attributes to demonstrate extensive understanding of your discipline in preparation for employment.</p>
<b>11</b>	<b>Admission to the Course</b>
	<p><b>Entry Requirements</b></p> <p>For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.</p>
<b>12</b>	<b>Support for Learning</b>
	<p>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.</p> <p>The Fashion Management course has an induction at the beginning of Year 1, where new students undertake a range of group and individual 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.</p> <p>As part of your induction, you will be introduced to the Student Handbook which includes information about assessment procedures and student support advice. In addition to the support that the lecturers and the administrator on your course will offer, you also have access to a wide range of specialist staff to support a variety of issues that might arise, e.g. financial, health, wellbeing, disability, etc. The University Library, Employability team, Student Support Services and the Student Union (NTSU) are all ready to support you during your time at University.</p> <p>At the end of the first and second year of studies, a briefing meeting is arranged where the tutors will explain the changes in the structure of learning and teaching will be to ensure you are fully prepared.</p> <p>Language and academic support is also provided for international students who require additional study support.</p>

During the induction period each academic year, new students shall be made aware of the University's Student Safety Handbook and the School Safety Code of Practice. Those parts relevant to the course will be discussed as part of the Health & Safety Induction.

The School runs a student mentor system, whereby second and final year students assist first year students with settling in to university life and their studies. There is a section on the NOW for students within the School to access materials to help them with their studies.

To ensure that you have a clear understanding of how 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. 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 & Design. You will also be assigned a personal tutor or year tutor who will meet with you 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 module team liaises with the Course Leader and the Year Tutors to provide support for you.

Further resources include Special Education Needs & Disability (SEND) support, counselling services and language support, are available if required.

Specialist international student support, provided by the University, as an appointment and drop-in service for issues on visa and immigration, employment law and academic and financial concerns etc. Language and academic support is also provided by the School for both international and recommended home students who require additional study support.

Support for students' cultural and creative development includes course teams organising and accompanying students on optional overseas visits to a major fashion capital relevant to the course, such as Paris for the Première Vision and Florence for the Pitti Filati trade fairs. Such visits are an optional enhancement to the course and not essential to progress. Support is given to students not attending these trips in the form of alternative suggestions of excursions within the UK.

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

Library & Learning Resources – subject specialists will work with you within all levels of the course.

### **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, and the course is committed to offering experiences throughout the three years of study that will enhance your understanding of the industry's requirements.

Early in the course, you will learn core employability skills and begin your career planning activity by creating your CV and a professional online presence to help you try to secure work experience.

The opportunities within the course for you to undertake a range of relevant professional contexts or work that is held to professional standards include live projects and opportunities to visit companies and trade fairs. These are an important part of the curriculum and this, together with support from your subject specialist staff and the Employability team, will prepare you well for the future. It is also possible to arrange short work experiences, normally undertaken in Years 1 & 2 and by the agreement of the Module Leader, with further opportunity for you to find out more about different roles within the industry.

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.

Sandwich placement students (FTEX018) attend a Placement Call Back Day where they return to the University to present their experiences and reflect on what they have achieved and learnt. This is an excellent opportunity to for you to network, share ideas and useful contacts. Students are invited to attend placement presentations, 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 Sandwich placements or periods of work experience, company visits, conferences, academic research and studying in Years 1 and 2 of the course. It is also enhanced by students who have come from overseas or have other life experiences.

Students are employed by a range of companies representing different management styles, scales of operation and product categories. As a graduate from this course, you will be prepared for employment in key roles such as, buying, merchandising, marketing, PR, product performance, garment technology, fabric technology, product development and sourcing. Many graduates now occupy a range of senior positions with major fashion, textile and retail companies around the world.

<p>The School of Art &amp; Design participates in the Erasmus scheme, which provides students with the opportunity to study in Europe. The course also operates a successful Exchange Programme. There is also the opportunity to go and study at Fashion Institute of Technology in New York for a semester. This exchange is open for applications from all students.</p>	
<b>14 Course Standards &amp; Quality</b>	
<p>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 year 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 &amp; 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.</p> <p>The experience that you have whilst studying on the course is important to us and you will be required to give feedback on individual modules and will also be invited to attend Staff/Student Liaison Committees and/or end of year meetings. At the end of each year, the course team writes an evaluative report which is received at School level and contains an action plan to ensure that the development of the course continues.</p> <p>There are well-established systems for managing the quality of the curriculum within the School and individual courses. External Examiners are appointed to each course and report on the appropriateness of the curriculum, the quality of student work and the assessment process in relation to benchmark standards across the UK. The External Examiner then submits a report to the School, which informs the development of the curriculum following discussion at Course Committee Meetings.</p>	
<b>15 Assessment Regulations</b>	
<p>This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook).</p>	
<b>16 Additional Information</b>	
Collaborative Partner(s)	n/a
Course Referenced to National QAA	Art & Design (2017)
Benchmark Statements	
Course Recognised by	n/a
Date Implemented	2012/13

	<p>SASQC Approval: 6 July 2018. Approval for PCR/Curriculum Refresh Modification Course Change and updates</p> <p>SASQC Approval: Significant modification changes approved at SASQC 3 July 2019</p>
Any additional information	n/a