UNIVERSITY OF LEADING THE WAY WESTMINSTER

PROGRAMME SPECIFICATION

Course record information

Name and level of final award	**BA (Hons) Fashion Business Management** *The BA (Hons) Fashion Business Management is a BA degree that is Bologna FQ- EHEA first cycle degree or diploma compatible.*
Name and level of intermediate awards	Diploma of Higher Education Fashion Business Management Certificate of Higher Education Fashion Business Management
Awarding body/institution	University of Westminster
Teaching Institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Harrow Campus
Language of delivery and assessment	English
Mode, length of study and normal starting month	Four year full time to include one year work placement. September start.
QAA subject benchmarking group(s)	General Business and Management. Art & Design
Professional statutory or regulatory body	None
Date of course validation/review	October 2019
Date of programme specification approval	2020
Valid for cohorts	September 2020/21
Course Leader	Kate Hopkin / Caroline Curtis
UCAS code and URL	westminster.ac.uk/courses/undergraduate
Westminster course code	BAFBM01F (FT)
HECoS code	100054
UKPASS code (PG only)	N/A

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply.

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information: westminster.ac.uk/recognition-of-prior-certified-learning.

Aims of the course

The Fashion Business Management Course has been designed to directly meet the needs of the Fashion Retail Industry. It aims to deliver relevant and current course content blending academic theory, creative skills, industry knowledge and direct business experience. The course has an excellent reputation within the industry and strong industry links to support the compulsory placement year and provide excellent graduate employment prospects. Students benefit from an extensive and high calibre programme of guest speakers and industry related projects and a tutor team with considerable industry experience.

The course aims to provide detailed and current retail, fashion and business skills and understanding alongside of the development of professional and practical working skills. There is emphasis on developing both commercial and creative skills supported by an academic grounding in strategic business management in order to enable students to progress quickly upon graduation to employment in the retail and fashion industries but also in other area.

The focus of the course is both home and global, to reflect the nature of the industry and specifically develops the interpersonal, creative, technical and commercial skills and knowledge of the retail business environment. Additional opportunity is offered to advance language skills through study and placement abroad which is offered to meet the increasing global nature of the business and the subsequent needs of the business environment.

The business placement year at level 5, is considered an integral part of the course, which provides essential practical experience; thus greatly increasing knowledge and understanding of the business and retail environment. It is regarded as a critical factor in ensuring subsequent graduate career progression.

Students wishing to develop their global business and cultural awareness can choose an alternative level 5 year options by combining a year of placement with an international exchange programme with one of our international academic partners in America, Canada or Hong Kong.

The ultimate objective of the course is to enable graduates to provide a rich resource for themselves, their colleagues and the wider business community.

What will you be expected to achieve?

Learning outcomes are statements of that which successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU).
Graduate attributes are characteristics that you will have developed during the duration of your course (GA).
Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 course learning outcomes: upon completion of level 4 you will be able to:

L4.1 Demonstrate an understanding of the fashion business and the ability to define commercial value in the process from concept to customer. (KU)

L4.2 Identify social, cultural & historical factors and trends, distinguish between macro and micro- environmental issues, how to gather key economic & market data, interpret basic financial reports, apply basic calculations and debate & discuss contemporary commercial & ethical issues for the global fashion business. (PPP)

L4.3 Propose a personal development plan based on an understanding of inter-personal skills and technical skills via self-reflection. Apply this knowledge to develop personal branding by using tools to appropriately target the employment market. (GA)

L4.4 Demonstrate the development of strong, positive team working and leadership skills to negotiate positive teamwork outcomes. (KTS)

L4.5 Apply appropriate technologies to produce mood boards, presentations, charts and tables, well– structured reports written in appropriate business language in design solutions to industry problems. (PPP)

L4.6 Identify and utilise broad and credible academic and industry sources in order to evaluate the fashion industry and contemporary business environment. (PPP)

Level 5 course learning outcomes: upon completion of level 5 you will be able to demonstrate:

L5.1 A detailed knowledge of the fashion supply chain, sourcing, range development, planning processes and critical path within an ethical framework and an understanding of the roles & responsibilities of buyers and merchandisers in these processes and how they impact sales & profit. (KU)

L5.2 The ability to evaluate current business strategies and practices in relation to garment and product manufacture and the supply chain (KU)

L5.3 The identification and evaluation of key drivers and trends (historical, current and future) within the fashion business and interpret and analyse key trading calculations and performance measures to propose commercial action plans to drive profit and minimise risk in the buying and merchandising function. (PPP)

L5.4 Apply creative and technical solutions to the development of new product concepts for the fashion industry; accounting for the structure, positioning and promotion of the range. (KU)

L5.5 Develop professional key industry interpersonal and technical skills required and gained during the preparation for and the placement year itself. (GA)

L5.6 The ability to apply creative technologies and trading software packages to provide business solutions and to produce effective and well-presented written, visual and verbal presentations and materials. (KTS)

L5.7 A range of professional and commercial skills required within the fashion industry and contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP)

Level 6 course learning outcomes: upon completion of level 6 you will be able to demonstrate:

L6.1 The ability to critically apply theoretical models to inform solutions for the fashion industry in marketing, brand management, product creation, the supply chain, consumer behaviour research, change management and new business development. (KU)

L6.2 The ability to critically evaluate the environmental, social and economic impact and drivers of the fashion industry on a global scale. (KU)

L6.3 A self-reflective approach to understand personal learning and development, group participation and can shape a career through flexibility, resilience and a commitment to continued professional development. (GA)

L6.4 An entrepreneurial and enterprising outlook in working with and leading teams, in collaboration with the organisation and between businesses, the supply chain and other stake holders. Able to scope and assess new business opportunities and plan resources accordingly. (GA)

L6.5 That you can design, manage and accomplish a major piece of research that draws on the critical thinking, knowledge and creative problem solving, and skills gained through the course. (KTS)

L6.6 The ability to critically evaluate current and future scenarios in consumer facing fashion business. Can identify the environmental, social and economic macro and micro trends to understand the future consumer, formulate strategy and manage risk. (PPP)

L6.7 A highly tuned global awareness and appreciation of international industry trends and drivers. Equipped to work across cultures, resilient and able to understand and manage complexity, diversity and change within an ethical framework. (GA)

L6.8 The ability to critique and interrogate the validity of information and its source, and to use this information to inform and create commercial solutions. (GA)

How will you learn?

This is a modular course with interactive sessions covering the academic, practical and applied elements of the subject. There is a strong emphasis on the real world and much use is made of the resources that London has to offer, retailers, suppliers, museums as well as key shows, lectures and events which the students are encouraged to attend. Students have the opportunity to attend guest lecture sessions and to participate in live industry projects in partnership with key industry personnel to add to their cultural and commercial awareness. T

A year of business placement provides the practical commercial experience, which is central to the ethos of the course. The industrial placement module allows for work experience and the study abroad programme encourages the students' personal development through the experience of living overseas. Students are given substantial support in securing their placements and the course has many long standing relationships with many excellent retailers who recruit both placement students and graduates every year. The placement year is assessed in the 120 credit module where the assessment builds on the students' personal development and gives the opportunity to complete an in depth study of an area of work either relevant to your employer or to the business world in general.

Students will be supported and encouraged to develop into largely autonomous, self directed learners through experiential, reflective and research based learning.

Teaching

Teaching takes place through lecture, projects, seminars, tutorials, work placements, off site visits and via the on line learning system that is Blackboard. This on-line learning system is used as a central communication point for emails between staff and students and between the students themselves along with course and module announcements. Lecture slides and supporting materials are made available electronically and discussion threads/forums, group working and links to external research sources are hosted through this site.

The teaching is delivered by a team of core staff, all with substantial industry experience, along with additional expertise from the practitioners in specific fields. We have an extensive network of industry professionals who support relevant modules throughout the four years of the course.

How will you be assessed?

The course offers a variety of assessment to students which aim to develop both the professional and transferable skills required for academic and professional success and appropriately assess the learning outcomes of the particular modules. Presentations and group work occur throughout the course – these skills being those particularly sought by the industry. The following methods of assessment are employed on the Fashion Business Management degree:

The Learning Log
Industry Project to include proposal & presentation
Group and Individual Presentation with appropriate use of illustration and IT
Portfolio
In class test
Examination
Personal Development Plan
Career Pack
Report

Essay
Blogs
Mood Boards
Spreadsheet production and understanding

Developmental logs, Career planning and on-going self reflection and analysis of own work and output form a major part of the Personal Development Plan which the students are encouraged to complete throughout their course tracking their personal progress and development throughout and forming key discussion point with the students' personal tutor.

Methods of assessment vary depending on the type of module and the required learning outcomes. For example a more creative module may use a portfolio or design realisation, whereas a business based module may use a report supported by a presentation. Each method of assessment is chosen because it is regarded as the most effective way of matching and measuring the specific learning outcomes.

Employment and further study opportunities

The Fashion Business Course aims to create graduates who are:

Critical and creative thinkers:
Able to critique and interrogate the validity of information and its' source; to use this information to inform and create commercial solutions.
L6.1, L6.2, L6.5, L6.8

Literate and effective communicator:
Able to express ideas in written, visual and verbal formats and articulate clearly using appropriate current technology
L6.3

Entrepreneurial:
Able to scope and assess new business opportunities and plan resources accordingly. Able to work in and lead teams and committed to continued professional development.
L6.4

Global in outlook and engaged in communities:
Internationally networked via work experience and studying alongside international peers
L6.7

Social, ethically and environmentally aware:
Resilient and able to understand and manage complexity, diversity and change within an ethical framework
L6.6

The prime focus of the Fashion Business course is to develop the academic, aesthetic, practical and commercial skills required for roles within the fashion and retail business however our graduates are also equipped for careers in merchandising, buying, product development and supply chain management, business analysis, brand management, wholesale and trend forecasting, E-commerce, retail management and marketing roles. This is reflected in the varied nature of both student placements and graduate employment destinations.

The sandwich structure of the course incorporates a yearlong work placement this enables students to apply their fashion business knowledge and understanding and employability and gain global experience. Overall this structure is designed to specifically equip students with

the skills, knowledge and practical experience, along with the development of a professional demeanour that is the key to successful employment. The skills and knowledge gained on the course will, therefore all be directly relevant to a retail head office as well as the wider business environment and will directly reflect the university's ethos of educating for a professional life. It is now widely recognised within the industry that students coming from a course which offers a significant business placement are highly favoured, with many retailers recruiting from the students they took on placement.

Career development skills are firmly embedded throughout the course:

At level 4 students are supported and encouraged to take part time work or short term work experience across all the sectors and roles within the fashion or related industries.
All students are supported by a number of study and work skills lectures and tutorials which support their personal development plan including a professional C.V. They will begin the process of being specifically prepared for their securing of their paid work placement.

At level 5 students have dedicated modules in which they reflect on their personal skill sets and career objectives. There is a continuing focus on self awareness through reflective practice. Students are advised how to source and develop the appropriate materials and skills to develop a successful application and assessment centre strategy and telephone interview and numeracy testing. All students are supported throughout their placement year.

The placement year or combined placement and study abroad experience means that returning students can build substantially on their basic skills and allows level 6 studies and students to be geared towards the more senior positions within the industry.

For those students taking the study abroad option the course has a number of very successful and well established exchange partners and many students each year chose to spend a semester studying abroad.

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per level. (Four Year Course) Course structures can be subject to change each academic year following feedback from a variety of sources.

Credit Level 4
100 Core credits made up of 5 core modules
+ 1 option or elective module to the value of 20 credits

Module code	Module title	Status	UK credit	ECTS
4FAMN011W	**Introduction to the Fashion Industry**	**Core**	**20**	**10**
4FAMN013W	**The Role and Processes of Buyers and Merchandisers**	**Core**	**20**	**10**
4FAMN003W	**Fashion Marketing**	**Core**	**20**	**10**
4FAMN014W	**Study Skills for Fashion Business Management**	**Core**	**20**	**10**
4FAMN015W	**Career Planning**	**Core**	**20**	**10**
4FAMN005W	London Fashion	Elective	20	10

4FAMN008W	Fashion Trends & Consumer Culture	Option	20	10
4FAMN007W	Garment Technology	Option	20	10
Award of Certificate of Higher Education available				

Credit Level 5

80 Core credits made up of 2 core modules to the value of 40 credits *AND* 2 core option modules to the value of 40 credits.
+ 2 options to the value of 40 credits

Students who wish to take advantage of the *Study Abroad opportunity* study equivalent modules at an international institution with approval of the Course Leader, to the value of 60 credits (20 credits Core option + 40 credits option).

In addition, Level 5 students complete the Business Placement. The placement has two different starting points during the academic cycle, as detailed below. Due to timetabling, availability of *Core Option* and *Option* modules may be limited depending on which placement is selected.

Module code	Module title	Status	UK credit	ECTS
Mandatory Core modules for all enrolled students:				
5FAMN013W	**Preparing for Work**	**Core**	**20**	**10**
5FAMN014W	**Supply Chain**	**Core**	**20**	**10**
Students take 40 credits from the below *CORE OPTION* modules. Core option modules can be taken in different combinations with approval of the Course Leader to build key skills and knowledge considering the Course Learning Outcomes:				
5FAMN015W	Merchandise Planning & Trading	Core option	20	10
5FAMN004W	Textiles and Product Development	Core option	20	10
5FAMN016W	Range Planning and Trading	Core option	20	10
5FAMN017W	Range Design and Concept Development	Core option	20	10
/	*Core credit through Study Abroad mapping to one of the above*	Core option	20	10
Students take 40 credits from the below *OPTION* modules:				
5FAMN018W	Digital Trading	Option	20	10
5FAMN011W	Visual Merchandising and Styling	Option	20	10
5FAMN008W	Fashion Promotion	Option	20	10
/	*Option credit through Study abroad*	Option	40	20
Award of Diploma of Higher Education available				

Placement at Level 5

5FAMN019W	Business Placement (January – December)	Core option	120	60
5FAMN020W	Business Placement (June - May)	Core option	120	60

Credit Level 6 60 Core credits made up of 2 core modules, one being the *Major Project* + 3 option or elective modules to the value of 60 credits				
Module code	Module title	Status	UK credit	ECTS
6FAMN015W	**Major Project**	**Core**	**40**	**20**
6FAMN002W	**The Changing Business of Fashion**	**Core**	**20**	**10**
6FAMN003W	Fashion Entrepreneurship	Option	20	10
6FAMN005W	Sustainable Fashion	Option	20	10
6FAMN008W	Consumer Behaviour	Option	20	10
6FAMN006W	Commercial Skills and their Application	Option	20	10
6FAMN012W	International Buying & Merchandising Negotiation	Option	20	10
6FAMN013W	Fashion Brand Management	Option	20	10
6FAMN014W	Future Trends & Insight	Option	20	10
Awards available: *BA Honours / BA available.*				

Please note: Not all option modules will necessarily be offered in any one year.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

How will you be supported in your studies?

Course Management
The Fashion Business Degree is housed in the College of Design, Creative & Digital Industries and is part of the School of Arts within the Fashion department. The college constantly identifies and addresses ways of improving the design and delivery of its courses and this course is an outcome of this and the decision to merge the two courses Fashion Merchandise and Fashion Buying Management. The department holds occasional course leader meetings and the course team holds regular staff meetings.

Annual Monitoring enables a reflective and proactive process of course development. All staff are appraised annually and peer observation takes place regularly. Staff development is undertaken by way of course attendance, contact with employers and external bodies, industry visits and research activity.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at westminster.ac.uk/blackboard.

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students1 can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at westminster.ac.uk/student-advice. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at westminster.ac.uk/students-union.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 1999. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from student engagement activities, including School Staff Student Exchange meetings, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each College puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Student representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

- There are also School Representatives who meet with Heads of School to enable wider discussions across the School. Student representatives are also represented on key College and University committees.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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