Programme Specification

UNIVERSITY OF WESTMINSTER

Course record information

Name and level of final award	• Bachelor of Arts with Honours - Fashion Business Management with Professional Experience The award is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards	• Bachelor of Arts (BA) - Fashion Business Management • Diploma of Higher Education (Dip HE) - Fashion Business Management • Certificate of Higher Education (CertHE) - Fashion Business Management
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management Art and Design
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	• BA Fashion Business Management FT, Full-time, September start - 4 years standard length with a compulsory year placement
Valid for cohorts	From 2027/8

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: https://www.westminster.ac.uk/study/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:

https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning

Aims of the programme

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 Professional Experience 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 business sectors as many skills taught are transferable.

The focus of the course is both home and global, to reflect the diverse 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 course teaches about the sustainability impact of the fashion industry and modules show how the industry is responding to, and trying to mitigate, its environmental effect within an ethical framework.

The Professional Experience year is considered an integral part of the course, which provides essential practical experience thus greatly increasing knowledge and understanding of the business environment. It is regarded as a critical factor in ensuring subsequent graduate career progression. We expect all students to complete a year-long Professional Experience as standard, leading to the award title 'BA (Hons) Fashion Business Management with Professional Experience'. Work based learning is embedded into the course from level 4, leveraging off of the university resources.

Students wishing to develop their global business and cultural awareness can choose to do their Professional Experience overseas and at level 5 can select options with an international exchange programme with one of our international academic partners in America, Canada, Australia or Hong Kong.

Diversity, inclusion and equality of opportunity is at the core of the course. Whilst physical research of the fashion business might be focus on the UK, digital research is essential to gain a global understanding of the industry. The course attracts students from a very broad range of backgrounds, cultures and countries and students are encouraged to share personal experience, as peer to peer learning cultivates greater understanding.

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

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

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.

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.

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.

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 Professional Experience.

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. 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.

The Professional Experience year will give students the opportunity to apply the skills, knowledge and theory they have acquired to date in a professional setting, and 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.

At level 6 students can select from a range of modules which can be aligned with their personal career aspirations. The choices offered ensure the scope of careers they could apply for reflect the full breadth of roles within the fashion and retail sectors.

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What will you be expected to achieve?

Learning outcomes are statements of what successful students have achieved as a 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)
- Cognitive Skills, are learning outcomes that help build a conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

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 and sustainable value in the process from concept to customer. (KU)
- L4.2 Identify social, cultural and historical factors and trends, distinguish between macro and micro- environmental issues, how to gather key economic and market data, interpret basic financial reports, apply basic calculations and debate and discuss contemporary commercial, sustainable and 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:

- L5.1 Demonstrate a detailed knowledge of the fashion supply chain, sourcing, range development, planning processes and critical path within a sustainable and ethical framework and an understanding of the roles and responsibilities of buyers and merchandisers in these processes and how they impact sales and profit. (KU)
- L5.2 Evaluate current business strategies and practices in relation to garment and product manufacture and the supply chain. (KU)
- L5.3 Identify and evaluate the 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 sustainability while minimising 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 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)
- L5.6 Develop professional key industry interpersonal and technical skills required for the work place (GA)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- L5.7 Develop 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)
- L5.8 Undertake a project based on the placement experience. (PPP)

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

- L6.1 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 Critically evaluate the environmental, social and economic impact and drivers of the fashion industry on a global scale. (KU)
- L6.3 Demonstrate 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 Show 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 and scope and assess new business opportunities and plan resources accordingly. (GA)
- L6.5 Design, manage and accomplish a major piece of research that draws on the critical thinking, knowledge and creative problem solving, and skills gained throughout the course. (KTS)

- L6.6 Critically evaluate current and future scenarios in consumer facing fashion business,identify the environmental, social and economic macro and micro trends to understand the future consumer to formulate strategy and manage risk. (PPP)
- L6.7 Demonstrate highly tuned global awareness and appreciation of international industry trends and drivers and be equipped to work across cultures, be resilient and able to understand and manage complexity, diversity and change within an ethical framework. (GA)
- L6.8 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?

Learning methods

Modules are designed against a backdrop of a diverse group of learners and are delivered so they are relevant and accessible to all. The course recognises that different students learn in diverse ways and a variety of teaching methods are used in the modules to ensure equality of understanding. There is an emphasis where theory is taught, that it can be effectively applied to situations and that practical skills needed in the fashion industry are developed. Furthermore, the curriculum design and course delivery focus on equality and diversity as central to providing an inclusive learning environment for learners with differing learning styles and from diverse educational backgrounds. The range of teaching and learning methods aims to provide opportunities for all students to engage in the learning and development process. In addition, project briefs will encourage the learners to explore a variety of themes and ideas relating to differing social and cultural perspectives and seeks to foster originality and a personal design philosophy.

Discussion and peer feedback is used throughout the course and this encourages engagement and helps create a sense of community. Work based learning is integrated into the curriculum which emphasises the importance of practical experience.

Teaching methods

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.

Assessment methods

Assessment is an integral part of the learning process and it is designed to promote critical thinking, problem solving, effective communication. 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
- Personal Development Plan
- Career Pack
- Work based learning
- 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.

Every module incorporates formative feedback which provided useful guidances and gives the opportunity to reflect on progress and act on feedback to prepare for the summative assessment.

Methods of assessment show a commitment to adopting 'varied, authentic and inclusive means of assessment.' This also means exams are no longer a means of assessment, although shorter tests are used where appropriate as they assess practical skills, take a case study approach or reflect activities that take place in the industry, particularly in the recruitment process.

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 year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level, for example, where you must choose one of two specific modules.

Modules

Level 4

Module Code	Module Title	Status	UK credit	ECTS
4FAMN013W	Commercial and Creative Roles in Fashion	Core	20	10
4FAMN014W	Fashion Fundamentals	Core	20	10
4FAMN003W	Fashion Marketing	Core	20	10
4FAMN007W	Textiles and the Fashion Product	Core	20	10
4FAMN011W	The Global Fashion Industry	Core	20	10
4FAMN008W	Fashion Trends and Consumer Culture	Option	20	10
4FAMN005W	London Fashion	Option	20	10
		Elective	20	10

Level 5

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).

Module Code	Module Title	Status	UK credit	ECTS
5FAMN023W	Consumer Behaviour and Research Methods	Core	20	10
5FAMN018W	Digital Strategies in the Fashion Industry	Core	20	10
5FAMN013W	Employability and Professional Practice	Core	20	10
5FAMN022W	Range Planning and Trading	Core	20	10
5FAMN008W	Fashion Promotion and Event Management	Option	20	10
5FAMN014W	Global Supply Chain	Option	20	10
5FAMN017W	Range Design and Concept Development	Option	20	10
		Elective	20	10

Additional Year

Students complete the Professional Experience (year long) module in their third academic year.

Module Code	Module Title	Status	UK credit	ECTS
5FAMN020W	Professional Experience	Core	120	60

Level 6

Students should choose **either** 6FAMN015W Major Project, **or** 6FAMN019W Major Project - Creative Option

Module Code	Module Title	Status	UK credit	ECTS
6FAMN020W	Contemporary Retail Challenges	Core	20	10
6FAMN006W	Fashion Business Simulation Game	Core	20	10
6FAMN015W	Major Project	Core	40	20
6FAMN019W	Major Project - Creative Option	Core	40	20
6FAMN003W	Fashion Entrepreneurship	Option	20	10
6FAMN014W	Future Trends and Insight	Option	20	10

Module Code	Module Title	Status	UK credit	ECTS
6FAMK014W	Marketing and Luxury Brand Development	Option	20	10
6FAMN005W	Responsible Fashion Futures	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

N/A

Course management

The BA Fashion Business Management with Professional Experience degree is housed in the College of Design, Creative and Digital Industries and is part of the Westminster School of Arts. 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 regulations

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

Course specific regulations apply to some courses.

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 and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. 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 utilises 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 https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule 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 our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students 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.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at https://www.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 https://www.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. University Panels normally include internal peers from

the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course 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 course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©