

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Fashion Business and Promotion
2	BCU Course Code	UCAS Code	US0716 W5N9
3	Awarding Institution		Birmingham City University
4	Teaching Institution(s) (if different from point 3)		
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)		

6	Course Description
	<p>Our BA (Hons) Fashion Business and Promotion degree course enables you to explore a range of roles within the fashion industry, beyond the making and production of clothing. Guided and supported by a knowledgeable, industry-experienced staff team, you will gain an education across the different fashion sectors and develop skills in order to undertake a number of industry roles, including Buying, Marketing and PR, Trends forecasting and Event Management.</p> <p>What's covered in the course?</p> <p>You will learn how fashion roles work together, as well as commercial and consumer and competitive awareness.</p> <p>You will work on a live project, as well as industry focused briefs across the first two years and benefit from regular industry guest speakers.</p> <p>Throughout the course, we will develop your business knowledge and language, preparing you for delivering presentations, teamwork, writing reports and build skills in creating both paper and digital visual work with the aid of CAD packages.</p> <p>In your final year, you will work on projects that support your independent interests and develop your self-promotion skills ready for industry. In June, you will have the opportunity to showcase work at London's Graduate Fashion Week, which brings nationwide fashion courses together and offers valuable networking opportunities with the fashion industry.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Fashion Business and Promotion	Level 6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Fashion Business and Promotion	Level 4	120
	Diploma of Higher Education Fashion Business and Promotion	Level 5	240
	Bachelor of Arts Fashion Business and Promotion	Level 6	300

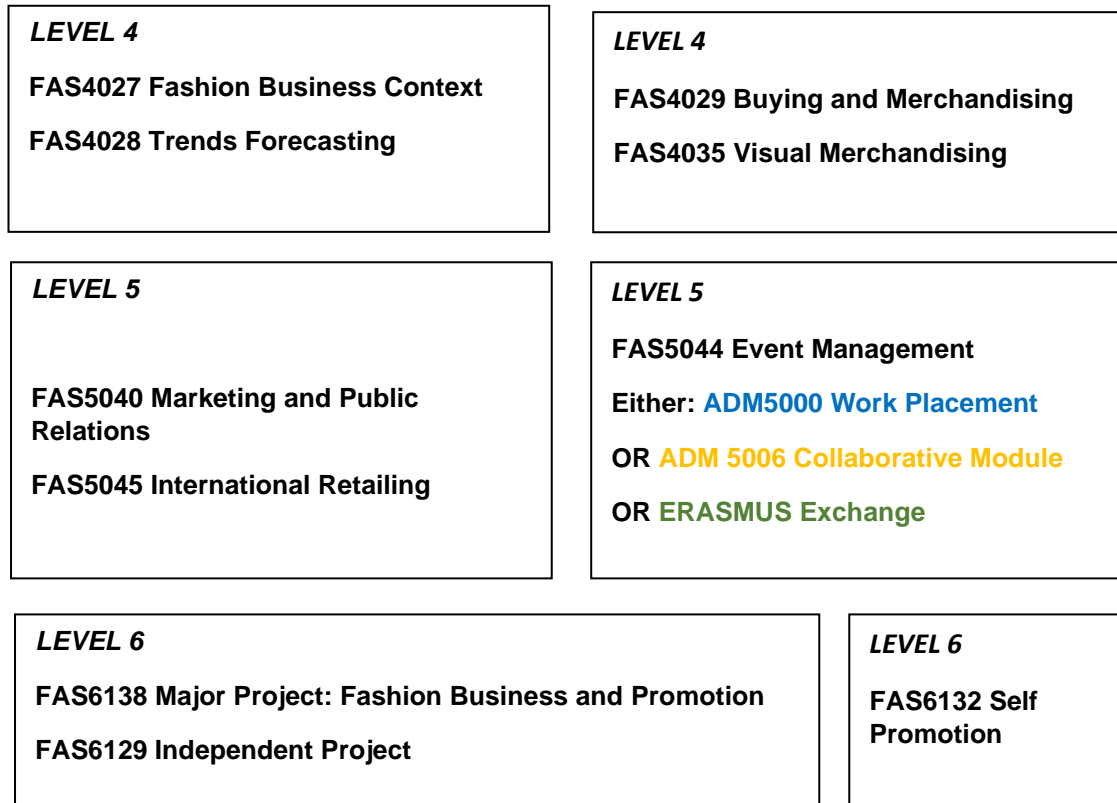
8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns		
Mode(s) of Study	Location	Duration of Study	Code
Full Time	City Centre	3 Years	US0716
Professional Placement Year	City Centre	4 Years	US1274

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Learning Outcomes
Knowledge and Understanding	
1	Analyse a range of social, political, technological and economic factors that influence the development of the fashion industry and impact on contemporary professional and business practices.
2	Develop a clear understanding of professional roles and tasks within the fashion industry. To become familiar with fundamental and typical models of employment and the workplace within fashion.
3	Develop a command of business and industry terminology and contemporary fashion business theories.
4	Apply a range of research tools, methods and processes appropriate for the study of fashion business and promotion.
Cognitive and Intellectual Skills	
5	Develop analytical and evaluative skills relevant to fashion business and promotion expressible in written and verbal formats.
6	Undertake sophisticated reflection on practical and professional experiences and formulate conclusions.
7	Reason at an advanced level and justify concepts, ideas, solutions and plans.
8	Plan and propose a variety of fashion business and promotion strategies.
Practical and Professional Skills	
9	Self-manage in terms of organisation, time and independent study.
10	Communicate for a variety of tasks in written or verbal form including presentation skills.
11	Develop a competitive awareness of the global market place and modern consumers' needs
12	Display entrepreneurial skills and develop ideas concepts and opportunities.
Key Transferable Skills	
13	Create professional work using CAD and software programmes.
14	Work independently and as part of a team.
15	Solve problems, react to change and understand the impact of decisions.
16	Engage in constructive discussion and debates across a range of relevant subjects using scholarly reviews and primary sources.

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12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS4027</td> <td>Fashion Business Context</td> <td>20</td> </tr> <tr> <td>FAS4028</td> <td>Trend Forecasting</td> <td>40</td> </tr> <tr> <td>FAS4029</td> <td>Buying and Merchandising</td> <td>40</td> </tr> <tr> <td>FAS4035</td> <td>Visual Merchandising</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS5040</td> <td>Marketing and Public Relations</td> <td>40</td> </tr> <tr> <td>FAS5045</td> <td>International Retailing</td> <td>20</td> </tr> <tr> <td>FAS5044</td> <td>Event Management</td> <td>40</td> </tr> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS6138</td> <td>Major Project: Fashion Business and Promotion</td> <td>40</td> </tr> <tr> <td>FAS6129</td> <td>Independent Final Project</td> <td>60</td> </tr> <tr> <td>FAS6132</td> <td>Self-Promotion</td> <td>20</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	FAS4027	Fashion Business Context	20	FAS4028	Trend Forecasting	40	FAS4029	Buying and Merchandising	40	FAS4035	Visual Merchandising	20	Module Code	Module Name	Credit Value	FAS5040	Marketing and Public Relations	40	FAS5045	International Retailing	20	FAS5044	Event Management	40	ADM5000	Work Placement	20	Module Code	Module Name	Credit Value	FAS6138	Major Project: Fashion Business and Promotion	40	FAS6129	Independent Final Project	60	FAS6132	Self-Promotion	20
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12b Structure Diagram**SEMESTER 1****SEMESTER 2**

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	218
Directed Learning	742
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	94%
Exam	
In-Person	6%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	178
Directed Learning	782
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	40%
Exam	
In-Person	60%

Level 6**Workload****% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	106
Directed Learning	854
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	89%
Exam	
In-Person	11%