Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Fashion Business & Promotion BA (Hons) Fashion Business & Promotion with Professional Placement Year
2	**Course Code**	US0716 US1274
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	N/A
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	N/A

6	**Course Description**
	Welcome to the BA Fashion Business and Promotion course, this course opens doors to a multitude of roles in the fashion industry. Explore Marketing, Buying, Public Relations, Trend Forecasting, Event Experience and much more. Get ready to dive deep into the world of fashion - your gateway to a world of endless possibilities in the fashion industry. Here's what makes our course a game-changer: **Explore, Experiment, Excel**: Get ready to dive into the inner workings of the fashion world, beyond making clothes. From understanding the buying process, crafting marketing strategies to trend forecasting and event management, you'll be equipped with the skills to thrive in any role. **Unleash Your Creativity**: You'll learn to create stunning visual work using cutting-edge CAD packages. Plus, in your final year, you'll hone your self-promotion skills to stand out in the industry. We are pushing boundaries and thinking outside the box. Whether you're exploring sustainable practices or harnessing digital technology, you'll be at the forefront of innovative ideas. **Industry-Ready Excellence**: Become the professional you were meant to be! Led by a team of industry-experienced staff, you'll receive top-notch education across various fashion sectors, and guidance from award-winning alumni. Get ready to soak up knowledge and gain skills that will set you apart in the industry, you'll be primed to make your mark and future-proof the global fashion industry. **Global Impact**: Explore how different fashion roles collaborate and gain insights into commercial, consumer, and competitive dynamics. Dive into live projects, industry briefs, and learn from guest speakers to stay ahead of the game. From trend forecasting to social media management, our course opens doors to international career opportunities. Whether you're dreaming of working for top brands or launching your own business, the sky's the limit! **Hands-On Learning**: We'll equip you with the business know-how you need to succeed. From delivering presentations to mastering teamwork, you'll be ready to tackle any challenge. Get

	ready to roll up your sleeves and dive into real-world projects. From industry live briefs to collaborative modules, you'll gain invaluable experience and build a network that'll last a lifetime. **Sustainability Matters**: Join us in shaping the future of the fashion industry! Explore the United Nations Sustainability Goals, with new concepts around creating a positive planet, and learn how to apply these in real-world settings. **Empowering Futures**: Level up your skills and confidence. Whether you're refining your strategies or mapping out your career path, we're here to support you every step of the way. **Professional Placement Option**: Want to get hands-on experience? Opt for our optional professional placement year! Spend a whole year with an employer, gaining valuable insights and making industry connections. So, if you're ready to unleash your possibilities and make waves within the industry, your future starts now.

7	**Course Awards**		
7a	**Name of Final Award**	**FHEQ Level**	**Credits Awarded**
	BA (Hons) Fashion Business & Promotion	6	360
	BA (Hons) Fashion Business & Promotion with Professional Placement Year	6	480
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Education Fashion Business & Promotion	4	120
	Diploma of Higher Education Fashion Business & Promotion	5	240
	Bachelor of Arts Fashion Business & Promotion	6	300

8	**Variation from the University Regulations**
	N/A

9	**Delivery Patterns**		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full-time	City Centre	3 years	US0716
Full-time	City Centre + Placement	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/.

11	Course Aims
	• Understand fashion business and marketing roles available across the fashion industry. • Develop proficiency in the latest industry standard techniques and processes. • Be able to demonstrate an awareness of socio-political, technological, environmental and economic factors that impact the fashion industry. • Application of UN Sustainable Development Goals (SDGs) and circularity in fashion the fashion industry • Develop transferable professional employability skills, relevant to fashion industry • Be entrepreneurial in developing approaches and solutions to meet the needs of the fashion industry. • Work confidently as an individual and collaboratively to deliver projects to industry standards and expectations. • Apply a confident command and application of business models and digital technologies appropriate to the global marketplace.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Evaluate issues arising from audiences, consumers, markets, media environments to identify future solutions
2	Evaluate professional job roles, appropriate fashion business processes and terminology relevant to the industry
3	Synthesise appropriate research methods to investigate the global fashion industry
4	Formulate strategies which align to UN Sustainable Development Goals and circular concepts to develop sustainable fashion practices
	Skills and Other Attributes
5	Produce financially viable strategies aligned to fashion business projects.
6	Reflect on practical and professional experiences to formulate future actions towards the industry and career aspirations.
7	Produce visual artifacts using digital technologies to communicate concepts
8	Demonstrate communication competence through written, visual and verbal formats for a relevant audience
9	Devise outcomes that address equality, diversity and inclusivity through all external communication and concepts

13	Level Learning Outcomes
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:

1	Discuss a range of socio-political, technological, environmental and economic factors that impact the fashion industry
2	Define the different sectors and craft processes across the fashion industry and global marketplace
3	Understand the impact of secondary and primary research to investigate industry and markets.
4	Describe consumer groups, subgroups and demographics across the industry
5	Communicate research findings into outcomes supported by industry CAD/ digital programmes
6	Demonstrate academic conventions in communicating research findings
7	Apply business models and competitor analysis systems to identify industry opportunities and solutions
8	Apply interpersonal, team and networking skills to affect team performance
9	Demonstrate use of relevant UN SDG goals throughout research to apply in a fashion business context.
10	Apply solutions to problems with an equal, diverse and inclusive approach.
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
1	Apply research techniques to identify future thinking solutions to real world problems.
2	Differentiate consumer groups, through segmentation to apply to marketing strategies.
3	Relate networking and negotiate policy procedures to experiential experience outcomes.
4	Apply advanced CAD Skills to develop/create innovative outcomes.
5	Apply business models and strategies to address and develop industry appropriate solutions to the wider industry
6	Reflect on industry, entrepreneurial or collaborative experience to support future industry engagement.
7	Apply interpersonal, team and networking skills in a collaborative team environment.
8	Apply sustainable / circular approaches to support a responsible industry future.
9	Evaluate the impact of EDI in the development and implementation of a solution.
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:
1	Investigate complex inter-related research, to inform recommendations for the future.
2	Evaluate market sectors to produce considered concept outcomes.
3	Formulate and apply appropriate budget strategies to support industry ready concepts.
4	Synthesise a variety of communications skills to produce digital outcomes supported by industry standard CAD applications
5	Apply problem solving skills to execute innovative solutions appropriate to industry.
6	Develop a career strategy informed by industry experience and personal reflection
7	Synthesise information by engaging in collaborations, creating enhanced concepts which address industry wide issues.
8	Evaluate and implement solutions to problems, within areas of EDI, focusing on impactful measurable outcomes.

14	Course Learning, Teaching and Assessment Strategy
	Learning and teaching activities will be delivered through a classroom environment through lectures, seminars, peer group workshops and Adobe CAD workshops. There will be some asynchronous delivery on blended modules where video created content and resources will be supported on Moodle for online learning. All modules will be aligned to industry whether that is working directly with fashion brands in live industry briefs or applying research to a sector/ brand or aligned to roles within the industry. You will be addressing real life issues and researching shifts in society effecting the global fashion industry to find new solutions. Issues identified through PESTLE factors of politics, economy, technology, environment, legal, with themes such as circular economy, fast fashion versus slow fashion, new digital development like AI, Augmented Reality and experience economy retailing. Sustainability and design principles are embedded throughout the first year, looking at the impact and issues of the fashion industry on the planet. Analysis of ethical issues and alternative materials will be addressed in Buying and Merchandising and Fashion Activism modules and awareness of circularity of product and lifecycle. In Level 5 you will have an opportunity to be enterprising through the delivery of a live event, developing skills in networking, fundraising, marketing and industry networking and negotiation. Self-reflection for a future career will be key through the level 5 work placement, placement year or alternatively through the entrepreneurship module. Level 6 Major Project and Craft and Make modules will allow you to fine tune skills and career focus in developing your own business opportunities and strategy plan. The final module of level 6 synthesises your experiences and skills into a focus on career direction. Action planning for the next steps into the industry, leaves you confident in your own skills, with an industry CV and self promotion ideas. You will work independently with peers across most modules but engage in team work on key modules like Experience economy, to build a live event, or on Global Fashion Spaces: Experiential Retail to develop teams innovative new retail concepts for a fashion brand. Methods of assessment will cover written reports, PowerPoint verbal presentations, infographic posters, visual range builds, short videos and visual mock up concepts. All approaches reflect the industry. Assessments are supported with regular tutorials throughout the module, peer discussion and classroom workshops. You will benefit from mid module formative assessments, and across all levels there are peer review and crit opportunities. Feedback will be through regular tutorials either in groups or individual and summative written feedback at the end of assessment. Verbal feedback reflection tutorials will be delivered at level 4, 5 and 6. Examples of further feedback and sharing good examples of outcomes and areas to improve will be delivered at the end of each module to showcase good exemplars in a short presentation and celebration of work will be supported at the end of module 1 and 2 at level 4 to share and reflect in an exhibition. At the end of module 2 students are given opportunity of reflection through exhibitions. A wider school LoFi showcase event of a range of examples of work will be supported pre-Christmas from across all Fashion and Textiles course. By the end of the the course there will be an end of year showcase through an Inspired event.

15	Course Requirements
15a	**Level 4:** **In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):**

Module Code	Module Name	Credit Value
FAS4063	Creative Industries: Connections	20
FAS4027	Fashion Business Context	20
FAS4054	Fashion Activism: A Catalyst for Change	20
FAS4053	Buying & Merchandising for the Future	40

FAS4056	Global Fashion Spaces: Experiential Retail	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS5057	Creative Industries: Industry Futures	20
FAS5054	Marketing Strategies	40
FAS5053	Experience Economy	40

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5011	Industry Project	20
ADM5010	Independent Creative Entrepreneur	20

Professional Placement Year (optional)

In order to qualify for the Professional Placement Year, a student must successfully complete the following Level 5 module:

Module Code	Module Name	Credit Value
PPY5003	**Professional Placement Year**	**120**

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS6153	Creative Industries: Development and Enquiry	20
FAS6148	Major Concept Strategy	20
FAS6147	Creative Realisation	40
FAS6149	Self-Promotion and Commercialisation	40

15b	Structure Diagram

Level 4

SEMESTER ONE	SEMESTER TWO
Core FAS4063 Creative Industries: Connections (blended) 20 credits, weeks 1-12 FAS4027 Fashion Business Context 20 credits, weeks 1-6 FAS4054 Fashion Activism: A Catalyst for Change 20 credits, weeks 7-12	Core FAS4053 Buying and Merchandising for the Future 40 credits, weeks 1-8. FAS4056 Global Fashion Spaces: Experiential Retail 20 credits, weeks 9-12

Level 5

Core FAS5057 Creative Industries: Industry Futures (blended), 20 credits, weeks 1-12 FAS5054 Marketing Strategies 40 credits, weeks 1-12	Core FAS5053 Experience Economy, 40 credits, weeks 1-12
	Optional: all 20 credits, weeks 1-12 ADM5000 Work Placement ADM5011 Industry Project ADM5010 Independent Creative Entrepreneur

Professional Placement Year (optional)

In order to qualify for the Professional Placement Year, a student must successfully complete the following Level 5 module:

PPY5003 - Professional Placement Year - 120 Credits

Level 6

Core FAS6153 Creative Industries: Development and Enquiry (blended), 20 credits, weeks 1-6 FAS6148 Major Concept Strategy 40 credits, weeks 7-12	Core FAS6147 Creative Realisation 20 credits, weeks 1-6 FAS6149 Self-Promotion and Commercialisation, 40 credits, weeks 7-12

16	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 will be measured across modules to reflect industry mirrored actions (eg in person delivery for Experience economy, course work for fashion business context. The blended module will be delivered online shared content and course specific course delivery. 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	228
Directed Learning	462
Private Study	510
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	85%
Exam	0%
In-Person	15%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	170.5
Directed Learning	232
Private Study	288
Total Hours	1000 + 200 hours optional module

Balance of Assessment

Assessment Mode	Percentage
Coursework	67%
Exam	0%
In-Person	33%

Plus optional module assessment for L5

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	180.5
Directed Learning	749.5
Private Study	270
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%