

Undergraduate Programme Specification

Bachelor of Arts (Hons) in Fashion Design with Business

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
Programme Title	Bachelor of Arts with Honours in Fashion Design with Business		
Final Award	Bachelor of Arts with Honours in Fashion Design with Business		
Awarding Body	Glasgow Caledonian University		
School	Glasgow School for Business and Society		
Department	Fashion, Marketing, Tourism and Events		
Mode of Study	Full-time Part-Time / Distance Learning subject to availability		
Location of Delivery	Glasgow Campus ACE Nepal (from 2024/25) Other campuses subject to availability		
UCAS Code	8U9N		
Accreditations (PSRB)	N/A		
Period of Approval	From:	September 2024	To: August 2029

EDUCATIONAL AIMS OF PROGRAMME
<p>The BA (Hons) Fashion Design with Business programme is a distinctive degree program that brings together Fashion Design along with Business knowledge. The course aim is to develop creative, independent and entrepreneurial 21st Century graduates with an appreciation of fashion diversity at a global, international and local level. An interdisciplinary and enquiry led approach to learning will encourage divergent forms of thinking covering, 'systems thinking, creative problem solving and an entrepreneurial mindset' when considering real world experiences (GCU, Sfl, 2030).</p> <p>In addition, an experiential, activity and enquiry-based pedagogical approach through business studies and work experience options, as well as core subject discipline knowledge and skills, will produce commercially aware graduates. These graduates will have a strong conceptual knowledge, technical knowhow and practical skills base that will support the creative industries (QAA, Benchmark Statement, Art and Design, 2019). The programme aims to produce graduates capable of entering the workplace in companies from SME's to global businesses, or to be entrepreneurial with their own business development, in line with GCU's (Sfl 2030) intention to develop graduates who will 'thrive and succeed'.</p> <p>Graduates will be critically aware of sustainability and ethical issues and practices within the fashion industry, from sustainable design, through the supply chain and across the clothing life cycle. The teaching in these areas will be aligned to the UN Sustainable Development Goals (SDG) (GCU, Sfl, 2030). Students will develop technical and practical skills in sustainable fashion design; pattern cutting; garment construction techniques and contemporary digital packages to</p>

equip and prepare them for professional practice in the fashion industry. A wide range of teaching and learning experiences including integrative case studies, company sponsored group projects, company visits and industry speakers will feature on the course.

Internationalisation opportunities are available in third year for students to study abroad at partner institutions, e.g. in USA, France, Denmark or Finland to experience living and learning in a different culture. A work placement is also available where students can opt to take a year long, trimester long or 20-day placement to enhance their employability upon graduation.

The programme aims to specifically meet the needs of students who wish to pursue careers in Fashion Design, Pattern Cutter, Garment Technologist, Retail Management, Fashion Buyer, Fashion Stylist, PR, Visual Merchandiser and Entrepreneurial Business etc. The programme design reflects both the QAA Art and Design Benchmark Statement 2019 and the QAA General Business and Management Benchmark Statement 2019.

The broad educational aims of the programme are as follows:

- To develop a creative and speculative approach to the manipulation of ideas, materials, methods and practices. Generating knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice.
- To develop critical awareness of the business of fashion within a historical and contemporary perspective.
- To develop proficiency in combining conceptual, theoretical and practical skills at an advanced level. Developing understanding of the practice of ethical management across a variety of organisational and national contexts from both a business and fashion perspective.
- To develop students who are able to identify enterprising and responsible leadership behaviours and apply this knowledge to a programme specific business/societal issue or challenge in an ethical and entrepreneurial way
- To develop understanding of the impact of national and international environmental contexts on the performance and management of organizations, and, of the impact of fashion business on society at a local and global level in line with the UN's Sustainable Development Goals
- To develop understanding of the role of creativity, innovation and enterprise in business and society at both national and international levels. Within different contexts and situations both within and beyond the field of fashion.
- To develop the skills required to evaluate, plan and implement research relevant to business management and sustainable design practice. Developing communication, team working, presentation and information gathering skills that enhance graduate employability.
- To provide students with the opportunity to broaden their international perspectives and inter cultural knowledge through studying in a partner institution abroad.

Program design

An understanding of how the external environment impacts on business performance and society both at a national and international level alongside managing business challenges in a responsible manner is a key theme embedded in the programme. This features across all four levels with the aim of engendering responsible leaders and global citizenship in keeping with the UN SDG's.

In year one, students will embark on a spine of digital modules that feature in levels 7, 8 & 9. These modules focus on creating students that are competent with contemporary software packages and media used in the fashion industry. This will provide students with the digital literacy required for fashion design graduates to succeed in industry.

At level one the programme aims to provide a general foundation in the processes associated with fashion design and the fashion industry that will cover the fashion design process, visualisation and presentation of work, pattern cutting, garment manufacture and digital skills. The areas covered will combine theory, practice and creativity and will develop aesthetic appreciation and quality awareness, with learning in these extended upon as students proceed through the course. Alongside the fashion specialism students will be introduced to business management. This year reflects a belief in the value of developing inter-disciplinary, reflective practitioners who can understand the broad context and principles of managing organisations.

As students advance through the levels of the programme, they progress and deepen their subject knowledge and understanding of the fashion design context. At level two students will expand their learning of fashion design through skills in research, idea generation, development, design skills and visualisation of their work, finding a personal style in illustration and the presentation of work. This is complimented with building on their fashion technical ability and digital skills are enhanced focusing on content creation, in keeping current with industry requirements in this area. Business acumen is expanded with core and optional modules.

At level 3, the digital spine module focuses on presentation in preparation of creating a portfolio of work appropriate for presentation to employers. Business modules including marketing and managing people add to students business knowledge and the options of work placement modules at year-long, trimester long, or for 20 days adds to students real world experience and employability. Fashion design modules at this level will further develop students knowledge and skills in fashion design. International exchange is available for students to apply for, on a year-long or trimester long basis, providing students the experience of learning cultures and environments.

At Level Four students will have a considerable degree of independent learning with both a dissertation and the development of a fashion collection in their final major project. The latter will be based on a brief which will be set by students themselves and will be a showcase of their proficiency in fashion design. Business knowledge at this stage is put to practice in a collaborative project creating and designing experiences, where a proposal for the annual fashion show will be developed.

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;

- A1 To understand the nature and role of entrepreneurship, enterprise, innovation and creativity in relation to employability and economic sustainability at a local and global level (1, 2, 3)
- A2 Demonstrate proficiency in observation, investigation, enquiry, visualisation and making (1)
- A3 Present evidence that demonstrates the ability to generate and develop ideas independently and/or as self-initiated activity and/or in response to a set brief (1)

- A4 Effectively make connections between intention, process, outcome, context and methods of dissemination (1)
- A5 Principles, policies and values relevant to the UN sustainable development goals in a range of geographical and industry contexts from both a business and social perspective (3)
- A6 To demonstrate the ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies for evidence based decision making (2)
- A7 Strategic, legal, financial, human resource and operational challenges managers face in a business context and the policies, theories and frameworks to address them (2)

B: Practice: Applied knowledge, skills and understanding;

- B1 Effective selection and use of discipline specific materials, components, equipment and tools to create a fit for purpose outcome (1)
- B2 Evidence and implement sustainable and ethical working practices in the context of fashion (3)
- B3 Apply principles and practice of technical techniques associated with garment production within the fashion industry including pattern cutting and garment manufacture (2)
- B4 Develop and present conceptual design ideas and principles through convergent and divergent thinking showing innovation and creativity (1)
- B5 Effective use of digital technologies to communicate and present ideas in a range of contexts (1, 2)
- B6 Report, essay and project writing skills

C: Generic cognitive skills;

- C1 Critically review, synthesise and develop knowledge relevant to the business of fashion (1).
- C2 Critically analyse, evaluate and synthesise qualitative and/or quantitative information
- C3 Critically analyse current thinking, research and business practice in a fashion industry context (1)
- C4 Demonstrate originality, insight and innovativeness in tackling and solving problems (1, 2)
- C5 Utilise relevant information sources in an appropriate manner to generate alternative decisions and formulate creative, ethical solutions to business challenges
- C6 Reflect on personal learning and development

D: Communication, numeracy and ICT skills

- D1 Communicate design ideas and information in visual, oral and written forms (1)
- D2 Select and employ communications and information technologies in the presentation of textual and visual outputs (1, 2)
- D3 Effective use of numeracy in a business context to budget and cost projects (2)
- D4 Awareness of interpersonal skills of effective listening, negotiating, persuasion and presentation (2)
- D5 Navigate, retrieve and manage information from a variety of digital sources (1)
- D6 Evidence numeric competency in pattern cutting for sizing and fit

E: Autonomy, accountability and working with others.

- E1 Apply, consolidate and extend learning through self-initiated sustained periods of independent study (1)
- E2 Be responsible for self-management in the direction and progression of project work to meet deadlines (1, 2)
- E3 Evidence self-awareness through critical and reflective judgement (1, 2)

- E4 Demonstrate resilience, self-determination, resourcefulness, self-motivation and flexibility in different contexts and situations to accommodate change and uncertainty (1)
- E5 Apply an enquiring, analytical and creative approach to originality and personal expression and understand how personal practice relates to the that of others (1)
- E6 Be able to contribute to a community of learning as partners with staff, peers and external partners to demonstrate an awareness and respect for the social and moral impact of their interaction (1, 2)

1. QAA Subject Benchmark Statement, Art and Design, 2019
2. QAA Subject Benchmark Statement, Business and Management, 2019
3. QAA, Education for Sustainable Development Guidance, 2021

LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: <https://www.gcu.ac.uk/study/courses/undergraduate-fashion-design-with-business-glasgow>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
M1N230354	Global Challenges for Business and Society	Core - A	7	20	50% / 20%	30%	
M1N530484	Principles of Marketing	Core - A	7	20	50%	50%	
M1W230513	Creative Fashion Concepts	Core - A	7	20	100%		
M1W230514	Foundations in Fashion Design and Visualisation	Core – B	7	20	100%		
M1W230515	Foundations in Garment Realisation	Core – B	7	20	100%		
M1N530484	Introduction to Digital Image Creation	Core - B	7	20	70% / 30%		
M2N330359	Fundamentals of Financial Management for Decision Makers	Core – A	8	20	40%	60%	
M2W230517	Fashion Design and Visualisation Intermediate	Core - A	8	20	100%		
M2W230519	Garment Realisation Intermediate	Core - A	8	20	100%		
M2W230518	Fashion Design Practice	Core - B	8	20	100%		
M2N530487	Digital Content Creation	Core - B	8	20	70% / 30%		
M1N630481	Options: Fundamentals of Managing People (L7 module)	Optional - B	8	20	70% / 30%	50%	
M2L130411	Contemporary Economic Issues			20	50%		
M2W230516	Fashion Brand Promotion			20	60% / 40%		
M2L130360	Fundamentals of Sustainability			20	50% / 50%		
M3N530489	Digital Presentation and Portfolio	Core - A	9	20	100%		
M3N230361	Business Case Investigation	Core - A	9	20	100%		
M3N530493	Strategic Marketing Planning	Core - A	9	20	70% / 30%		
M3W230520	Fashion for the Common Good	Core - B	9	20	100%		
M3N230461	Managing People and Diversity at Work	Core - B	9	20	70% / 30%		
M3N230368	Options: Work Experience Placement	Optional - B	9	20	100%	25%	
M3N230506	Project Management				75%		
M3W230520	Fashion Buying and Visual Merchandising				100%		
M3N230385	Designing Transparent and Sustainable Supply Chains				60% / 40%		
M3N230365	Professional Practice 2	Optional	9	60	100%		

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

M3N230364	Professional Practice 1	Optional	9	120	100%		
MHN830508	Creating and Designing Experiences	Core - A	10	20	70% / 30%		
MHW230523	Final Major Fashion Project 1	Core - A	10	20	100%		
MHN230367	Honours Research Project	Core - AB	10	40	100%		
MHW230524	Final Major Fashion Project 2	Core - B	10	20	100%		
MHW230522	Options: Applied Digital Project	Optional - B	10	20	100%		
MHN130401	Managing Sustainable Business Excellence				50% / 50%		
MHW230525	Global Social Entrepreneurship and Enterprise				60% / 40%		

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme²:

Certificate of Higher Education in Fashion Design with Business - *achieved upon successful completion of 120 credits*

Diploma of Higher Education in Fashion Design with Business - *achieved upon successful completion of 240 credits*

Bachelor of Arts in Fashion Design with Business - *achieved upon successful completion of 360 credits*

Bachelor of Arts with Honours in Fashion Design with Business - *achieved upon successful completion of 480 credits*

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:

www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

² Please refer to the [GCU Qualifications Framework](http://www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

VERSION CONTROL (to be completed in line with AQPP processes)**Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.**

<i>Version Number</i>	<i>Changes/Updates</i>	<i>Date Changes/Updates made</i>	<i>Date Effective From</i>
1.0	Programme revised as part of Periodic Review	June 2024	September 2024

Curriculum Map

The curriculum map links the modules listed in the Programme Structure to the Learning Outcomes

This map provides both a design aid to help academic staff identify where the programme outcomes are being developed and assessed within the course. It also provides a checklist for quality assurance purposes and could be used in approval, accreditation and external examining processes. This also helps students monitor their own learning, and their personal and professional development as the course progresses.

Modules			Programme Learning Outcomes																														
	Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6
SCQF 7	M1N230354	Global Challenges for Business and Society	X				X	X						X	X		X			X	X	X	X	X	X		X	X	X			X	
	M1N530484	Principles of Marketing			X									X	X		X				X	X	X		X	X		X	X			X	
	M1W230513	Creative Fashion Concepts		X	X	X	X			X	X	X	X						X	X		X					X	X		X	X	X	
	M1W230514	Foundations in Fashion Design and Visualisation		X	X	X	X	X		X	X		X	X				X	X	X	X		X	X		X	X		X	X	X	X	X
	M1W230515	Foundations in Garment Realisation		X		X	X			X	X	X							X	X		X		X	X		X	X		X	X	X	
	M1N530484	Introduction to Digital Image Creation		X	X	X				X			X	X	X	X	X		X			X	X		X	X		X	X		X	X	X

Modules			Programme Learning Outcomes																															
	Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	
SCQF 8	M2N330359	Fundamentals of Financial Management for Decision Makers						X						X	X		X				X	X	X	X	X		X	X				X		
	M2W230517	Fashion Design and Visualisation Intermediate		X	X	X	X	X		X	X		X	X		X	X	X	X	X	X	X	X		X	X		X	X	X	X	X	X	
	M2W230519	Garment Realisation Intermediate		X		X	X			X	X	X					X			X	X		X		X	X		X	X		X		X	
	M2W230518	Fashion Design Practice		X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	M2N530487	Digital Content Creation		X	X	X		X		X			X	X	X	X	X	X	X	X		X	X		X	X		X	X	X	X	X	X	
		Options:																																
	M1N630481	Fundamentals of Managing People					X		X						X	X		X			X		X	X		X	X		X	X			X	
	M2L130411	Contemporary Economic Issues													X	X		X							X	X	X		X	X				X
	M2W230516	Fashion Brand Promotion		X	X	X		X		X					X	X	X	X	X			X	X	X		X	X		X	X			X	X
	M2L130360	Fundamentals of Sustainability													X	X		X					X	X		X	X		X	X				X

Modules			Programme Learning Outcomes																																
	Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6		
SCQF 9	M3N530489	Digital Presentation and Portfolio		X	X	X		X		X			X	X		X	X	X	X		X	X	X		X	X		X	X	X	X	X	X		
	M3N230361	Business Case Investigation						X						X		X	X	X	X	X	X	X	X		X	X		X	X				X		
	M3N530493	Strategic Planning and Marketing				X	X	X	X						X	X		X					X	X			X		X	X	X	X		X	
	M3W230520	Fashion for the Common Good	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	M3N230461	Managing People and Diversity at Work					X	X							X	X		X			X	X	X	X		X	X		X	X	X			X	
		Options:																																	
	M3N230368	Work Experience Placement	X			X		X							X	X	X		X			X	X	X		X				X	X	X		X	
	M3N230506	Project Management						X							X	X		X			X		X	X		X	X		X	X				X	
	M3W230520	Fashion Buying and Visual Merchandising		X	X	X	X	X		X	X		X	X		X	X	X	X	X		X	X	X	X	X	X		X	X		X		X	
	M3N230385	Designing transparent and sustainable supply chains					X	X							X	X		X			X		X	X		X	X		X	X				X	
		Options:																																	
	M3N230365	Professional Practice 2	X			X		X							X	X	X		X			X	X	X		X				X	X	X		X	
M3N230364	Professional Practice 1	X			X		X							X	X	X		X			X	X	X		X				X	X	X		X		

Modules			Programme Learning Outcomes																															
	Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	
SCQF 10	MHN830508	Creating and Designing Experiences			X	X	X	X	X		X		X	X	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	
	MHW230523	Final Major Fashion Project 1		X	X	X	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	
	MHN230367	Honours Research Project		X	X	X		X						X	X	X	X	X				X	X			X		X	X		X		X	
	MHW230524	Final Major Fashion Project 2		X	X	X	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
		Options:																																
	MHW230522	Applied Digital Project		X	X	X								X	X							X	X	X		X			X	X	X	X		X
	MHN130401	Managing Sustainable Business Excellence	X				X								X	X		X			X		X	X		X	X		X	X				X
MHW230525	Global Social Entrepreneurship and Enterprise													X	X		X			X		X	X		X	X		X	X				X	