

# Undergraduate Programme Specification

## BA (Hons) International Fashion Branding

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			
<b>Programme Title</b>	BA (Hons) International Fashion Branding		
<b>Final Award</b>	Bachelor of Arts with Honours in International Fashion Branding		
<b>Awarding Body</b>	Glasgow Caledonian University		
<b>School</b>	Glasgow School for Business and Society		
<b>Department</b>	Fashion, Marketing, Tourism and Events		
<b>Mode of Study</b>	Full-time Part-time/Distance Learning Subject to Availability		
<b>Location of Delivery</b>	Glasgow Other campuses subject to availability		
<b>UCAS Code</b>	W2N5		
<b>Accreditations (PSRB)</b>	The Chartered Institute of Marketing (CIM)		
<b>Period of Approval</b>	<b>From:</b>	September 2024	<b>To:</b> August 2029

EDUCATIONAL AIMS OF PROGRAMME
<p>BA (Hons) International Fashion Branding (IFB) is a specialist programme combining academic, strategic and creative practical skills learning, resulting in a pedagogy based in the application of theory to practice. It has strong industry connections with international brands and works with them to deliver 'live' project assessment briefs that prompt students to emulate real world practice and offer the opportunity to learn directly from industry professionals.</p> <p>The programme consists of a balance of fashion-focused and core business modules providing students with discipline-specific knowledge in areas such as product and brand development, brand management, creative communication and fashion buying and visual merchandising, as well as general business knowledge related to finance, human resource management, economics and social science. The curriculum is aligned with the UN Sustainable Development Goals and students are encouraged to deliver positive impact on the environmental and societal challenges presented by current fashion industry practices.</p> <p>In line with its title, the programme has a strong international focus reflecting the global nature of the fashion industry with its global supply chains. Teaching is approached from a global perspective using global examples and working with global brands where possible on live projects. Students are encouraged to adopt a global mindset being afforded the option to study languages at SCQF Levels 8-10 and actively supported to take up study abroad and summer school opportunities at international partner institutions.</p>

This distinctive programme develops students' traditional and digital skills including teamwork, leadership, visual and verbal presentation, range planning, product design, digital design, data analysis and research skills among others.

The broad educational aims of the programme are follows:

- To stimulate an enquiring, analytic and creative approach to life-long learning and to encourage independent judgement, critical self-awareness and reflection.
- To provide a progressively rigorous contemporary, challenging and relevant approach to the study of international fashion branding and the skills to be independent and self-motivated with the necessary entrepreneurial spirit and transferable skills to succeed in a wide range of international fashion branding related employment situations.
- To develop understanding of the impact of national and international environmental contexts on the performance and management of organisations, and, of the impact of business on society at a local and global level in line with the UN Sustainable Development Goals.
- To develop the skills required to evaluate, plan and implement research relevant to business management/programme context.
- To develop communication, teamworking, 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 the study of a foreign language and studying in a partner institution abroad.
- To provide students with the opportunity to seek membership of a professional body as a student member or after graduation.

## **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 Principles, policies and values relevant to the UN's Sustainable Development Goals (SDGs) in a range of geographic and industry contexts from both a business and social science perspective
- A2 Strategic, legal, financial, human resource and operational challenges managers face in a variety of business contexts in International Fashion Branding and the policies, theories and frameworks to address them
- A3 Creative marketing and brand management techniques and applications utilised within the fashion industry
- A4 Business and social science research philosophies, methodologies and techniques to advance scholarship and research in International Fashion Branding
- A5 Fundamental principles and theories of international fashion branding including main theories related to fashion brand communication, supply chain management and understanding fashion consumer behaviour
- A6 A strategic approach to the evaluation of international fashion environments to encompass markets, brands, product opportunities and customers in manufacturing and retail environments

**B: Practice: Applied knowledge, skills and understanding;**

- B1 Critically review, synthesise and develop knowledge relevant to international fashion branding
- B2 Critically analyse, evaluate and synthesise qualitative and quantitative information
- B3 Critically analyse current thinking, research and business practice in a range of industry contexts in international fashion branding
- B4 Utilise relevant information sources in an appropriate manner to generate alternative decisions and formulate creative, ethical solutions to business challenges
- B5 Demonstrate originality, insight and innovativeness in tackling and solving problems
- B6 Reflect on personal learning and development

**C: Generic cognitive skills;**

- C1 Effective use of communication and digital technologies to present ideas in a range of contexts
- C2 Professionalism in the use of a range of oral communications techniques when articulating ideas and concepts
- C3 Report and project writing skills
- C4 Numeracy and quantitative skills in interpreting financial and statistical data
- C5 Effective leadership and group working skills, including cross-cultural sensitivity, team-building, negotiation and conflict resolution
- C6 Career development, networking and continuing professional development skills

**D: Communication, numeracy and ICT skills**

- D1 Cognitive and intellectual skills including critical thinking, self-reflection, creativity and ethical problem-solving/decision-making
- D2 Presentation skills including written communication in a variety of formats and visual/oral presentational skills
- D3 Planning and time-management; organising and planning work; self-management and independent working
- D4 Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mindset
- D5 Inter-personal skills including questioning and listening, influencing and persuading, advising others and giving feedback
- D6 Research skills: information retrieval and collection; data analysis and synthesis

**E: Autonomy, accountability and working with others.**

- E1 Engaged Learning: understanding and synergising the complexities of the fashion industry
- E2 Divergent thinking: ownership of learning through portfolio work using a variety of learning styles, online, blogging, visual in relation to fashion branding
- E3 Flexible, Inclusive, Accessible Learning: working effectively in groups and with the wider community in terms of other stakeholders and the fashion business environment
- E4 Broad and Deep Learning: an interdisciplinary approach where synergies between disciplines are developed
- E5 Responsible Leadership and Professionalism: critical appraisal of the 'self' and others in the workplace in the fashion industry
- E6 Real World Problem Solving: 'Live' fashion industry-based projects

## 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-international-fashion-branding-glasgow>

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

## PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS<sup>1</sup>

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Course-work %	Exam %
M1N230354	Global Challenges for Business and Society	Core - A	7	20	70	30
M1N530483	Introduction to Digital Image Creation	Core - A	7	20	100	
M1W230527	Fashion Industry Fundamentals	Core - A	7	20	100	
M1W230528	Principles of Fashion Branding	Core - B	7	20	100	
M1W230526	Fashion History & Global Culture	Core- B	7	20	100	
M1N630481	Fundamentals of Managing People	Core -B	7	20	100	
M2N330359	Fundamentals of Financial Management for Decision Makers	Core - A	8	20	40	60
M2W230529	Fashion Brand Development	Core - A	8	20	100	
M2N530486	Consumer Behaviour and Application	Core - A	8	20	100	
M2N530487	Digital Content Creation	Core - B	8	20	100	
M2W230516	Fashion Brand Promotion	Core - B	8	20	100	
M2N230499	Learning and Development for Individuals, Organisations and Society	Option – B	8	20	100	
M2N230412	Ethics and Responsible Leadership	Option - B	8	20	100	
M1L325482	Business of Social Science	Option – B	7	20	100	
M2P530488	Feature Writing and Magazine Journalism	Option - B	8	20	100	
M3N230361	Business Case Investigation: Global Circular Fashion Value Chain	Core – A	9	20	100	
M3N530490	Digital Presentation and Portfolio	Core – A	9	20	100	
M3N530493	Strategic Marketing Planning	Core - A	9	20	100	
M3W230520	Fashion Buying and Visual Merchandising	Core – B	9	20	100	
M3N530491	Marketing Analytics for Strategic Decision Makers	Core – B	9	20	100	
M3N230461	Managing People and Diversity in Work	Option -B	9	20	100	
M3N230362	Citizenship and Community Participation	Option – B	9	20	100	
M3N230506	Project Management	Option – B	9	20	35	75
M3N230368	Work Experience	Option – B	9	20	100	
MHN830508	Creating and Designing Experiences (Fashion)	Core – A	10	20	100	
M1P330530	Project: International Fashion Brand Management and Communication	Core – AB	10	40	70	30
MHN230367	Honours Research Project	Core – AB	10	40	100	

<sup>1</sup> 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](http://www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes)

MHN130401	Managing Sustainable Business Excellence	Option – B	10	20	100	
MHW230522	Applied Digital Project	Option – B	10	20	100	
MHN530494	Food for Thought	Option - B	10	20	100	

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 programme<sup>2</sup>:

**Certificate of Higher Education in International Fashion Branding** - *achieved upon successful completion of 120 credits*

**Diploma of Higher Education in International Fashion Branding** - *achieved upon successful completion of 240 credits*

**Bachelor of Arts in International Fashion Branding** - *achieved upon successful completion of 360 credits*

**Bachelor of Arts with Honours in International Fashion Branding** - *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](http://www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies)

### 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.**

Version Number	Changes/Updates	Date Changes/Updates made	Date Effective From
1.0	PS Transferred to new template and updates as part of Programme review	September 2023	September 2024

<sup>2</sup> Please refer to the [GCU Qualifications Framework](#) 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.

# 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	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	x	x	x	x	x	x	x		
	M1N530483	Introduction to Digital Image Creation	x		x		x	x	x	x	x	x	x	x	x	x	x				x	x	x	x	x	x	x	x	x	x	x	
	M1W230527	Fashion Industry Fundamentals	x	x	x		x		x		x	x	x	x	x	x	x			x		x	x	x	x	x	x	x	x	x	x	
	M1W230528	Principles of Fashion Branding	x	x	x		x		x		x	x	x			x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	
	M1W230526	Fashion History & Global Culture	x		x		x	x	x			x	x			x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	
	M1N630481	Fundamentals of Managing People	x	x				x		x	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	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			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		
	MHW230529	Fashion Brand Development	x		x		x	x	x		x	x	x	x	x	x	x			x	x	x	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	x	x	x	
	M2N530486	Consumer Behaviour & Application					x		x			x	x	x	x	x	x		x		x	x	x		x	x				x		
		Option:																														
	M2N230499	Learning and Development for Individuals, Organisations and Society	x	x				x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x		x	x	x	x	x	x	
	M2N230412	Ethics and Responsible Leadership	x	x		x		x	x	x	x	x	x	x		x	x	x			x	x	x	x	x	x	x	x		x	x	
	M1L325482	Business of Social Science	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	
M2P530488	Feature Writing and Magazine Journalism								x			x	x	x		x	x					x	x		x	x				x		

Modules			Programme Learning Outcomes																													
Code	Title		A1	A2	A3	A4	A5	A6	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	M3N230361	Business Case Investigation: Global Circular Fashion Value Chain	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	
	M3N530490	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		
	M3N530493	Strategic Marketing Planning	x	x					x			x			x	x	x	x		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	x	x	
	M3N530491	Marketing Analytics for Strategic Decision Makers	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	
		Option:																														
	M3N230461	Managing People and Diversity at Work	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	
	M3N230362	Citizenship and Community Participation	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	
	M3N230506	Project Management	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	
M3N330368	Work Experience Placement		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	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 (Fashion)	x	x	x					x	x	x	x	x	x	x	x	x	x	x	x	x	x		x		x	x	x	x	x	
	MHP330530	Project: International Fashion Brand Management and Communication	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		x	x	x	x	x	x	
		Option:																														
	MHN130401	Managing Sustainable Business Excellence	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	
	MHN530494	Food for Thought								x	x	x	x	x		x	x	x		x		x	x	x		x		x	x	x	x	
MHW230522	Applied Digital Project					x		x			x	x	x	x	x	x				x		x	x		x		x	x	x	x		