Appendix A: Programme Specification Pro-forma (PSP)

GCU
Glasgow Caledonian University

1.	**GENERAL INFORMATION**	

1.	**Programme Title:**	International Fashion Branding
2.	**Final Award:**	BA(Hons) International Fashion Branding
3.	**Exit Awards:**	BA (Hons) International Fashion Branding
		BA International Fashion Branding Diploma of Higher Education
		Certificate of Higher Education
4.	**Awarding Body:**	Glasgow Caledonian University
5.	**Approval Date:**	13.11.18
6.	**School:**	Glasgow School *for* Business and Society
7.	**Host Department:**	Fashion Marketing, Tourism & Events
8.	**UCAS Code:**	W2N5
9.	**PSB Involvement:**	N/A
10.	**Place of Delivery:**	Glasgow
11.	**Subject Benchmark Statement:**	QAA Business Management Statement 2015
12.	**Dates of PSP Preparation/Revision:**	August 2022 to August 2023

2.	**EDUCATIONAL AIMS OF THE PROGRAMME**

Students will be 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. Hence, the BA (Hons) International Fashion Branding programme aims to provide students with an academically intensive and vocationally focused education at undergraduate level in the field of international fashion branding. To satisfy this aim, the programme will incorporate, review and respond to relevant advances in knowledge that are derived from reputable sources of academic research. Furthermore, the programme will take due account, and will be responsive to, contemporary developments in practitioner practice within the field of international fashion branding.

With the increasing mobility and globalisation of economic, social and business activity, there is a growing need for fashion students to understand the forces that are driving how they interact and connect in the 21st Century workplace. As such, the principles of PRME have been embedded into the programme's ethos and learning and teaching strategy. This programme aims to provide a sound, yet challenging academic education, coupled with vocational relevance that prepares students for graduate entry to an increasingly competitive international marketplace, or for further study.

Students will especially develop a critical appreciation of theories and practices through the completion of the programme specific modules. These have been designed to provide a coherent coverage of the most relevant elements of international fashion branding activity while offering a context of business and management within the curriculum. At the end of their studies students will have gained a broad knowledge of international fashion branding activities and a more specialist expertise in areas such as buying and merchandising, PR, product/brand development, Omni channel fashion brand environments, sustainable supply chains, brand management and visual merchandising.

Throughout the programme students will engage in 'real life' issues through live industry projects, case studies and investigations as well as opportunities to engage in structured work experience. The programme aims to encourage students to develop greater international awareness as well as offering opportunities to study overseas. The aim is to facilitate and assist students in their development of the requisite knowledge, skills and experience to enable them to obtain employment in international

fashion branding and related fields and/or engage in further academic study and research in this area.

The programme aims to specifically meet the needs of students who wish to pursue a career in fashion brand management, fashion advertising and PR, fashion/retail buying and merchandising, styling, visual merchandising, fashion CAD technology, fashion journalism, fashion events management or fashion trend development.

The programme design reflects the QAA General Business and Management Benchmark Statement 2015.

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 organizations, and, of the impact of business on society at a local and global level in line with the UN Sustainable Development Goals and Principles of Responsible Management Education (PRME).

- 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 intuition abroad.

- To provide students with the opportunity to seek membership of an appropriate professional body as a student member or after graduation.

At level one the programme aims to provide a general foundation in the key functions associated with the fashion industry, as well as an understanding of how the external environment impacts on how business performance and how financial practices feed into all commercial businesses. Managing business challenges in a responsible manner is a key theme embedded in the programme across all four levels with the aim of engendering responsible leaders and global citizenship in keeping with the Principles of Responsible Management (PRME). The design of this foundation year reflects a belief in the value of developing industry specific, reflective practitioners who can understand the context and principles of the marketing and managing functions within organisations. As students progress through the levels of the programme, they deepen their subject knowledge and understanding of their specific programme context.

At level one, students will also embark on a three year Triple E development programme that focuses on fostering GCU's Common Good attributes in students. By participating in this programme students will learn about the world of work and, through involvement in various team projects, will learn about managing self and others. During their time in the university community the 21st century graduate is required to develop a range graduate attributes that will prepare them for a number of work contexts and cultures. This degree will further enhance student understanding of the world of work through participation in a wide range of teaching and learning experiences including integrative case studies,

company sponsored group projects, company visits and industry speakers.

3. INTENDED LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas: [cross refer to the appropriate benchmark statement]

3A Knowledge and Understanding:

A1 Principles, policies and values relevant to the Principles of Responsible Management (PRME) agenda 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 Nature and role of entrepreneurship, enterprise, innovation and creativity in relation to employability and economic sustainability at a local and global level.
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.
A7 Creative marketing and brand management techniques and applications utilised within the fashion industry.
A8 Contemporary developments and advancements in the product and brand development process.
A9 Responsible leadership behaviours, policies and practices to address business/societal challenges in an enterprising, ethical and entrepreneurial manner

3B 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.

3C 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.

3D　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.

3E　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 disciples are developed
E5　Global Learning: cultural awareness with recognition to sustainable and ethical practices in the fashion industry
E6　Real World Problem Solving: 'Live' fashion industry based projects
E7　Entrepreneurship: innovative and creative mind-set in relation to the fashion industry
E8　Responsible Leadership and Professionalism: critical appraisal of the 'self' and others in the workplace in the fashion industry

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4.　PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SHE1 Level

Module Code	Module Title	Credit
M1N626553	Enterprising Behaviours for the Business Professional	20
M1N525523	Fashion Industry Fundamentals	20
M1N525493	Principles of Marketing	20
M1N526869	Fashion History & Global Culture	20
M1N525550	Principles of Fashion Brand Management	20
M1N326692	Fundamentals of Financial Management	20

Exit Award – Certificate of Higher Education　　　　　　　　　　　120

SHE2 Level

Module Code	Module Title	Credit
M2N225595	Ethics and Responsible Leadership	20
M2N225573	Fashion Brand Development	20
M2N526549	Fashion Retail Environment and Sustainable Supply Chain Management	20
M2N225575	Fashion Brand Promotion	20
M2N525487	Consumer Buyer Behaviour	20
	Option:	
M2N225491	Event Delivery and Management	20
M2P525455	Feature Writing & Magazine Journalism	20
M2N225586	Learning and Development for Individual, Organisation and Society	20
	Language	20

Exit Award – Diploma of Higher Education   **240**

SHE3 Level

Module Code	Module Title	Credit
M3N525562	International Marketing Strategy	20
M3N225489	Entrepreneurship for Business, Society and the Professions	20
M3N526550	Fashion Buying and Visual Merchandising	20
M3N225492	Business Research Methods: Theory and Practice	20
M3I224571	Introduction to Data Analytics	20
	Option:	20
M3N225540	Managing People & Diversity In Work	
M3N825543	Re: Imaging the Destination	20
M3N325605	Work Placement Experience	20
	Language	20

Exit Award – BSc or BA   **360**

SHEH Level

Module Code	Module Title	Credit
MHN225481	Dissertation	40
MHN525583	Project: International Fashion Brand Management & Communication	40
MHN526804	New Perspectives on Critical Marketing and Consumer Society	20
	Option:	
MHN525564	Applied CAD Fashion Project	20
MHP525472	Arts & Entertainment Journalism	20
MHN525561	Social Marketing & Modern Society	20
	Language	20

Exit Award – BSc (Hons) or BA (Hons)   **480**

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5. SUPPORT FOR STUDENTS AND THEIR LEARNING

- Student Induction and Transition programmes
- Programme Handbook
- Module Handbooks and Module Descriptors
- Library with access to other local and national library resources
- Learning Development Centre– study skills and support groups/ tutorials (including e-support)
- Academic Advisers (PPACT)
- Student E-mail
- Open access to IT facilities
- Student Services which provides assistance and guidance
- Counselling Service and Disability Service
- International Student Advisors

- Visiting lecturer/ expert presentations
- Employer visits
- Student Staff Consultative Group
- Student representatives on the Programme Board
- Student representation on School Board, Senate and its Standing Committees
- Web-based Learning including GCU Learn (VLE)
- Access to on-line discussion groups and other forms of e-communication
- GCU Student Association
- GCU Alumni Association

6. CRITERIA FOR ADMISSION

Candidates must be able to satisfy the general admissions requirements of Glasgow Caledonian University

Level 1 Entry
The admission of a student to the programme is based on the Programme Board's reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the programme.

Normally ABBBB at Higher or equivalent, including Higher English, or equivalent and Mathematics National 5 or equivalent.

Level 2 Entry
AAB at Advanced Highers, one of which must be in Business Management, plus at least a Higher in English and Accounting – or equivalent.

Direct entry to Level 3
HND or equivalent from a subject in the General Business cognate area, normally with a minimum of AA or ABB in grade units or equivalent.

English Language Qualifications
The Table below illustrates the qualifications/tests which are regarded as indicating a suitable level of competence.

Qualification/Test	Score
IELTS (British Council International English Language Testing Service)	6.00
Computer-based test in English as a foreign language (TOEFL)	213
Cambridge Certificate in Advanced English	Grade C
Cambridge Certificate of Proficiency in English	Grade C
London Chamber of Commerce: English for Business Examination	Third Level
London Chamber of Commerce: English for Commerce Examination	Third Level
Oxford - ARELS Examination (Higher Level)	Credit
Oxford International: Business English Certificate	Pass
University of London: Certificate of Attainment in English (Graded Tests)	Level 5

Pre-Sessional English & Study Skills Courses

A pre-sessional course run through the summer at Glasgow Caledonian University prepares international students for life and study in Glasgow in the following ways:

- For those with an IELTS proficiency equivalent to 5.5 or above, successful completion of the intensive English language course is an alternative to taking the IELTS exam in

order to fulfil the condition of entry for the programme
- Obtain the essential academic skills needed to study effectively
- Become familiar with the city/university and get settled into accommodation before the programme begins in September

Flexible Entry: Credit Transfer and RPL

Candidates will be actively considered and encouraged to apply under the GCU Guidelines for Flexible Entry: Credit Transfer and Recognition of Prior Informal Learning (RPL). The process of measuring experiential learning is known as RPL. This refers to learning which has not previously been assessed, or credit-rated, including that achieved through work experience. An applicant can seek entry to the programme if they do not have the normal entry requirements, but can demonstrate that they have achieved the prerequisite skills and knowledge through their experience, or informal learning (RPL). Applicants may be granted entry with advanced standing, if they can demonstrate equivalence to the learning outcomes of a module. A student can gain credit towards an award through a combination of prior informal and prior certificated learning. There are programme limits on the amount of credit that can be awarded through RPL and credit transfer. Candidates presenting claims for prior learning must achieve 50% of the credit required at the final level of their award through accredited modules.

Entry with Advanced Standing
In considering applications for direct entry, the University's "Guidelines for Flexible Entry: Credit Transfer and Recognition of Prior informal Learning" policy will be adhered to:

http://www.gcu.ac.uk/media/gcalwebv2/theuniversity/gaq/gaqfiles/GCU_RPL_Policy_May2011.pdf

experience. An applicant can seek entry to the programme if they do not have the normal entry requirements, but can demonstrate that they have achieved the prerequisite skills and knowledge through their experience, or informal learning (RPL). Applicants may be granted entry with advanced standing, if they can demonstrate equivalence to the learning outcomes of a module. A student can gain credit towards an award through a combination of prior informal and prior certificated learning. There are programme limits on the amount of credit that can be awarded through RPL and credit transfer. Candidates presenting claims for prior learning must achieve 50% of the credit required at the final level of their award through accredited modules.

Entry with Advanced Standing
In considering applications for direct entry, the University's "Guidelines for Flexible Entry: Credit Transfer and Recognition of Prior informal Learning" policy will be adhered to:

http://www.gcu.ac.uk/media/gcalwebv2/theuniversity/gaq/gaqfiles/GCU_RPL_Policy_May2011.pdf

7. METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING

Mechanisms for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards:
- Annual Programme Monitoring Process
- Annual Module Monitoring Process
- Module Evaluation Survey
- Student Experience Survey
- External Examiners' Reports
- Annual monitoring (required by Professional and/or Statutory Bodies)
- Enhancement-led Internal Subject Review (ELISR)
- Enhancement-led Institutional Review (ELIR)

Committees with responsibility for monitoring and evaluating quality and standards:
- Student-Staff Consultative Group (SSCG)
- Programme Board (PB)
- School Learning, Teaching and Quality Committee (LTQC)
- School Board (SB)
- Assessment Board (AB)
- University Learning and Teaching Sub-Committee (LTSC)
- University Academic Policy Committee (APPC)
- University Senate

Mechanisms for gaining student feedback on the quality of teaching and their learning experience:
- Student-Staff Consultative Group
- Student representation on Programme Board
- Student representation on School Learning, Teaching and Quality Committee
- Student representation on School Board
- Module Evaluation Survey
- Student Experience Survey
- GCU Learn
- Open access to members of Programme Team e.g. Module Leaders, Programme Leader, Academic Advisor, Year Tutor

Staff development priorities include:
- Postgraduate Certificate in Learning and Teaching
- Continuous Professional Development (CPD)
- Performance and Development Annual Review (PDAR)
- Peer support for teaching
- Mentoring scheme for new teaching staff
- Conference and seminar attendance and presentation
- Research Excellence Framework (REF) submission
- Membership of Higher Education Academy (HEA)
- Membership of and involvement with Professional Bodies

8. ASSESSMENT REGULATIONS
Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: GCU Assessment Regulations

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9. INDICATORS OF QUALITY AND STANDARDS

- Student progression rates
- Student Staff Consultative Meetings
- External Examiner Reports considered at Programme Boards
- Annual Module Monitoring Report of modules to the Programme Board for sharing of good practice and proposed modules enhancements
- Annual Programme Analysis
- The outcome of any Cognate Area Reviews organised by the School and /or University
- The outcome of any University internal quality audit of the programme
- The outcome of any QAA HE subject/institutional review
- Application rates
- Applications through 'word of mouth' recommendations
- Annual student satisfaction questionnaire
- Research publication: conference papers, journal articles, chapters in textbooks
- Consultancy income

10. INFORMATION ABOUT THE PROGRAMME

Key information about the programme can be found in:

- Approved Programme Document
- Programme Handbook
- Student Handbook
- Module Handbook
- University Website http://www.gcu.ac.uk
- School Website
- GCU Learn
- University Module Catalogue
- University Prospectus

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning assessment methods of each module can be found in the University Module catalogue which can be accessed from the University website. The accuracy of the information in this document is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

A curriculum map is attached showing how the outcomes are being developed and assessed within the programme. This relates the modules from Section 4 to the outcomes in Section 3.

DATE:

CURRICULUM MAP for INSERT PROGRAMME TITLE

The curriculum map links the modules (Section 4) to the Outcomes listed in Section 3

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. The map shows only the main measurable learning outcomes which are assessed. There are additional learning outcomes (e.g. attitudes and behaviour) detailed in the module specifications which are developed but do not lend themselves to direct measurement

	Modules		Programme Outcomes																				
	Code	Title	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6
LEVEL 1	M1N	Enterprising Behaviours for the Business Professional	X		X	X						X			X	X	X	X	X	X		X	
	M1N	Fashion Industry Fundamentals	X	X			X		X			X		X	X	X	X	X	X				
	M1N	Principles of Marketing										X						X	X	X		X	
	M1N	Fashion History & Global Culture	X				X					X			X	X	X	X				X	
	M1N	Principles of Fashion Brand Management	X	X			X		X	X		X		X	X	X	X	X	X	X		X	
	M1N	Fundamentals of Financial Management		X								X	X			X					X		
LEVEL 2	M2N	Ethics and Responsible Leadership (EEE2)	X		X							X			X	X	X	X	X	X		X	
	M	Fashion	X		X		X	X	X	X		X		X	X	X	X	X	X			X	X

10

			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
	2N	Brand Development																					
	M 2N	Fashion Retail Environment: Omnichannel & VM	X				X	X	X	X		X		X	X	X	X	X	X	X		X	
	M 2N	Fashion Brand Promotion	X				X	X	X	X		X		X	X	X	X	X	X			X	X
	M 2N	Consumer Buyer Behaviour					X					X			X	X	X	X	X	X		X	
		Options:																					
	M 2N	Event Delivery and Management	X									X		X				X	X		X		
	M 2N	Feature Writing & Magazine Journalism										X		X	X	X		X	X				
	M 2N	Learning and Development at Work	X	X								X			X	X		X					
	M 2N	Language																X					X
LEVEL 3	M 3N	Entrepreneurship for business, society and the professions or	X	X	X							X	X		X	X	X	X	X			X	X
	M 3N	Fashion Buying and Sustainable Supply Chain Management	X	X			X	X	X			X	X	X	X	X	X	X	X	X		X	

Level	Code	Module	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
	M3N	International Marketing Strategy		X						X			X		X	X	X	X		X	
	M3N	Business Research Methods			X					X	X		X		X		X	X			
	M3N	Introduction to Data Analytics		X						X	X					X					
		Option:																			
	M3N	Managing People & Diversity In Work		X						X				X	X						X
	M3N	Work Experience Placement		X						X			X	X	X	X					X
	M3N	Re-imaging the Destination								X			X			X					
		Language														X					X
LEVEL H	MHN	Dissertation			X					X	X		X	X	X	X			X		
LEVEL H	MHN	Project: International Fashion Brand Management & Communication	X	X		X	X	X	X	X		X	X	X	X	X	X	X		X	X
LEVEL H	MHN	Changing Perspectives in International Marketing		X						X			X		X	X	X			X	
LEVEL H		Option:																			
LEVEL H	MHN	Applied CAD				X				X			X	X	X	X	X	X			

	Fashion Project																				
M H N	Arts & Entertainment Journalism								X		X	X	X	X	X	X			X
M H N	Social Marketing & Modern Society																		
	Language														X			X

	Modules		Programme Outcomes													
	Code	Title	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	E7	E8
LEVEL 1	M1N	Enterprising Behaviours for the Business Professional	X	X	X		X	X				X				
	M1N	Fashion Industry Fundamentals	X	X	X	X	X	X	X	X	X	X	X			X
	M1N	Principles of Marketing		X	X		X	X				X				
	M1N	Fashion History & Global Culture	X	X	X	X	X	X	X	X	X	X	X			X
	M1N	Principles of Fashion Brand Management	X	X	X	X	X	X	X	X	X	X	X			X
	M1N	Fundamentals of Financial Management		X	X		X					X				
LEVEL 2	M2N	Ethics and Responsible Leadership (EEE2)	X	X	X	X	X	X				X				
	M2N	Fashion Brand Development	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	M2N	Fashion Retail Environment: Omnichannel & VM	X	X	X	X	X	X	X	X	X	X	X		X	X
	M2N	Fashion Brand Promotion	X	X	X		X	X	X	X	X	X	X	X	X	X
	M2N	Consumer Buyer Behaviour	X	X	X		X	X				X				
		Option:														
	M2N	Event Delivery and Management		X	X		X	X				X				
	M2N	Feature Writing & Magazine Journalism		X	X		X	X				X				
	M2N	Learning and Development at Work	X	X	X		X					X				
		Language		X	X		X									
LEVEL 3	M3N	Entrepreneurship for business, society and the professions or	X	X	X	X	X					X				
	M3N	Fashion Buying and Sustainable Supply Chain	X	X	X	X	X	X	X	X	X	X	X	X	X	X

		Management														
	M3N	International Marketing Strategy	X	X	X		X					X				
	M3N	Business Research Methods	X	X	X		X	X								
	M3N	Introduction to Data Analytics	X	X	X		X					X				
		Option														
	M3N	Managing People & Diversity In Work	X	X	X	X	X					X				
	M3N	Work Experience Placement		X	X		X					X				
	M3N	Re-imaging the Destination	X	X	X		X					X				
		Language		X	X		X									
LEVEL H	MHN	Dissertation	X	X	X		X	X				X				
	MHN	Project: International Fashion Brand Management & Communication	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	MHN	Changing Perspectives in International Marketing	X	X	X		X	X				X				
		Option:														
	MHN	Applied CAD Fashion Project		X	X		X		X	X	X	X	X		X	X
	MHN	Arts & Entertainment Journalism		X	X		X					X				
	MHN	Social Marketing & Modern Society														
		Language		X	X		X									

ASSESSMENT LOADING MATRIX for INSERT PROGRAMME TITLE

Module Code	Module Title	Trimester	Credits	Submission Week(s)	Assessment Weighting					
					Cw 1	Cw 2	Cw 3	Exam 1 (Exams Office)	Ex2 (Exams Office)	Ex3 (Class Test)
SHE Level 7										
M1N	Enterprising Behaviours for the Business Professional	A	20	5, 14	20	80				
M1N	Fashion Industry Fundamentals	A	20	3,6,9 &12 (online tests) and 14	60					40
M1N	Principles of Marketing	A	20	? &14	50			50		
M1N	Fashion History & Global Culture	B	20	12 & 14	50	50				
M1N	Principles of Fashion Brand Management	B	20	12 & 14	50	50				
M1N	Fundamentals of Financial Management	B	20	?	30	30		60		
EXIT AWARD: Certificate of Higher Education										

Module Code	Module Title	Trimester	Credits	Submission Week(s)	Assessment Weighting					
					Cw 1	Cw 2	Cw 3	Exam 1 (Exams Office)	Ex2 (Exams Office)	Ex3 (Class Test)
SHE Level 8										
M2N	Ethics and Responsible Leadership	A	20	10/11 and 14	40	60				
M2N	Fashion Brand Development	A	20	11 & 14	40	60				

Module Code	Module Title	Trimester	Credits	Submission Week(s)	Cw1	Cw2	Cw3	Exam1	Ex2	Ex3
M2N	Consumer Buyer Behaviour	A	20							
M2N	Fashion Brand Promotion	B	20	12 & 14	40	60				
M2N	Fashion Retail Environment: Omnichannel & VM	B	20	14 & 15	50			50		
	Option:									
	Event Delivery and Management	B	20	6 & 14	70	30				
	Feature Writing & Magazine Journalism	B	20	4,7,9 & 14 and 12	75					25
	Learning and Development at Work	B	20							
	Language	B	20							

EXIT AWARD: Diploma of Higher Education

SHE Level 9										
Module Code	Module Title	Trimester	Credits	Submission Week(s)	Assessment Weighting					
					Cw1	Cw2	Cw3	Exam1 (Exams Office)	Ex2 (Exams Office)	Ex3 (Class Test)
M3N	Entrepreneurship for business, society and the professions	A	20	12	100					
M3N	Work Experience Placement	B	20	14	100					
M3N	Fashion Buying and Sustainable Supply Chain Management	A	20	7 & 14	50	50				
M3N	International Marketing Strategy	A	20							

M3N	Business Research Methods	B	20							
M3N	Introduction to Data Analytics	B	20							
	Option:									
	Managing People & Diversity In Work	B								
	Work Experience Placement	B								
	Re-imaging the Destination	B								
	Language	B								
EXIT AWARD: Bachelor Degree										

SHE Level 10

Module Code	Module Title	Trimester	Credits	Submission Week(s)	Assessment Weighting					
					Cw 1	Cw 2	Cw 3	Exam 1 (Exams Office)	Ex2 (Exams Office)	Ex3 (Class Test)
MHN	Dissertation	AB	40							
MHN	Project: International Fashion Brand Management & Communication	AB	40	Tri A 8 & 14 and Tri B 6 & 14	20	50		30		
MHN	Changing Perspectives in International Marketing	A	20		50	50				
MHN	Option:									
	Applied CAD Fashion Project	B	20							
	Arts & Entertainment Journalism	B	20	CW1 - 3,6,9,12 & 15 and CW2 - 14	60	40				
	Social Marketing & Modern Society	B	20							

	Language	B	20								
EXIT AWARD: Bachelor Degree with Honours											