

Appendix A: Programme Specification Pro-forma (PSP)

1. GENERAL INFORMATION

1. Programme Title:	BA/BA(Hons) Fashion Design with Business
2. Final Award:	BA(Hons) Fashion Design with Business
3. Exit Awards:	Certificate of Higher Education Diploma of Higher Education BA Fashion Design with Business BA (Hons) Fashion Design with Business
4. Awarding Body:	Glasgow Caledonian University
5. Approval Date:	November 2018
6. School:	Glasgow School for Business and Society
7. Host Department:	Business Management
8. UCAS Code:	P02602
9. PSB Involvement:	
10. Place of Delivery:	Any GCU Campus
11. Subject Benchmark Statement:	QAA Events, Art & Design Benchmark (February 2017), QAA General Business and Management Benchmark Statement (February 2015)
12. Dates of PSP Preparation/Revision:	September 2020

2. EDUCATIONAL AIMS OF THE PROGRAMME

An introduction should be included here which describes the overall aim of the programme together with the educational aims of the programme at the exit points

The BA (Hons) Fashion Design with Business programme aims to develop creative, independent and entrepreneurial 21st Century graduates with an appreciation of diversity in their social environment, and to do so from a global, international, as well as local level. An interdisciplinary approach will encourage divergent forms of thinking 'in considering real world issues' GCU Strategy for Learning (SfL, 2015-2020).

An experiential, activity and enquiry-based learning approach through Work Placement Experience and business studies, as well as their core subject discipline skills, will produce commercially aware graduates with a 'strong skills base to support the creative economy' Culture, Media and Sport Committee (2013).

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 the GCU SfL (2015-2020) intention to develop graduates who will be 'proficient in their discipline, enterprising, responsible and capable of fulfilling roles in different organisational and cultural contexts'.

They will be critically aware of sustainability issues and practices within the fashion industry, from sustainable design, through the supply chain and across the clothing life cycle, in keeping with the Principles for Responsible Management Education (PRME).

Students will develop technical and practical skills in sustainable design; pattern cutting; garment construction techniques and Computer Aided Design (CAD) and other digital packages to equip and prepare them for professional practice.

Opportunities are available for students to study abroad at partner institutions in USA, France

and Finland.

The programme aims to specifically meet the needs of students who wish to pursue careers in Design, CAD Technician, Pattern Cutter, Technical Manager, Retail Management, Buyer, Stylist, PR, Visual Merchandiser and Entrepreneurial Business etc. The programme design reflects both the QAA Art and Design Benchmark Statement 2017 and the QAA General Business and Management Benchmark Statement 2015.

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 Principles of Responsible Management Education (PRME).
- 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.

Programme Design Rationale

At level one the programme aims to provide a general foundation in the key functions associated with fashion design and business and the wider fashion industry, an understanding of how the external environment impacts on how business performance and the impact of business on society both at a national and international level. 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 inter-disciplinary, reflective practitioners who can understand the broad context and principles of managing organisations.

At level one, students will also embark on 'Triple E' spine of modules that focuses on fostering employability, ethical leadership and entrepreneurship. 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 of 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.

As students progress through the levels of the programme, they deepen their subject knowledge and understanding of their specific programme context. On entry to the programme at Level One Fashion Design with Business students will be provided with a foundation in Textiles, which will be complemented by fashion design principles and introduction to garment construction, which will provide students with a basic skill set that can be built upon for future levels and combining theory, practice and creativity. Through a series of lectures they will understand fabric construction and composition in both weave and knit and will begin to develop the technical understanding of the 5 main component parts of garment construction; industrial machinery; thread type; needle type; seam classifications; stitch classifications and their suitability to fabric choices. This knowledge and understanding will be applied in a variety of industrial garment construction techniques in practical classes which they will require to be successful in levels 2-4. They will also be introduced to fashion design from both a historical and contemporary perspective. The fashion modules will be underpinned by a number of business and marketing modules such as Fundamentals of Financial Management and Principles of Fashion Brand Management.

At level two students will investigate creativity and innovation through fashion design concepts 1 & 2 enhancing the fashion design focus of the programme. This will be complemented with production and sustainability, where students will learn about the fashion industry supply chain in an 'ever-changing' international marketplace, and they will understand sustainability challenges faced by the industry. With exposure to industry specific computer aided design (CAD) pattern cutting and marker making software, students will understand the manipulation of block patterns, grading, economical fabric utilisation, costing and ratios. Integrated with their industry knowledge they will undertake a substantial fashion design and garment construction project, culminating in a sample garment utilising and adapting the design and construction techniques from level 1. Students will also have the opportunity to deepen their fashion brand awareness by undertaking a Fashion Brand Promotion module.

On completion of Levels One and Two, students will have gained a solid understanding of *how* garments are designed and produced which is key to fully understanding the business of fashion. Students will now be ready to engage in a comprehensive fashion design brief that encourages the exploration of their individual creativity and vision which will be applied to a live industry project, the outputs of which will be exhibited in the annual GCU Fashion Showcase. Students will also have the opportunity to experience and develop skills in digital aspects of fashion, fashion buying and the sustainable supply chain of the fashion industry. Additionally, they will be expected to grasp the more strategic aspects of running a fashion business. Students will also develop their practical business skills, through both the research methods module and the opportunity to undertake industry work experience.

At Level Four students will have a considerable degree of independent learning with both a dissertation where they will be guided to develop their understanding of the 'bigger picture' in relation to fashion design with business, and the development of a fashion collection. The latter will be based on a brief which will be set by an external industry client and will be a showcase of their proficiency in fashion design and garment construction, whilst developing their strong personal vision, recognising personal strengths in their critical engagement and design practice. At this point, they will also explore the global implications of marketing and

contemporary issues affecting the fashion environment and the business of fashion.

Throughout their degree students will be actively encouraged to gain practical experience of working in the fashion industry. Provision has also been made for exchange e.g. ERASMUS at level 3 to enable students to experience different learning cultures and environments. In addition to formal learning and teaching students are given the opportunity to participate in study trips arranged to the major fashion capitals e.g. New York, Paris, Milan, Rome. This will ensure that graduates have the knowledge, skills and expertise to allow them to operate successfully in their chosen industry.

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

SHE1 Level

Module Code	Module Title	Credit
M1N626553	Enterprising Behaviours for the Business Profession	20
M1N525547	Introduction to Textiles	20
M1N525549	Introduction to Garment Construction	20
M1N525514	Fashion Design Principles	20
M1N525550	Principles of Fashion Brand Management	20
M1N325479	Fundamentals of Financial Management	20

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SHE2 Level

Module Code	Module Title	Credit
M2N225595	Ethics and Responsible Leadership	20
M2N225576	Fashion Design Concepts 1	20
M2N525515	Garment Production and Sustainability 1	20
M2N225580	Fashion Design Concepts 2	20
M2N525516	Garment Production and Sustainability 2	20
M2N225575	Fashion Brand Promotion	20

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SHE3 Level

Module Code	Module Title	Credit
M3N525562	International Marketing Strategy	20
M3N525557	Fashion Design for Industry 1	20
M3N525560	Fashion Buying and Sustainable Supply Chain Management	20
M3N225492	Business Research Methods: Theory and Practice	20
M3N525560	Fashion Design for Industry 2	20
M3N325605	Work Placement Experience	20

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SHEH Level

Module Code	Module Title	Credit
MHN525613	Fashion Design Practice 1	20
MHN225545	Changing Perspectives in International Marketing	20
MHN225481	Dissertation	40
MHN525615	Fashion Design Practice 2	20
MHN525564	Applied CAD Project	20
MHN525488	International Advertising Strategy	

Exit Award – BA (Hons) Fashion Design with Business**480****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](#)

