

## COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Fashion Culture and Business
Intermediate Awards Available	Cert HE, Dip HE, BA
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Arts and Creative Industries
UCAS Code	TBC
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design 2017
Additional Versions of this Course	BA (Hons) Fashion Culture and Business (with Placement Year)  BA (Hons) Fashion Culture and Business (with Foundation Year)
Date Specification Last Updated	June 2023

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Develop an understanding of social responsibility within the industry of fashion.
- Employ communicative skills that caters towards a variety of global audiences.
- Exercise research methodologies which include qualitative and quantitative data.
- Explore and engage with communities, locally, nationally and internationally in order to produce outcomes that focus' on the analysis of socio-economic and geographic phenomena relevant to the industry.
- Employ instruction and critical guidance in the use of digital technologies relevant to the industry.
- Develop awareness in career-focused skills, industry knowledge, technical and creative skills in making and engineering and guided learning through sustainable and ethical design.

- Engage in an exciting and challenging learning environment that is supported by up to date and innovative resources with emphasis on enterprise, research and new technical innovations.

What you will learn:

#### Knowledge

- Understand essential cultural topics within fashion and business.
- Develop good knowledge of the influences on and factors involved in design thinking and iteration.
- Design and conduct research, to analyse and interpret quantitative and qualitative data

#### Thinking skills

- Develop in-depth understanding of visual communication and research that lightly links in with psychology
- Embed brand and consumer analysis and demographics in research and ideation
- Demonstrate an awareness of ethical issues and principles in research on cultural identity.

#### Subject-Based Practical skills

- Experiment and learn new creative processes and skills
- Articulate ideas and concepts effectively
- Develop visual and theoretical research to reflect originality and innovation in Fashion

#### Skills for life and work (general skills)

- Effective management and organisation skills
- Practice and employ computer/ IT literacy skills in relevant, taught software
- Presentations, individually and in groups

## Learning and Teaching

The Fashion Culture and Business course's learning and teaching methods are underpinned by UEL's Strategic Portfolio which focuses on student success through active engagement: 'learning by doing'. Courses are delivered by a dedicated staff team through lectures, seminars, workshops, project supervision, demonstrations, practical classes, workshops tutorials, field visits and guest speakers' talks. All members of the teaching team use opportunities that the Centre for Excellence in Learning and Teaching (CELT) provides for staff development and keep up-to-date with the innovative approaches to teaching and learning that CELT promotes, with a special interest in Technology Enhanced Learning (TEL).

#### Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- The demands of the study medium (e.g. distance learning)
- Planning activities with feedback
- Project work

## Assessment

Knowledge is assessed by

- Coursework
- Essays
- Examinations

Thinking skills are assessed by

- Coursework
- Examinations
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

## Work or Study Placements

Students choosing to study on the BA (Hons) Fashion Culture and Business with Sandwich Year degree course have the opportunity (between levels 5 and 6) to take a full year industry placement schedule, gaining first-hand experience of the industry and develop their understanding of professional practice. The course has an extensive and varied list of contacts that we use to support our students' work placement opportunities. Our contacts cover a variety of roles such as:

Diversity Manager | Creative Director | Art Director | Innovation Manager | Editor | Fashion Journalist | PR Manager

The Placement Year is facilitated by both a module leader and the student, with regards to the sourcing of companies relevant to their interests and aspirations. Students are bound by a code of conduct throughout the entire year as they represent the university in an external environment. Please see the link below for further information:

<https://www.uel.ac.uk/about/about-uel/governance>

Students can also consider undertaking work experience placements out of term e.g. summer internships. Throughout the placement year our staff team provide assistance, but not as formal curriculum tutorials, more as a friendly source of advice and guidance. For example, being available to work with companies as we approach London Fashion week can be extremely exciting for our students, in level 4 especially as it allows them to gain insight in to fashion as an industry and start to gauge what type of company they might like to apply to when taking part within the industry placement sandwich scheme if they have chosen this option.

**Below is a vast list of Industry Placements undertaken by students who are studying on the BA (Hons) Fashion Culture and Business with Sandwich Year course. We ensure that our range of companies that we work with is broad in order to cater for a variety of interests.**

- Preen
- West Carolina
- Alexander McQueen
- JW Anderson
- Jonathan Saunders
- Jenny Packham
- Marcus Lupfer
- Very
- Urban Outfitters
- Teatum Jones
- Urban Outfitters
- Hand &Lock
- M&S

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>
3	FT3001	Mental Wealth: Professional Life: Creative Research Practice	20	Core	No
3	FT3002	Design and Application	20	Core	No
3	FT3003	Design and Context	20	Core	No
3	FT3004	Fashion Development and Techniques	20	Core	No
3	FT3005	Final Realisation	20	Core	No
3	FT3006	Technical and Creative Processes	20	Core	No
4	FT4025	Creative Storytelling through Technical Innovation	20	Core	No

4	FT4024	Fashion Contexts & Identity	20	Core	No
4	FT4013	Fashion Enterprise	20	Core	No
4	FT4011	Mental Wealth: Professional Life: Business of Fashion 1	20	Core	No
4	FT4016	Cultural Communities	20	Core	No
4	FT4023	Thinking Through Fashion	20	Core	No
5	FT5036	Creative & Technical Strategy	20	Core	No
5	FT5037	Fashion Sociology	20	Core	No
5	FT5022	Fashion Enterprise 2	20	Core	No
5	FT5015	Mental Wealth Professional Life: Business Of Fashion2	20	Core	No
5	FT5027	Fashion Business, Globalisation and Contemporary Issues	20	Core	No
5	FT5032	Storytelling and Visual Communication	20	Core	No
5	FT5016	Optional Placement Year	120p	Optional	No
6	FT6025	Final Major Project- Theoretical Identity	20	Core	No
6	FT6024	Final Major Project- Realisation	20	Core	No
6	FT6023	Fashion Enterprise 3	20	Core	No

6	FT6015	Mental Wealth Professional Life: Business of Fashion 3	20	Core	No
6	FT6028	Applied Identities in Fashion Culture and Business	20	Core	No
6	FT6032	Fashion Culture and Practice	20	Core	No

*Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.*

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

### Course Specific Regulations

N/A

### Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

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The expected duration of this course is 3 years full-time or 5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 8 years from first enrolment.

### Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

**Additional costs:**

Starter sewing packs £30

General fashion equipment (shears, pattern ruler etc) starting from approx £50

Calico £3.50 per metre

Printing starting from £0.05p

Sketchbooks starting from £3

Portfolios starting from £10

Paris Study Visit from £280

We expect the average additional costs for each year of study to be a minimum of £300. Students may need to spend more depending on their choice of projects and materials.

You will be required to attend galleries and museums throughout the course. You will need to pay your transport and if there is any entry charge, you will need to pay for this. We expect the cost of trips to cost no more than £50 per year.

**Optional:**

During your course, you will have the option to take part in a study visit abroad, for instance Paris. The cost of this will depend on the choice of travel and accommodation arrangements that you choose but you should budget a minimum of around £290 for this.

## Alternative Locations of Delivery

N/A



