

Study with us

About your course

Courses covered

Code	Title	UCAS Code
CTFASFB	BA (Hons) Fashion and Fashion Business	W231

You can find full details of your course in the *Programme Specification*.

Important points

The **fashion and fashion business** award is a unique course embracing an industry led Concept to Customer philosophy. Blending contemporary knowledge and skills via practical, theoretical, academic and industry focussed experiences covering topical social, environmental, political and ethical issues that inform the business of fashion.

The course enables students to learn about the fashion life cycle including product research, design and development, markets, consumer buying behaviour, business planning, financials, buying, merchandising, communication, branding and sales and marketing. The course is structured to develop students' learning about the rapidly changing face of the fashion industry, technological advances used throughout the industry, brick and mortar merchandising and the impact of digital and e-commerce. Students learn about theories and strategies and engage with industry on live projects and assignments.

Our students study in a spacious and contemporary studio with digital and 3D printers and guidance from expert tutors. Students unleash their creativity using some of the latest technology and capitalising on current and relevant industry skills and knowledge.

In their first and second years, students study alongside the BA (Hons) Fashion Design award sharing some exciting design and technical modules, understanding the fundamentals of the design process, pattern cutting and production. These are essential skills honed during the final stage of the course, putting learnt knowledge into practice.

The course prepares students for a number of related fashion careers including (but not exclusive to) Design, Garment Technology, Buying, Merchandising, Styling, Digital and E-commerce including Social Media, Content Management and Production.

Academic Year

Academic Year 2022-23

The University's academic year is made up of 3 Semesters. For most undergraduate students the academic year is split into two Semesters (A & B). Each of these is made up of teaching weeks followed by the exam period (the re-sit period falls within Semester C)

- Semester A runs from Monday 26 September 2022 - Friday 20 January 2023
- Semester B runs from Monday 23 January 2023 - Friday 12 May 2023
- Semester C runs from Monday 15 May 2023 - Friday 08 September 2023

For further details, please visit: <https://www.herts.ac.uk/study/term-and-semester-dates>

Expected workload

In the UK, a full time student is expected to spend 1200 hours on their studies each year. Please find below an estimate of how your time will be spent on this course during each year of study.

	Lectures, seminars, tutorials	Independent study	Placement
Year 1	27%	73%	0%
Year 2	24%	76%	0%*
Year 3	27%	73%	0%

*Optional - 12.5% Lecture/Seminar/Tutorial time adjusted for students undertaking a placement.

Method of assessment

	Written Exam	Coursework	Practical
Year 1	0%	100%	0%
Year 2	0%	100%	0%
Year 3	0%	100%	0%

Additional expenses

Please see below a list of expected materials you will need for your studies. You will be given detailed lists when the course starts. Most of these materials can be bought from the school's Art Shop.

Description	Year	Mandatory/ Optional	Estimated cost
Initial sewing kit, including Metric Pattern Master Ruler, ¼ Diagram Scale, A good pair of Tailors / Dressmaking Shears (for cutting cloth), General Purpose Paper Scissors (medium size) (for cutting paper/card), Embroidery / Needlework			

Scissors with sharp points, Pattern Notchers, Pattern Drill, Pattern Tracing Wheel, Pattern Clicker Awl , Stitch Unpicker, Metal 1 Meter Ruler, Tape Measure , 100g Box of Pins (Carbon Steel Dressmaking Pins), Hand Sewing Needles, Machine needles, Bobbin case, Bobbin, Invisible zip foot, Standard zip foot, Small Screwdriver for changing machine feet/needles, Long Tweezers for threading the over locker machine.	1	Mandatory	£150 - £180*
Stationery, including Glue/Pritt Stick, HB Pencils & Rubber , A2 or A3 Portfolio Case with Ringbound Plastic Sleeves, X 2 A4 Plastic Sleeved Folders, A3 Layout Paper Pad, Sketchbooks - A3 hardback for general drawing use, A5/ A6 for visual note taking, Small Lined Notepads, Masking Tape, Sellotape, Double Sided Tape, Invisible Scotch Tape, Scalpel with replaceable blades, 0.5mm Black Fibre Tip Pens, Small Plastic Ruler, Paints, Coloured Crayons, Magic Marker Coloured Felt-Tips etc	ongoing	Mandatory	£90 - £130*
Materials, including thread, calico, pattern paper, pattern card, fabrics and trimmings.	ongoing	Mandatory	£300**
Books			
The Business of Fashion, Davis Burns, Leslie, Mullet Kathy K	1	Optional	£75
The Fashion Business Reader, Edited by Joseph H, Peirson-Smith, Annie	1	Optional	£21
Writing For The Fashion Business, by Swanson, Kristen K, Everett, Judith	1	Optional	£24
Pattern-drafting for Fashion: The Basics 01 by Teresa Gilewska (ISBN: 9781408129906)	1	Optional	£42
Metric Pattern Cutting for Women's Wear 5th Revised edition by Aldrich, Winifred (ISBN: 9781405175678)	1	Optional	£38

Pattern Cutting The Architecture of Fashion 2nd edition, Parish, Pat	1	Optional	£30
Pattern Magic (Paperback), Nakamichi, Tomoko	1	Optional	£20
Pattern Magic 2 (Paperback), Nakamichi, Tomoko	1	Optional	£20
Pattern Magic 3 (Paperback), Nakamichi, Tomoko	1	Optional	£20
Fashion Illustration: Inspiration and Technique, Kiper, Anna	1	Optional	£12
Colors for Modern Fashion Paperback – 19 Apr 2006, Riegelman, Nancy	1	Optional	£51
Fashion and Textile Design with Photoshop and Illustrator, Professional creative practice, Hume, Robert	1	Optional	£35
A Practical Guide to Sustainable Fashion, Gwilt, Alison	1	Optional	£20
Fashion Stylists – History, Meaning and Practice, Lynge-Jorlén, Ane	1	Optional	£76

*Costs vary subject to supplier.

** This is an indicative cost – how much you use and need to replace these supplies will depend on your own style of working and process.

Note: The Programme periodically receives donations of fabrics and trimmings and these are shared with students free of charge.