

Title of Programme: **BA (Hons) Fashion Programme**

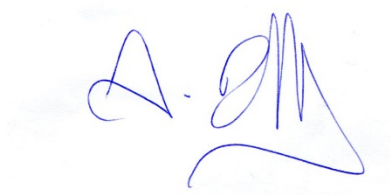
Programme Code: **CCFASH**

Programme Specification

This programme specification is relevant to students entering:
01 September 2023

Associate Dean of School (Academic Quality Assurance):
Tony Rosella

Signature



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification BA (Hons) Fashion Programme

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs).

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane Campus
Programme accredited by	Not Applicable
Final Qualification	BA (Hons)
All Final Award titles	BA (Hons) Fashion and Fashion Business
(Qualification and Subject)	BA (Hons) Fashion and Fashion Business (Sandwich)
	BA (Hons) Fashion and Fashion Business with a Year Abroad
	BA (Hons) Fashion and Fashion Business with a Year Abroad (Sandwich)
FHEQ level of award	6

A. Programme Rationale

The Fashion and Fashion Business Programme offers a comprehensive education in the global fashion industry, encompassing creative, theoretical, and business disciplines. Its goal is to raise awareness of the industry's challenges and to educate the next generation of students on the importance of sustainable practices and environmental responsibility.

The curriculum covers a broad range of topics that are relevant to the industry, including design, sustainability, buying, merchandising, e-commerce, digital marketing, promotion, sales, and ethical, cultural, and historical issues. The program fosters creativity, exploration, curiosity, and innovation while developing essential technical and theoretical skills for various roles in the fashion industry. Live projects, competitions, and work-based learning opportunities are facilitated by experienced academics, industry professionals, and visiting lecturers.

The program collaborates with well-known fashion brands, businesses, and organizations that share similar values, providing students with a dynamic and engaging learning environment. Students are encouraged to participate in national and international study trips and work experience placements to gain practical exposure to the industry.

Graduates of the program possess a diverse set of skills, including creative, technical, theoretical, business, and communication skills. They have an understanding of the global fashion industry, preparing them for successful careers in fashion.

B. Educational Aims of the Programme

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- provide a culturally enriched and research informed educational experience that will transform the lives of students. Develop the knowledge, skills and attributes to equip them for life in a complex and rapidly changing world.
- provide an opportunity for students to acquire key knowledge and understanding, skills and attributes of local and international fashion, in order to pursue careers in the sector including design, business and management and communication;
- promote an awareness of professional integrity and provide opportunities to develop the skills of communication, working independently and as part of multidisciplinary design teams, problem solving, decision making, creativity, digital literacy, numeracy, and self-management;
- foster intellectual curiosity providing opportunities to develop effective lifelong learning and research abilities (relate to fashion specialisms);
- provide a programme of fashion related learning appropriate for graduates looking to secure employment armed with relevant interpersonal, communication and current technical skills enhancing their digital capabilities;
- enable students to make reasoned judgements, frame appropriate questions, undertake quantitative and qualitative analysis and draw independent conclusions;
- foster the transferable skills which will enable students to respond to current and future career challenges;
- provide an opportunity for a student to respond to debates around conscious fashion, be active in affecting change behaviour and reflect through their own practice, responses to tackle the issues surrounding fashion's impact on, environments, climate change, over consumption and over production in fashion;
- consideration given to the engagement of cultures, issues of identity and diversity;
- promote the values of ethical behaviour, sustainability and personal contribution. Our graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society;
- provide the opportunity for students to develop critical insight into contemporary fashion practices and debates. Students will be able to locate their own work within a wider cultural context, with a clear understanding of the cultural, aesthetic and professional forces that shape contemporary

fashion design, fashion business and fashion communication, using them to reflect on their own practice;

- prepare students for further academic or professional study in fashion or related fields by equipping them to initiate and manage an independent course of study;
- develop the ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design and Business and Management and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1 - Demonstrate an ability to question, review and evaluate and have awareness of the critical, contextual, historical, conceptual and ethical dimensions of fashion within global contexts.	Acquisition of knowledge and understanding is through a flexible process of blended learning including face-to-face and online live and recorded lectures, studio-based work and workshops at all levels including access to recorded materials.	Students' knowledge and understanding of their discipline is tested through in-course assessments of outcome submissions, presentations, analytical reports and critical assignments.
A2 - Demonstrate awareness and detailed knowledge of the relationships with fashion stakeholders including global consumers, markets, environments, users, participants, goods and services, co-workers and co-creators, within a professional environment.	Learning is instigated by set projects with tutorial support including individual and small group tutorials.	Knowledge and understanding of the professional aspects of the discipline are tested through course work consisting of 2D and 3D visual communication methods, physical and digital pattern cutting methods, materials and textile surface design, design and development of physical and digital prototypes and final artefacts, case studies, written essays, iMaps, reports, data
A3 - Demonstrate knowledge and understanding of the key	Critical Contexts makes a particular contribution to the acquisition of cultural, historical and professional understanding throughout all levels of study. There is a requirement of written work at all levels and an	

<p>developments of current and emerging digital media and technologies and of inter- and multi-disciplinary approaches to the contemporary practice of fashion.</p> <p>A4 - Demonstrate an informed social awareness of cultures, diversity and identity in the context of the global fashion consumer and markets.</p> <p>A5 - Demonstrate knowledge and understanding of the operational management of a Fashion Business via the customer, market sector, global supply chain, sales, marketing and associated financials and data.</p>	<p>extended essay or equivalent at level 6.</p> <p>Additional support is provided by a personal tutor, tutorial surgery hours, a special needs and dyslexia support tutor.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.</p> <p>At level 6, students demonstrate their knowledge and understanding of a particular aspect of fashion through a programme of course work, much of which is determined by them with sufficient guidance.</p>	<p>analysis, presentations, personal development plans and reflection.</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1 – Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs.</p> <p>B2 – Foster inquiry, critical thinking and curiosity in the processes of observation, investigation, speculative inquiry, visualisation and/or making.</p> <p>B3 – Analyse information and experiences and formulate independent judgements articulating reasoned arguments.</p> <p>B4 – Navigate, select, retrieve evaluate, manipulate and manage information from a variety of sources.</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p> <p>Typically, the student's conceptual development will be evident in a design process that demonstrates creative critical and analytical thinking and problem solving, analysis and judgement in the development of solutions and a willingness to explore a range of media.</p> <p>Conceptual development is an integral part of studio work and is fostered by set-briefs, in-course exercises, workshops, self-determined briefs, seminars and tutorial work.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills are assessed by in-course assessments of outcome submissions and presentations.</p> <p>Typically, evidence will consist of work sheets, sketchbooks, research, design ideas, development and outcomes, digital medium and proposals, essays, reports, case studies, data analysis.</p> <p>Intellectual skills relevant to marketing and communication is assessed through set and negotiated projects, surveys, data analysis and case studies.</p>
Practical skills	Teaching and learning methods	Assessment strategy

<p>C1 - Apply relevant levels of professional competence in the realisation, presentation and communication of ideas in fashion.</p> <p>C2 - Make aesthetic and functional judgements in the realisation of design ideas.</p> <p>C3 - Apply appropriate techniques and methods in fashion communication in the analysis of data and the function of e-comms and related social and emerging digital platforms.</p> <p>C4 - Apply appropriate techniques and methods to communicate fashion concepts and ideas through branding, creative art direction, styling and marketing and promotion.</p> <p>C5 - Make appropriate use of spreadsheets for costings, financial planning, budgeting, tech packs, range plans, buy plans, line plans and for critical path development and analysis.</p> <p>C6 - Apply effective problem solving and decision making using appropriate quantitative and qualitative skills, including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations.</p>	<p>Practical skills refer to the practical and professional skills employed in the production of design ideas and solutions.</p> <p>At levels 4, 5 and 6 these skills are developed through set briefs, exercises and workshops. At level 6, students are expected to demonstrate professionalism together with aesthetic, and functional judgements in the presentation of their ideas.</p>	<p>Practical skills are evidenced in the production values of course work and are assessed through outcome submissions and presentations.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1 - Manage and make appropriate use of intention, process, outcome, context and the methods of dissemination.</p> <p>D2 - Be resourceful and entrepreneurial, study independently, set goals, manage workloads and meet deadlines.</p> <p>D3 - Interact effectively with others, for example through</p>	<p>Transferable skills are developed throughout the programme.</p> <p>The skills of research, digital technology and self-management are integral to coursework at all levels. Personal responsibility becomes an increasingly important skill as students progress to level 6 study.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum. In-course assessment is by submission of a portfolio, essays, reports, case studies, spreadsheets, digital communication methods and digital and physical written and oral presentations.</p>

collaboration, collective endeavour and negotiation.

D4 - Communicate and present ideas and work to audiences in a range of situations.

D5 - Identify personal strengths and needs, and reflect on personal development.

Critical awareness and flexibility are developed through self-assessment and negotiated projects and self-determined projects.

Communication skills are developed through oral presentations and in written work. The ability to work flexibly with others is developed through group projects.

Business, marketing and communication skills are taught using group working, directed reading, independent study, role-play and presentations.

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time (3 years), sandwich or with a year abroad (4 years), study abroad and with Employment Experience (4 years), sandwich and a year abroad (5 years) and part-time (6 years) modes and leads to the award of:

BA (Hons) Fashion and Fashion Business

BA (Hons) Fashion and Fashion Business (Sandwich)

BA (Hons) Fashion and Fashion Business with a Year Abroad

BA (Hons) Fashion and Fashion Business with a Year Abroad (Sandwich)

Entry is normally at level 4 with A-level or equivalent qualifications as detailed on the University website, but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

Professional and Statutory Regulatory Bodies

No accreditation

Work-Based Learning, including Sandwich Programmes

A designated Sandwich programme leads to a University award in the sandwich mode, with the word "(Sandwich)" appearing on the final award certificate. In order for the programme to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 30 weeks full-time equivalent with no possibility of exemption, usually between the end of Level 5 and the beginning of Level 6. This will usually be completed within the United Kingdom but, with prior approval, may be completed within other countries. Progress of the student's training and development is monitored through visits from University academic staff and/or through reports from the student. Students will be

required to document this period of work in accordance with the guidelines produced by the School. Students on the Sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of Level 5 may be prevented from undertaking a sandwich placement. Students who are on the sandwich programme but have a 'Failed' grade in any Level 4 or Level 5 module will not normally be allowed to register to repeat this module until they return from placement.

Students may choose to combine study abroad and work experience awards, by completing a full Year Abroad followed by a Sandwich, over 2 years, leading to the award of "with a Year Abroad (Sandwich)".

Where a student enrolls on Year Abroad or Sandwich, but encounters circumstances that prevent completion of the minimum number of weeks required, they may, with permission from their programme leader, be transferred onto single semester Study Abroad and/or Employment Experience.

Other Work Experience (Short and Medium Term)

In addition to offering a full Sandwich year (as explained above and referred to in the School as a 'Long Term Work Experience'), we encourage students to participate in shorter work experiences/placements.

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Level 5.

This means that, with prior written agreement, a student may undertake:

- **a work experience in place of *an assessed component within one of the named modules below* (referred to as a 'Short-Term Work Experience')**
or
- **a work experience *entirely in place of one of the named modules below* (referred to as a 'Medium-Term Work Experience')**

5CTA2028 Advanced Fashion Product Development (L5) (15 credits, Semester B)

For Medium-Term Work Experience, the student will be de-registered from the chosen module and registered upon *5CTA1004 Professional Work Experience 15: Design* instead.

Student Exchange programme

Incoming Exchange

Incoming Study Abroad students study the course at level five.

In such cases, an Approved Study Pattern for single-semester study will be determined at the commencement of the study period. The Study Pattern should clearly specify the format/quantity/weighting of assessments that are to be submitted at the conclusion of the study period – please see the relevant DMDs for more information.

NOTE: Visiting students wishing to study for a single semester in the School of Creative Arts may participate in the Level 5 activities within a single Programme only during the required semester.

Study Abroad

All students on the course are eligible to complete a study abroad option, usually between levels four and five, or levels five and six. Study abroad is normally one full year, but students can opt to complete one semester of study abroad and one semester of work experience, with the permission of the school.

Further details available at <https://www.herts.ac.uk/international/overseas-study/study-abroad>.

Students wishing to study abroad at a host institution in another country, or to complete a work placement during their studies, may choose to undertake one of the following:

- Sandwich (for a full year)
- Year Abroad (for a full year)

Some students may alternatively be eligible for the following:

- Study Abroad (for a single semester only)*
- Employment Experience (for a single semester only)**
- Employment Experience and Study Abroad (Employment Experience for a single semester + Study Abroad for a single semester)***

* Students can choose to Study Abroad for a single semester only in either semester A or B. Students will be made Dormant for the semester they are not engaged with.

** Students can choose Employment Experience for a single semester only in either semester A or B. Students will be made Dormant for the semester they are not engaged with. Students wishing to undertake Employment Experience for the whole year will be registered on the Sandwich option.

***Students can choose to combine Employment Experience for a single semester and Study Abroad for a single semester in the same academic year only. There is no condition to which way around this takes place.

Students choosing to undertake Sandwich, Year Abroad, Study Abroad and/or Employment Experience will need to decide in advance of the following eligible academic year and discuss this with the Programme Leader and Student Record Administrator first.

Students normally progress to the next level of study in the academic year following any of the above.

A designated Year Abroad programme leads to a University award in Study Abroad mode and the words "with a Year Abroad" appear on the award certificate. The Year Abroad will provide students with the opportunity to expand, develop and apply the knowledge and skills gained at the start of their course in the School of Creative Arts (UH), within a different organisational and cultural environment in a partner academic institution. The host institution will appoint a Programme Co-ordinator who will oversee the student's programme during the Year Abroad and will liaise with the appointed UH Supervisor.

Students undertaking a full Year Abroad may undertake a period of study at an approved partner institution as an additional year either between Levels 4 and 5 (students must have passed 120 credits) or between Levels 5 and 6 (students must have passed 240 credits).

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study: Full-time

Entry point: Semester A

Level 4 (year 1)

Compulsory Modules (all awards) Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion: Critical Contexts (L4)	4CTA2047	30	0	0	100	0	AB

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of Global Fashion Design (L4)	4CTA2043	30	0	0	100	0	AB
Concept to Customer (L4)	4CTA2054	15	0	0	100	0	A
Fashion Product Development Process (L4)	4CTA2073	15	0	0	100	0	B
People, Product and Global Markets (L4)	4CTA2056	30	0	0	100	0	AB

Level 4 modules for Hertfordshire International (HIC) students (year 1)

Compulsory Modules (HIC, all awards) Module Title	Module Code (HIC)	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion: Critical Contexts (L4) – HIC	4CTA2052	30	0	0	100	0	AB

Compulsory Award Specific Modules (HIC) Module Title	Module Code (HIC)	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of Global Fashion Design (L4) - HIC	4CTA2048	30	0	0	100	0	AB
Concept to Customer (L4) – HIC	4CTA2059	15	0	0	100	0	A
Fashion Product Development Process (L4) – HIC	4CTA2050	15	0	0	100	0	B
People, Product and Global Markets (L4) – HIC	4CTA2061	30	0	0	100	0	AB

Level 5

- **BA (Hons) Fashion and Fashion Business with a Year Abroad pathway** (year 2 – if Year Abroad taken between levels 4 and 5 of study)

Students may elect to take a year abroad, as optional experience:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Year Abroad	5CTA0001	0	0	0	P/F	0	AB

In order to achieve the 'with a Year Abroad' award students must complete Module 5CTA0001 between levels 4 and 5 of their study, *or* 6CTA0001 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

Progression to level 5 requires a minimum of 90 credits.

Level 5

- **BA (Hons) Fashion and Fashion Business with a Year Abroad pathway** (*year 3 – if Year Abroad taken between levels 4 and 5 of study*)
- **BA (Hons) Fashion and Fashion Business - all other pathways** (*year 2*)

Compulsory Modules (all awards) Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion: Critical Contexts (L5)	5CTA2030	30	0	0	100	0	AB

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Strategic Sales, Marketing and E- Comm (L5)	5CTA2031	30	0	0	100	0	AB
Buying and Merchandising (L5)	5CTA2032	15	0	0	100	0	A
Concept to Customer for Global Markets (L5)	5CTA2035	30	0	0	100	0	AB

Fashion and Fashion Business students must also pick one 15-credit module for Semester B:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Advanced Fashion Product Development (L5) or	5CTA2028	15	0	0	100	0	B

Digital Content Management and Creative Analytics (L5)	5CTA2034	15	0	0	100	0	B
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Students have the option of taking work experience (5CTA1004) as a substitute for Digital Content Management and Creative Analytics (L5), 5CTA2034.

Optional Modules – Placement Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Professional Work Experience 15: Design	5CTA1004	15	0	0	100	0	AB

Level 6

- BA (Hons) Fashion and Fashion Business (Sandwich) pathway – (year 3)**

Students may elect to take a sandwich placement year, a year abroad, single semester study abroad and/or single semester Employment Experience within a single year as optional experience.

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Sandwich Year (Creative Arts)	6CTA1008	0	0	0	P/F	0	AB

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

Level 6

- BA (Hons) Fashion and Fashion Business with a Year Abroad pathway – (year 3 – if Year Abroad taken between levels 5 and 6 of study)**

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Year Abroad (Creative Arts)	6CTA0001	0	0	0	P/F	0	AB

In order to achieve the 'with a Year Abroad' award students must complete Module 5CTA0001 between levels 4 and 5 of their study, or 6CTA0001 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

Level 6

- **BA (Hons) Fashion and Fashion Business with Study Abroad pathway – (year 3)**

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Study Abroad (Creative Arts)	6CTA1166	0	0	0	P/F	0	A, B

In order to achieve the 'with Study Abroad' award students must complete Module 6CTA1166 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

Level 6

- **BA (Hons) Fashion and Fashion Business with Employment Experience pathway (year 3)**

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Employment Experience (Creative Arts)	6CTA1165	0	0	0	P/F	0	A, B

Level 6 (final year of study – all pathways)

- **BA (Hons) Fashion and Fashion Business**
- **BA (Hons) Fashion and Fashion Business (Sandwich) pathway**
- **BA (Hons) Fashion and Fashion Business with a Year Abroad pathway**
- **BA (Hons) Fashion and Fashion Business with a Year Abroad (Sandwich) pathway**

Compulsory Modules (all awards) Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Analytical Study: Critical Research (L6)	6CTA2020	30	0	0	100	0	AB

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion and Fashion Business: Major Project (L6)	6CTA2021	60	0	0	100	0	AB
Fashion Communication: Professional Practice and Promotion (L6)	6CTA2025	30	0	0	100	0	AB

Progression to level 6 requires a minimum of 210 credits.

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

Mode of study: Part-time (6 years)

Entry point Semester A

BA (HONS) FASHION AND FASHION BUSINESS

Level 4 (year 1)

Compulsory Modules (all awards) Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion: Critical Contexts (L4)	4CTA2047	30	0	0	100	0	AB

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of Global Fashion Design (L4)	4CTA2043	30	0	0	100	0	AB

Level 4 modules for Hertfordshire International (HIC) students (year 1)

Compulsory Modules (HIC, all awards) Module Title	Module Code (HIC)	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion: Critical Contexts (L4) – HIC	4CTA2052	30	0	0	100	0	AB

Compulsory Award Specific Modules (HIC) Module Title	Module Code (HIC)	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of Global Fashion Design (L4) - HIC	4CTA2048	30	0	0	100	0	AB

Level 4 (year 2)

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Concept to Customer (L4)	4CTA2054	15	0	0	100	0	A
Fashion Product Development Process (L4)	4CTA2073	15	0	0	100	0	B
People, Product and Global Markets (L4)	4CTA2056	30	0	0	100	0	AB

Level 4 modules for Hertfordshire International (HIC) students (year 2)

Compulsory Award Specific Modules (HIC) Module Title	Module Code (HIC)	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Concept to Customer (L4) – HIC	4CTA2059	15	0	0	100	0	A
Fashion Product Development Process (L4) – HIC	4CTA2050	15	0	0	100	0	B
People, Product and Global Markets (L4) – HIC	4CTA2061	30	0	0	100	0	AB

Progression to level 5 requires a minimum of 90 credits.

Level 5 (year 3)

Compulsory Modules (all awards) Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion: Critical Contexts (L5)	5CTA2030	30	0	0	100	0	AB

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Strategic Sales, Marketing and E- Comm (L5)	5CTA2031	30	0	0	100	0	AB

Level 5 (year 4)

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Buying and Merchandising (L5)	5CTA2032	15	0	0	100	0	A
Concept to Customer for Global Markets (L5)	5CTA2035	30	0	0	100	0	AB

Fashion and Fashion Business students must also pick one 15-credit module for Semester B:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Advanced Fashion Product Development (L5)	5CTA2028	15	0	0	100	0	B
or Digital Content Management and Creative Analytics (L5)	5CTA2034	15	0	0	100	0	B

Students have the option of taking work experience (5CTA1004) as a substitute for Advanced Fashion Product Development (L5), 5CTA2028.

Optional Modules – Placement Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Professional Work Experience 15: Design	5CTA1004	15	0	0	100	0	AB

Level 6 (year 5)

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion and Fashion Business: Major Project (L6)	6CTA2021	60	0	0	100	0	AB

Level 6 (year 6)

Compulsory Modules (all awards) Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Analytical Study: Critical Research (L6)	6CTA2020	30	0	0	100	0	AB

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Fashion Communication: Professional Practice and Promotion (L6)	6CTA2025	30	0	0	100	0	AB

Progression to level 6 requires a minimum of 210 credits.

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

FASHION AND FASHION BUSINESS FULL TIME STUDY ROUTE (3 years)

Semester A	YEAR 1	Semester B
Principles of Global Fashion Design (L4) 4CTA2043 30 Credits		
Concept to Customer (L4) 4CTA2054 15 Credits	Fashion Product Development Process (L4) 4CTA2073 15 Credits	
People, Product and Global Markets (L4) 4CTA2056 30 Credits		
Fashion: Critical Contexts (L4) 4CTA2047 30 credits		
Semester A	YEAR 2	Semester B
Strategic Sales, Marketing and E-Comm (L5) 5CTA2031 30 Credits		
Buying and Merchandising (L5) 5CTA2032 15 Credits	Advanced Fashion Product Development (L5) 5CTA2028 15 Credits	
Concept to Customer for Global Markets (L5) 5CTA2035 30 Credits		
Fashion: Critical Contexts (L5) 5CTA2030 30 credits		
Semester A	YEAR 3	Semester B
Fashion and Fashion Business: Major Project (L6) 6CTA2021 60 Credits		
Fashion Communication: Professional Practice and Promotion (L6) 6CTA2025 30 Credits		
Analytical Study: Critical Research (L6) 6CTA2020 30 Credits		

FASHION AND FASHION BUSINESS PART TIME STUDY ROUTE (6 years)

Semester A	YEAR 1	Semester B
Principles of Global Fashion Design (L4) 4CTA2043 30 Credits		

Fashion: Critical Contexts (L4) 4CTA2047 30 credits		
YEAR 2		
Semester A		Semester B
Concept to Customer (L4) 4CTA2025 15 Credits		Fashion Product Development Process (L4) 4CTA2073 15 Credits
People, Product and Global Markets (L4) 4CTA2056 30 Credits		
YEAR 3		
Semester A		Semester B
Strategic Sales, Marketing and E-Comm (L5) 5CTA2031 30 Credits		
Fashion: Critical Contexts (L5) 5CTA2030 30 credits		
YEAR 4		
Semester A		Semester B
Buying and Merchandising (L5) 5CTA2032 15 Credits		Advanced Fashion Product Development (L5) 5CTA2028 15 Credits
Concept to Customer for Global Markets (L5) 5CTA2035 30 Credits		
YEAR 5		
Semester A		Semester B
Fashion and Fashion Business: Major Project (L6) 6CTA2021 60 Credits		
YEAR 6		
Semester A		Semester B
Fashion Communication: Professional Practice and Promotion (L6) 6CTA2025 30 Credits		
Analytical Study: Critical Research (L6) 6CTA2020 30 Credits		

Table1b (below) details the minimum requirements for all awards.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

FASHION AND FASHION BUSINESS

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Fashion and Fashion Business Fashion and Fashion Business (Sandwich) Fashion and Fashion Business with a Year Abroad Fashion and Fashion Business with a Year Abroad (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A5, B1, B2, B3, B4, C1, C2, C3, C4, C5, C6, D1, D2, D3, D4, D5
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See: http://www.herts.ac.uk/about-us/corporate-governance
Diploma of Higher Education	Fashion and Fashion Business	240 credit points including at least 120 at level 5	5, 6	A1, A2, A5 B1, B2, B3, B4 C1, C3, C7 D1, D2, D3, D4
BA	Fashion and Fashion Business Fashion and Fashion Business (Sandwich) Fashion and Fashion Business with a Year Abroad Fashion and Fashion Business with a Year Abroad (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3, A4, A5 B1, B2, B3, B4 C3, C5, C6 D1, D2, D3, D4, D5
BA	Fashion and Fashion Business with Study Abroad Fashion and Fashion Business with Employment Experience Fashion and Fashion Business with Study Abroad and with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A5, B1, B2, B3, B4, C1, C2, C3, C4, C5, C6, D1, D2, D3, D4, D5

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- Module Analytical Study: Critical Research (L6), 6CTA2020 **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Fashion Design or BA (Hons) Fashion and Fashion Business

Course Code	Course Instance	Award Title	Modules (child instance codes & title)	Must be included in classification algorithm?
CCFASH	FASNFB1S/	Fashion and Fashion Business	Analytical Study: Critical Research (L6), 6CTA2020	Yes

Further programme-specific regulations (requiring School-level approval) are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

Students transferring between UH and Franchise Partners:

In instances where a student has transferred between the UH and a Franchised version of *this* programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a university-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

Other information relevant to the programme

- Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- Dean of School.
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts.
- Academic Subject Group Leader with an overview of the programme.
- The Programme Leader who is responsible for advising students on the programme as a whole and chairing the programme committee.
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme.
- Module Leaders who are responsible for individual modules.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A programme committee, the membership of which includes the programme administrator, academic group leader, programme leader, all teaching staff, student representatives, a technical officer and the Information Hertfordshire Manager.

Support

Students are supported by:

- The Creative Arts Toolkit <http://catoolkit.herts.ac.uk>
- Orientation for overseas students.
- An induction week at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues.
- Programme Leader/Year Tutor/Personal Tutor to help students understand the course/programme structure.
- Tutors to provide academic and pastoral support.
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- Technical Officer support.
- Student representatives on Programme Committees.
- On-site shop for materials; Loan Stores for camera and other equipment.
- Academic English support.
- International Students support.
- A versatile on-line inter-active intranet and learning environment.
- Guided student-centred learning on Canvas module sites.
- Attractive modern study environments in two Learning Resources Centres.
- Student Success Hubs, which include a Mathematics Drop-in Centre.
- Access to extensive digital and print collections of information resources.
- A substantial Student Centre, that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery.
- Medical Centre and Pharmacy.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- Hertfordshire Students' Union.
- Dedicated programme site.

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A dedicated programme site
- A Definitive Module Document (DMD) for each constituent module;

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>.

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:

Email: hhaq@herts.ac.uk

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

BA (Hons) Fashion and Fashion Business

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

	Module Title	Module Code	Intellectual Skills					Practical Skills														
			A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5
Level 4	Principles of Global Fashion Design (L4)	4CTA2043		X						X			X						X		X	
	Concept to Customer (L4)	4CTA2054					X				X						X		X	X		
	Fashion Product Development Process (L4)	4CTA2073	X								X					X			X		X	
	People, Product and Global Markets (L4)	4CTA2056				X	X				X				X		X		X			
	Fashion: Critical Contexts (L4)	4CTA2047	X			X		X			X							X	X			
Level 5	Strategic Sales, Marketing and E- Comm (L5)	5CTA2031		X			X	X						X		X	X		X			X
	Buying and Merchandising (L5)	5CTA2032					X	X			X					X			X		X	
	Advanced Fashion Product Development (L5)	5CTA2028		X			X		X							X			X			X
	Concept to Customer for Global Markets (L5)	5CTA2035		X			X	X			X								X		X	
	Fashion: Critical Contexts (L5)	5CTA2030	X			X		X			X							X	X			X
	Fashion and Fashion Business: Major Project	6CTA2021	X				X		X	X		X				X	X		X		X	X
Level 6	Fashion Communication: Professional Practice and Promotion (L6)	6CTA2025	X		X	X					X	X			X		X		X			X
	Analytical Study: Critical Research (L6)	6CTA2020	X		X	X		X		X	X	X						X	X			X

Key: Learning Outcome which is assessed as part of the module ☒

KEY TO PROGRAMME LEARNING OUTCOME

Knowledge and Understanding

- A1. Demonstrate an ability to question, review, evaluate, and have awareness of the critical, contextual, historical, conceptual and ethical dimensions of fashion within global contexts.
- A2. Demonstrate awareness and detailed knowledge of the relationships with fashion stakeholders including global consumers, markets, environments, users, participants, goods and services, co-workers and co-creators, within a professional environment.
- A3. Demonstrate knowledge and understanding of the key developments of current and emerging digital media and technologies and of inter- and multi-disciplinary approaches to the contemporary practice of fashion.
- A4. Demonstrate an informed social awareness of cultures, diversity and identity in the context of the global fashion consumer and markets.
- A5. Demonstrate knowledge and understanding of the operational management of a Fashion Business via the customer, market sector, global supply chain, sales, marketing and associated financials and data.

Intellectual Skills

- B1. Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs.
- B2. Foster inquiry, critical thinking and curiosity in the processes of observation, investigation, speculative inquiry, visualisation and/or making.
- B3. Analyse information and experiences and formulate independent judgements articulating reasoned arguments.
- B4. Navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources.

Practical Skills

- C1. Apply relevant levels of professional competence in the realisation, presentation and communication of ideas in fashion.
- C2. Make aesthetic and functional judgements in the realisation of design ideas.
- C3. Apply appropriate techniques and methods in fashion communication in the analysis of data and the function of e-comms and related social and emerging digital platforms.
- C4. Apply appropriate techniques and methods to communicate fashion concepts and ideas through branding, creative art direction, styling and marketing and promotion.
- C5. Make appropriate use of spreadsheets for costings, financial planning, budgeting, tech packs, range plans, buy plans, line plans and for critical path development and analysis.
- C6. Apply effective problem solving and decision making using appropriate quantitative and qualitative skills, including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations.

Transferable Skills

- D1. Manage and make appropriate use of intention, process, outcome, context and the methods of dissemination.
- D2. Be resourceful and entrepreneurial, study independently, set goals, manage workloads and meet deadlines.
- D3. Interact effectively with others, for example through collaboration, collective endeavour and negotiation.
- D4. Communicate and present ideas and work to audiences in a range of situations.
- D5. Identify personal strengths and needs, and reflect on personal development.

Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D=Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Principles of Global Fashion Design	4CTA2043	D	D	D	D		D
	Concept to Customer	4CTA2054	D	D	D	D		D
	Fashion Product Development Process	4CTA2073	D		D	D		
	People, Product and Global markets	4CTA2056	D	D	D			D
	Fashion Critical Contexts	4CTA2052	D	D	D		D	D
Level 5	Strategic sales, Marketing and E-Comm	5CTA2031	D	D		D		D
	Buying and Merchandising	5CTA2032	D	D	D			D
	Concept to Customer for Global markets	5CTA2035	D	D	D	D		D
	Advanced Fashion Product Development	5CTA2028	D		D	D		D
	Fashion Critical Contexts	5CTA2030	D	D	D		D	D
	Placement Year							
Level 6	Analytical Study: Critical Research	6CTA2020	D	D	D		D	D
	Fashion and Fashion Business: Major Project	6CTA2021	D	D	D	D	D	D
	Fashion Communication: Professional Practice and Promotion		D	D	D	D	D	D

Section 2

Programme management

Relevant QAA subject benchmarking statements

Type of programme

Date of validation/last periodic review

Date of production/ last revision of PS

Relevant to level/cohort

Administrative School

Language of Delivery

Art and Design; General Business Management

Undergraduate

July 21

March 2023

Level 4 entering September 2023

School of Creative Arts

English

Table 4 Course structure

Course Details			
Course Code	Course Description	HECOS	UCAS
CTFASFB	BA (Hons) Fashion and Fashion Business	100055 (20%) / 100078 (50%) / 100109 (30%)	W231