

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	The Textile Institute
Teaching Institution	London College of Fashion
Final Award	BA (Hons) Fashion Buying and Merchandising
Length of Course	3 Years / 4 Years with placement
UCAS code	2F32
Date of production/revision	May 2018

Course Aims

This course aims to:

The aims of the degrees within the undergraduate credit rated framework identify the rationale underlying your educational experience, your own personal achievement from studying on the course and its effect upon your long term achievement and career.

Within the context of the undergraduate credit rated framework, the aims of the course are to:

- enable you to acquire knowledge and skills and related to the creative industries in general and fashion buying and merchandising in particular;
- stimulate your intellectual, creative and personal development and management of independent, strategic and critical thinking;
- enable you to apply research methods and techniques in order to review, consolidate, extend, apply and evaluate knowledge and understanding, and to initiate and carry out intellectually challenging projects;
- prepare you for entry into relevant employment or self-employment, and to allow you to respond to professional opportunities, especially in the field of fashion buying and merchandising;

- produce graduates who have a high level of professionally relevant skills, including innovation, entrepreneurship, reflective practice and communication to enable them to actively pursue career aspirations; provide opportunities for further study, professional development, training and progression to all students.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:

1. the application and analysis of fashion as a product, business, industry and a cultural phenomenon and how fashion buying and merchandising relates to this within a global context;
2. coherent and systematic knowledge of the principles of fashion buying and merchandising and the inter-disciplinary approach to problem solving, decision making and teamwork;
3. a theoretical and practical awareness of current buying and merchandising practice in relation to trend research, customer value, design and product development, garment sourcing, supply chain management, range planning and distribution, visual communication, sales analysis and profit management;
4. an ability to generate concepts and ideas through in-depth quantitative and qualitative research processes and experimentation and to communicate them through established and new media;
5. critical evaluation of arguments, assumptions, abstract concepts and data;
6. application of your knowledge, understanding, capability and creativity to initiate and carry out projects in the field of fashion buying and merchandising;
7. an ability to situate practice within cultural and historical contexts and debates;
8. evidence of engagement with the principles and attributes outlined in the UAL Creative Attributes Framework.

Learning and Teaching Methods:

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

- Lectures, seminars, workshops, tutorials, visiting speakers, self-directed study, collaboration

Scheduled Learning and Teaching

this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

BA (Hons) Fashion Buying and Merchandising

Year 1 – 19 %

Year 2 – 17 %

Year 3 – 12 %

Assessment Methods:

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- individual and group projects, summative testing, self- evaluation, essays, business reports, presentations, industry projects, final major project.

Reference Points

The following reference points were used in designing the course:

- The UAL Learning and Teaching Strategy
- The UAL Assessment Strategy
- The UAL approach to Personal and Professional Development
- Feedback from the fashion industry
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Business and Management QAA benchmark statement

Programme Summary

Programme structures, features, units, credit and award requirements:

The units you will study in Year 1, Stage 1, Level 4 are as follows:

- Introduction to Fashion Buying; 20 credits
- The Principles of Buying and Merchandising; 20 credits
- Professional Skills Portfolio
- Product Development; 20 credits
- Introduction to Cultural and Historical Studies; 20 credits
- Better Lives; 20 credits

The units you will study in Year 2, Stage 2, Level 5 are as follows:

- Research Methods for Fashion Business; 20 credits
- Cultural and Historical Studies Option Unit; 20 credits
- Merchandise Planning and Trading; 20 credits
- Retail Concept Development and Product Management; 40 credits
- Work Experience Based Learning; 20 credits

The units you will study in Year 3, Stage 3, Level 6 are as follows:

- Futures and Innovation; 20 credits
- Fashion Buying and Merchandising Strategy; 40 credits
- Final Major Project; 60 credits

A 20-credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group or one to one)
- one tutorial per term for the duration for their course of study at LCF;
- group tutorials as required
- an appropriate level of confidentiality

Distinctive features of the course:

Distinctive features of the Programme

- Provision of a vocationally relevant degree course;
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, key skills and career planning;
- Access to specialist resources at a standard appropriate to the target

industries;

- Opportunities for student choice and negotiated study;
- Preparation of students for employment or further study.

Distinctive Features of the Course

- This course is professionally relevant to the fashion industry as it will develop specialist knowledge and skills combining creativity, financial analysis, business acumen and entrepreneurship
- Buying and merchandising is applied concurrently within each unit to reflect industry practice
- This unique and specialised course gives students a competitive advantage in gaining employment in buying and merchandising within the fashion industry.
- The course provides an opportunity to study within a cross-disciplinary and multicultural environment designed to promote student interaction, shared learning and an international outlook;
- Curriculum development, learning and teaching is informed by strong staff research, professional practice and industry links
- Students are able to undertake professionally managed work placement through the Diploma in Professional Studies, with the support of LCF Careers
- A collaborative industry related project with the other BA courses within the Fashion Business Programme
- The well-established links between the fashion industries and the College support the Honours programme via curriculum development and delivery, access to industry research (WGSN for example), product development skills and project support, visiting speakers from industry and industry visits
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, professional skills and career planning.
- The London College of Fashion is well located geographically to extend its subject, industry and practice links for the benefit of all its students.

Recruitment and Admissions

Selection Criteria

The course team seeks to recruit students who can demonstrate:

- Appropriate knowledge and skills commensurate with entry requirements for the course
- Clear academic interest in the study of buying and merchandising
- Evidence of intelligent independent thinking
- An engagement with analytical and evaluative activities
- The ability to communicate visually, verbally and in writing

This might, for example, may be demonstrated by: related academic or work experience preferably within a fashion retail store environment or a work

placement at a fashion retailer; the quality of the personal statement, a strong academic or other professional reference; or a combination of these factors.

Applicants will be expected to evidence reasons **in the application** for:

- why you want to come on the course and what you will bring to the course
- an understanding of the different roles of buying and merchandising within the fashion industry.
- an awareness of fashion and the role it plays in the culture of a society
- the ability to work in a team
- a motivation to succeed on the course
- a motivation for working in buying and merchandising in the fashion industry.

Entry Requirements

Entry to this course is highly competitive: applicants are expected to achieve, or already have, the course entry requirements detailed below.

The standard minimum entry requirements for this course are:

- A Level Passes at Grade C or Above 96 new UCAS tariff points (equivalent to 220 old UCAS tariff points); preferred subjects include Maths, Economics, Business Studies, Science subjects, IT, Geography, Psychology and Languages;
- **or** Merit in Foundation Diploma in Art and Design;
- **or** at least an MMM BTEC Extended Diploma
- **or** Merit in UAL Extended Diploma;
- **or** Access Diploma with at least 45 credits at Merit level or 96 tariff points from the Access to HE Diploma;
- **or** 96 new UCAS tariff points (equivalent to 220 old UCAS tariff points) from a combination of the above qualifications or an equivalent full Level 3 qualification;
- **or** equivalent EU or non-EU qualifications;
- **And** six GCSE passes at grade A*-C with a grade B for Maths.

Exceptionally, applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference; or a combination of these factors.

Applicants are expected to show evidence of work experience or placement.

English language requirements

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.

The level required by the University for this course is IELTS 6.5 with a minimum of 5.5 in each skill.

Please visit the [UAL Language Requirements](#) page. Read carefully and look at the relevant documents.

Course Diagram

Year 1 / Level 4

Block 1 Transition to Higher Education	Block 2 Thinking Differently: Creativity, Experimentation; Introduction to Collaborative Working
Introduction to Fashion Buying 20 credits	Product Development 20 credits
The Principles of Buying and Merchandising 20 credits	Introduction to Cultural & Historical Studies 20 credits
Professional Skills Portfolio 20 credits	Better Lives 20 credits

Students successfully completing Stage 1 may progress to Stage 2 or will be eligible for the exit award of a Certificate of Higher Education.

Year 2 / Level 5

Block 3 Core Discipline	Block 4 Professional Practice
Research Methods for Fashion Business 20 credits	Retail Concept Development and Product Management 40 credits
Cultural & Historical Studies Option 20 credits	

Merchandise Planning and Trading 20 credits	Work Experience Based Learning 20 credits
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Students successfully completing Stage 2 may progress to Stage 3 or will be eligible for the exit award of a Diploma of Higher Education.

Year 3 / Level 5

Diploma in Professional Studies (Optional)	120 credits
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Optional Diploma in Professional Studies 120 credits at Level 5 (year in industry or overseas work placement)

Year 3 or 4 / Level 6

Block 5 Individual Practice	Block 5&6 Preparing for the future
Futures and Innovation 20 credits	Final Major Project 60 credits
Fashion Buying and Merchandising Strategy 40 credits	

Students successfully completing Stage 3 will be eligible for the award of BA (Hons) Fashion Buying and Merchandising.