

BA (Hons) Fashion Buying and Merchandising Programme Specification 21/22

Awarding Body	University of the Arts London
College	London College of Fashion
School	Fashion Business School
Programme	Product and Innovation Programme (L072)
Course AOS Code	LCFBABMS01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
QAA Subject Benchmark	Business and Management
Collaboration	N/A
UAL Subject Classification	Fashion business
JACS Code	N240 - Retail Management
UCAS Code	2F32
PSRB	Textile Institute
Work placement offered	Yes
Course Entry Requirements	<p>The standard minimum entry requirements for this course are:</p> <p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from two or more A Levels (preferred subjects include Maths, Economics, Business Studies, Science subjects, IT, Geography, Psychology and Languages); • Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design); • Distinction at Foundation Diploma in Art and Design; • Merit at UAL Extended Diploma;

	<ul style="list-style-type: none"> • Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma; • 112 new UCAS tariff points from a combination of the above qualifications or an equivalent full Level 3 qualification; • Or equivalent EU or non-EU qualifications such as International Baccalaureate Diploma at 25 points minimum • and six GCSE passes at grade A*-C or grade 9-4 • , with a grade B or 6 for Maths. <p>APEL (Accreditation of Prior (Experiential) Learning)</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • 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 <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language Requirements</p> <p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main English Language Requirements.</p>
Selection Criteria	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • An engagement with analytical and evaluative activities • The ability to communicate visually, verbally and in writing
<p>Scheduled Learning and Teaching</p>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	22
Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	19
Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	13
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Enable you to acquire knowledge and skills and related to the creative industries in general and fashion buying and merchandising in particular;
Aim	Stimulate your intellectual, creative and personal development and management of independent, strategic and critical thinking;
Aim	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;
Aim	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;
Aim	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;
Aim	Provide opportunities for further study, professional development, training and progression to all students.
Outcome	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;
Outcome	Coherent and systematic knowledge of the principles of fashion buying and merchandising and the inter-disciplinary approach to problem solving, decision making and teamwork;
Outcome	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;
Outcome	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;

Outcome	Critical evaluation of arguments, assumptions, abstract concepts and data;
Outcome	Application of your knowledge, understanding, capability and creativity to initiate and carry out projects in the field of fashion buying and merchandising;
Outcome	An ability to situate practice within cultural and historical contexts and debates;
Outcome	Evidence of engagement with the principles and attributes outlined in the UAL Creative Attributes Framework.

Distinctive Features	
1	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
2	Buying and merchandising is applied concurrently within each unit to reflect industry practice
3	This unique and specialised course gives students a competitive advantage in gaining employment in buying and merchandising within the fashion industry.
4	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;
5	Curriculum development, learning and teaching is informed by strong staff research, professional practice and industry links
6	Students are able to undertake professionally managed work placement through the Diploma in Professional Studies, with the support of LCF Graduate Futures
7	A collaborative industry related project with the other BA courses within the Fashion Business Programme
8	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
9	Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, professional skills and career planning.
10	The London College of Fashion is well located geographically to extend its subject, industry and practice links for the benefit of all its students.

Course Detail

Introduction

BA (Hons) Fashion Buying and Merchandising explores all levels of the market from value-orientated retailers to luxury brands.

What to expect

- Students will learn the importance of developing fashion awareness and business acumen through the analysis of buying and merchandising practice in both established, and new and emerging organisations.
- Students will explore the strategic relationship between a fashion business and its customers.
- Students will learn how businesses can develop through establishing different retail formats and entering new markets.
- The course incorporates theoretical, historical and professional study.

Work experience and opportunities

Students will be given the opportunity to undertake collaborative projects with other students, simulating industry practice. Students will also gain industry relevant knowledge by working with a prestigious fashion company. National and international industry professionals are an integral part of study, with industry providing guest lectures and student projects. The opportunity to undertake an optional industry placement year between the second and final year of the course enhances the employability of students by offering valuable experience and contacts within the industry as well as earning an additional Diploma in Professional Studies qualification.

Mode of study

BA (Hons) Fashion Buying and Merchandising runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 30 weeks.

Course Units

In Stage 1 (Year 1) you are required to complete 120 credits at level 4 in order to progress to Stage 2 (Year 2):

- Introduction to Fashion Buying and Merchandising (20 credits)
- The Principles of Buying and Merchandising (20 credits)
- Professional Skills Portfolio (20 credits)
- Product Development (20 credits)
- Fashion Cultures and Histories (20 credits)

- Better Lives (20 credits)

In Stage 2 (Year 2) you are required to complete 120 credits at level 5 to progress to Stage 3 (Year 3):

- Research Methods for Fashion Business (20 credits)
- Critical Issues in Fashion Research (20 credits)
- Merchandise Planning and Trading (20 credits)
- Retail Concept Development and Product Management (40 credits)
- Work Experience Based Learning (20 credits)

The Diploma in Professional Studies carries 120 credits, and constitutes an independent award. Credits achieved on the Diploma are not part of the final degree award.

The Diploma year is a single unit, undertaken as a form of full time study, with placement activity at its core. For those who take up the option of studying the Diploma, the experience is designed to be an integrated and assessed part of a student's journey through the course. It allows students the opportunity to experience the atmosphere, pace and discipline of working in the industry, through total involvement in the day-to-day activities of a company. It will build on the knowledge gathered through course work to practically demonstrate the roles and functions, and operations typical of the fashion industry and the student's chosen specialism.

In Stage 3 (Year 3) you are required to complete 120 credits at level 6:

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

Students successfully completing Stage 3 will be awarded the degree BA (Hons) Fashion Buying and Merchandising.

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

Learning and Teaching Methods

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

- Lectures
- Seminars
- Workshops
- Tutorials
- Visiting Speakers

- Self-directed study
- Collaboration

Assessment Methods

The following assessment methods are employed to support the integrated aims of the course outcomes:

- Individual and group projects
- Summative testing
- Self-evaluation
- Exams
- 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

Course Diagram

BA (Hons) Fashion Buying and Merchandising – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1																																				
BLOCK 1															BLOCK 2																					
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
Introduction to Fashion Buying and Merchandising (20 credits)						S																														
Professional Skills Portfolio (20 credits)											E1	E2																								
The Principles of Fashion Buying and Merchandising (20 credits)														S																						
															Fashion Cultures and Histories (20 credits)											S										
															Better Lives (20 credits)											S										
															Product Development (20 credits)											S										

LEVEL 6 – Stage 3																													
BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Futures and Innovation (20 credits)						S																							
					Fashion Buying and Merchandising Strategy (40 credits)				E1						E2														
Final Major Project (60 credits)																									E1	E2			

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable