Art and Humanities Faculty

Fashion Studies Programme

Programme Specification

Istituto Marangoni
London School
Paris School

This document provides a concise summary of the main features of the course(s) & associated award(s) offered through this Programme Specification, and includes the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities provided. More detailed information on the learning outcomes, curriculum content, teaching/learning, assessment methods for each unit and on the Programme's relationship to QAA Subject Benchmark Statements may be found in the dedicated student handbook for the Programme. The accuracy of the information in this document is reviewed periodically by the University and may be subject to verification by the Quality Assurance Agency for Higher Education.

Versioning of Programme Specification

This programme specification is valid for the period of approval confirmed at the time of the approval/last review event and relates to provision approved at that point. Programme specifications are updated on an annual basis to include modifications approved through the University's quality assurance processes.

This version provides a description of the programme as approved for the academic session indicated in section 3 of the following table.

1	***Date of initial Approval or last review:***	*May 2011*
2	***Effective date of Approved/Reviewed Programme Specification:***	*1 September 2017 – 31 August 2023*
3	***This Version effective from:***	*September 2017*
4	***Version number:***	*2017 / version 1*

Modifications to Programme Specification

Modifications to the programme specification since approval/ last review, and the cohort of students affected by the change, are listed in Section H (Log of Modifications) at the back of the document.

Cross Referencing of Programme Specifications

The following elements of provision included in this document is/ are also included in the following programme specification*s*	***Award***	***Programme Specification***
	BA (Hons) Fashion Design BA (Hons) Fashion Design and Womenswear BA (Hons) Fashion Design and Menswear BA (Hons) Fashion Design and Accessories BA (Hons) Fashion Design and Marketing BA (Hons) Fashion Styling and Creative Direction BA (Hons) Fashion Styling and Visual Merchandising BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media BA (Hons) Fashion Design (sandwich) BA (Hons) Fashion Design and Womenswear (sandwich) BA (Hons) Fashion Design and Menswear (sandwich) BA (Hons) Fashion Design and Accessories (sandwich) BA (Hons) Fashion Design and Marketing (sandwich) BA (Hons) Fashion Styling and Creative Direction (sandwich) BA (Hons) Fashion Styling and Visual Merchandising (sandwich) BA (Hons) Fashion Business (sandwich) BA (Hons) Fashion Business and Buying (sandwich) BA (Hons) Fashion Business Communication and Media (sandwich)	
Amendments made to provision listed in this table, must also be reflected in the relevant programme specifications listed above		

CENTRE FOR ACADEMIC STANDARDS & QUALITY ENHANCEMENT

Programme Specification

The information in this document is organised into the following sections:

Section A – Administrative and Regulatory Information
Section B – Outcomes
Section C – Structure
Section D – Teaching, Learning and Assessment
Section E – Programme Management
Section F – Mapping
Section G – Points of Reference
Section H – Log of Modifications

SECTION A – ADMINISTRATIVE AND REGULATORY INFORMATION

1	**Overarching Programme Specification Title**	
Fashion Studies Programme		
2	**Brief Summary**	
Istituto Marangoni's suite of undergraduate courses is designed to address and respond to the fast-paced and continually evolving fashion industry. Istituto Marangoni's proven success in teaching fashion design and business is a unique foundation from which to evolve this undergraduate programme of courses. The traditions associated with Italian fashion heritage: quality, craftsmanship and successful development from small family business into global brands, influence the programme courses. The courses combine theory, practice and critical reflection. This makes them sound foundations in undergraduate practice for industry employment and for those who wish to progress to postgraduate level. Extensive international industry links provide a dialogue whereby Istituto Marangoni is able to ensure the currency of the courses covering the creative, managerial, marketing and communication aspects of fashion study. The programme offers industry placement options (sandwich), generated by the strong links that Istituto Marangoni holds with key industry partners.		
3	**Awarding Institution**	Manchester Metropolitan University
4	**Home Faculty**	Faculty of Arts and Humanities
5	**Home Department/ School/ Institute**	Manchester Fashion Institute Apparel
6	**UCAS/UTT code(s)**	BA (Hons) Fashion Design – W230 BA (Hons) Fashion Design Sandwich – WFH0 BA (Hons) Fashion Design and Accessories – W231 BA (Hons) Fashion Design and Accessories Sandwich – W23M BA (Hons) Fashion Design & Womenswear – W234 BA (Hons) Fashion Design & Womenswear Sandwich– W23N BA (Hons) Fashion Design and Menswear – W238

		BA (Hons) Fashion Design and Menswear Sandwich – W239 BA (Hons) Fashion Design and Marketing – W237 BA (Hons) Fashion Design and Marketing Sandwich – WN51 BA (Hons) Fashion Styling and Creative Direction – WF30 BA (Hons) Fashion Styling and Creative Direction Sandwich – WG30 BA (Hons) Fashion Styling and Visual Merchandising – W23Q BA (Hons) Fashion Styling and Visual Merchandising Sandwich – W23R BA (Hons) Fashion Business – WN21 BA (Hons) Fashion Business Sandwich – WN12 BA (Hons) Fashion Business and Buying - W23K BA (Hons) Fashion Business and Buying Sandwich – W23L BA (Hons) Fashion Business, Communication and Media – W230 BA (Hons) Fashion Business, Communication and Media Sandwich – W23P
7	**Framework for HE Qualifications position of final award(s)**	Honours (Level 6)
8	**Alignment with University Curriculum Framework**	Undergraduate
9	**Engagement with the University-wide provision (eg Uniwide Language, EdLab)**	Uniwide is not available for externally validated programmes
10	**Compliance with University Assessment Regulations**	Undergraduate
11	**Approved Variations/Exemptions from University Assessment Regulations**	N/A
12	**Relationship with Faculty Foundation Year**	Successful completion of the Faculty Foundation Year entitles students to enter level 4 of 6.

Awards

13	**Final award title(s)**	BA (Hons) Fashion Design BA (Hons) Fashion Design and Womenswear BA (Hons) Fashion Design and Menswear BA (Hons) Fashion Design and Accessories BA (Hons) Fashion Design and Marketing BA (Hons) Fashion Styling and Creative Direction BA (Hons) Fashion Styling and Visual Merchandising BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying

<table>
<tr><td></td><td></td><td colspan="2">BA (Hons) Fashion Business Communication and Media

BA (Hons) Fashion Design (sandwich)
BA (Hons) Fashion Design and Womenswear (sandwich)
BA (Hons) Fashion Design and Menswear (sandwich)
BA (Hons) Fashion Design and Accessories (sandwich)
BA (Hons) Fashion Design and Marketing (sandwich)
BA (Hons) Fashion Styling and Creative Direction (sandwich)
BA (Hons) Fashion Styling and Visual Merchandising (sandwich)
BA (Hons) Fashion Business (sandwich)
BA (Hons) Fashion Business and Buying (sandwich)
BA (Hons) Fashion Business Communication and Media (sandwich)</td></tr>
<tr><td>14</td><td colspan="3">Combined Honours
There is no Combined Honours provision within this programme specification</td></tr>
<tr><td>14a</td><td>(i) Combined Honours Awards available eg:
• BSc/BA (Hons) AB
• BSc/BA (Hons) AB and XY
• BSc/BA (Hons) AB with XY

(ii) Single Honours Awards available through Combined Honours (ie Named Awards)

(iii) Approved Subject Combinations administered by this Programme Specification
(ie “home” combinations)</td><td colspan="2">N/A</td></tr>
<tr><td rowspan="2">14b</td><td rowspan="2">Approved Subject Combination administered by other Programme Specifications</td><td>Approved Combination</td><td>Home Programme Specification & Home Dept</td></tr>
<tr><td>None</td><td>None</td></tr>
<tr><td>15</td><td>Interim exit awards and Subject title(s)</td><td colspan="2">Cert HE Fashion Design
Dip HE Fashion Design
Dip HE Fashion Design and Womenswear
Dip HE Fashion Design and Menswear
Dip HE Fashion Design and Accessories
Dip HE Fashion Design and Marketing

Cert HE Fashion Styling and Creative Direction
Dip HE Fashion Styling and Creating Direction
Dip HE Fashion Styling and Visual Merchandising

Cert HE Fashion Business
Dip HE Fashion Business</td></tr>
</table>

		Dip HE Fashion Business and Buying Dip HE Fashion Business Communication and Media

Arrangements with Partners

16	**Approved Collaborative partner(s)**	Partner Name	Type of Collaborative Partnership
		Istituto Marangoni London School Istituto Marangoni Paris School	External validation
17	**Articulation Arrangements with Partners**	Partner Name	Details of Arrangements
		N/A	N/A

Professional, Statutory and Regulatory Bodies

18	**PSRB(s) associated with final award of any route within the programme specification**	N/A
19	**Date, outcome & period of approval of last PSRB approval/accreditation**	N/A

Approval Status

20	**Date and period of approval of most recent MMU review/ approval**	**(i) <u>Date of Latest review/approval</u>** 23 March 2017
		(ii) <u>Length & Dates of Period of approval given In (i) above:</u> 6 years 1 September 2017 – 31 August 2023
		(iii) <u>Major Modifications to Programme Specification since last review/approval</u> The fashion contexts change continuously creating different career paths within the fashion industry, requiring much more complex, versatile and at the same time specialist professional profiles with specific expertise. The pathway model gives the opportunity to students to make informed choices for different

		vocations in multiple areas of the fashion industry. Students will be encouraged to challenge their own professional advancement and their future career. The Istituto Marangoni proposes to extend the previous pathway model (successfully validated in 15/16) across the Fashion Studies programme, leading from 3 to 10 courses. The opportunity to launch specific pathways at BA level has occurred also from an in-depth analysis of the international education system (market research undertaken by Deloitte in 2016) and its offer in the Fashion field, which highlights the pathway model as a recurrent trend among the best institutions worldwide; a model that increases a level of diverse specialist study within an undergraduate educational offer. The adoption of this model of study enables Istituto Marangoni to provide core broad skills common to each subject in year 1 before advancing to year 2 to specialist curriculum and therefore respond to Industry requirements.
21	**Next Scheduled Review Date:**	2022/2023
22	**Programme Specification effective date:**	September 2017

SECTION B – OUTCOMES

23	**MMU Graduate Outcomes**

On successful completion of their course of study, Manchester Metropolitan University graduates will be able to:

GO1. apply skills of critical analysis to real world situations within a defined range of contexts;
GO2. demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
GO3. express ideas effectively and communicate information appropriately and accurately using a range of media including ICT**;**
GO4. develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
GO5. manage their professional development reflecting on progress and taking appropriate action;
GO6. find, evaluate, synthesise and use information from a variety of sources;
GO7. articulate an awareness of the social and community contexts within their disciplinary field.

NB the above align to the Employability outcomes on the unit specifications

24	**Programme Rationale**

Since 1935, Istituto Marangoni has been building on it's founder Giulio Marangoni's values, providing the fashion world with highly skilled professionals who respond to industry needs. He founded the Istituto Artistico dell' Abbigliamento Marangoni in Milan, with the aim of creating new courses that would support the fast-growing fashion industry in Italy, as it rapidly began to evolve at that time. Istituto Marangoni today, follows that tradition and responds in the same way by listening to industry needs and developing courses to prepare the professional experts of tomorrow.

'In 1935, Giulio Marangoni, who was always ready to head the requests of the Milanese aristocracy when it came down to style, wrote the first chapter in the story of the "Istituto Aristocratico dell'Abbigliamento", stressing how the ability to identify the most suitable cut for an outfit was actually an art form. Since then, lessons and teachings, in Milan as well as in Paris, London and Shanghai, have captured, again and again, the spirit of the times, while keeping Italy's manufacturing tradition well in mind.'

Franca Sozzani, Editor in Chief Vogue Italia 2015

Today, Istituto Marangoni is an established and recognised laboratory of aesthetic European-style culture with the finest Italian imprinting, collaborating with the most interesting names in the sector. These include global brands such as Armani, Prada, Versace, Dolce & Gabbana, Dior, Alexander McQueen, Rochas, Giambattista Valli, Fendi, Missoni and Vogue. In the same way that Giulio Marangoni as a designer, understood the needs of the industry, our current teacher-practitioners at Istituto Marangoni continue to teach with the same principles to prepare each student for a career in fashion and fashion business. Today, Istituto Marangoni alumni lead the field as creative directors of global international brands such as Tod's (http://www.istitutomarangoni.com/en/index.php/alumni/alumni-stories/detail/alessandra-facchinetti) Sonia Rykiel, Ermenegildo Zegna, Boglioli and Jill Sander (http://www.istitutomarangoni.com/en/news-events/detail/new-jil-sander-creative-director) to name just a few.

'Istituto Marangoni gave me a method, it taught me to translate my message and to take it out onto the catwalk.'

Alessandro Sartori, Creative Director Ermenegildo Zegna, 2016

Although the geographical dimension has expanded, with Istituto Marangoni holding schools today in Paris, London, Florence, Shanghai and Shenzhen, as well as in Milan, its Italian identity remains central. Istituto Marangoni uses its Italian heritage to develop and deliver its programme to a global marketplace, translating the traditions of its artistic heritage into modern sartorial creativity.

The concept of 'Italian-ness' aimed at transmitting to students during their experience at Istituto Marangoni has multiple themes:

- a very structured business vision
- an entrepreneurial attitude
- an ideology aiming at establishing itself through differentiation
- the importance of the relationship between image and fashion
- the focus on perfect execution, simplicity, attention to detail, craftsmanship and the imaginative concept of luxury
- the importance of valuing the use of textiles as an innovative tool
- the concept of 'Italian technique' to equip students to filter and discipline what inspires and bring viable products to market.

Italian fashion design and business models have influenced and continually impact on the world economy of fashion and Istituto Marangoni has maintained its founder's mission of training the fashion professionals in such key sectors as design, communication, and managerial coordination. The undergraduate programme continues to uphold the value and quality of training and contextualising learning experiences in the realities of the international marketplace.

Istituto Marangoni persists in working closely with industry, developing a suite of undergraduate courses, and its continued aim is to empower talent in fashion and design by producing valid industry professionals. Istituto Marangoni offers undergraduate level courses designed to provide students with the proficient knowledge and skills to take on positions in line with industry needs, as well as the opportunity to engage in critical debate with peers and academics and to develop a significant body of work through directed and independent activities, both of which are of value to their specialisms.

The fashion contexts change continuously creating different career paths within the fashion industry, requiring much more complex, versatile and at the same time specialist professional profiles with specific expertise. This along with the changing environment and its encompassing wider range of factors including how environmental, ethical, sustainable, sociological and ideological issues affect design, strategy, behaviour, and the direction of the fashion industry.

The pathway model gives the opportunity to students to make informed choices for different vocations in multiple areas of the fashion industry. Students will be encouraged to challenge their own professional advancement and their future career.

The pathway model of study enables Istituto Marangoni to provide core broad skills common to each subject in year 1 before advancing to year 2 to specialist curriculum and therefore respond to Industry requirements.

BA (Hons) Fashion Design

The Fashion Design course offers an in-depth overview of all aspects of the creation and design processes, linking them to the awareness of the changing needs of the contemporary fashion industry. Taught by industry specialists and professional practitioners, the programme gives students the needed breadth of skills and knowledge in design, pattern and technology for garments as well as accessories.

Starting with basic knowledge and conceptual, as well as manual design exercises, students are quickly asked to deal with existing and emerging technologies and issues in today's apparel manufacturing and retail environments. They have a clear understanding of business practices within the global clothing industry, linking it to their visual and conceptual research and design work.

Their educational path includes attending studio-based work sessions, theoretical lectures as well as seminars, group activities, museum visits, contemporary design exhibitions or trade-show visits. All these activities strongly emphasise explorations on how to integrate or combine a creative and personal idea with the commercial aspects of a defined market segment, product proposal or clientele. The course will engage students with the broader contexts that affect the fashion industry, and develop their skills and knowledge to become effective practitioners within an ethical and socially responsible environment.

Students will be exposed to different creative and technical challenges with regards to the current changing dynamics of the fashion industry. They will investigate and define personal interpretations of, for example range planning, collection design and manufacturing of clothing as well as accessories, linking them to contemporary aspects of the industry, such as branding, gender, sustainability etc.

Graduates of this course become independent, creative and critical life-long learners who can progress to industry, postgraduate studies or conduct a self-employed, global and creative life, redefining the fashion industry.

BA (Hons) Fashion Design and Womenswear

The Fashion Design and Womenswear pathway provides students with the skills and knowledge to interpret the female figure and silhouette in fashion design. From a solid design base, the course prepares them for

contemporary and future industry demands, allowing them to contemplate different market segments where womenswear is still seen as the main business driver.

The different course subjects teach and enhance technical, design and business skills necessary to create contemporary women's clothing. Starting with a general overview, students study and research femininity and the female form, applying creative design and development processes to realistic industry standards. Historical and marketing skills are contextualised and developed to assist in producing fully illustrated collections for a clearly targeted market. Students analyse and apply several marketing aspects from Fast Fashion to the luxury segment and haute couture, and undertake additional research into the history of costume.

During the womenswear pathway, students learn and apply different pattern cutting techniques, translating their ideas into toiles and finally into fully finished outfits, focusing on the multiple possibilities available to them within womenswear design, including negotiating the use of feminine fabrics, colour, silhouette, cut and proportion. Draping, a traditional design craft, also represents an important part of the pathway. Tradition is further transposed into today's world where students are encouraged to experiment and take risks with their design ideas, with new materials, colour, and decoration, in order to produce an individual style and develop their creative flair. Students produce a final, professional, contemporary womenswear collection, answering to ethical, social and cultural values, whilst maintaining a clear-targeted clientele and market in focus.

The course forms graduates with knowledge and skills in womenswear design, preparing them to the high standards required from the fashion design market, while maintaining their entrepreneurial aspirations.

BA (Hons) Fashion Design and Menswear

The Fashion Design and Menswear pathway provides students with thorough preparation in the world of men's fashion; an area of the fashion industry which is constantly receiving more and more media attention, as well as increasing brand revenue. Students will be provided with the knowledge and skills to take on contemporary fashion projects and creative menswear design profiles in this fast evolving business. The course combines basic business skills together with the necessary technical, systematic and innovative design skills needed to create a contemporary menswear fashion collection. Students will engage with the broader contexts that affect the fashion industry, and develop their skills and knowledge to become effective practitioners within an ethical and socially responsible environment.

With a solid base in fashion design, students move onto deepening their knowledge through industry based exercises and research specific to men's apparel, applying creative and development processes to design led projects. By studying the history of costume students learn how to contextualise and develop illustrated collections for a specific market, taking on board influences of the past and present. Working through all the creative and constructional stages of tailoring specific for menswear, students learn how to put together a collection considering fit, line and attention to detail.

They are encouraged to explore and apply different cutting techniques, translating their ideas into patterns and finally into complete outfits, designed and constructed to a professional standard. The course investigates the use of new and innovative fabrics and their intrinsic values for clothing, as well as questioning the 'standard' masculine line and style. The teaching of traditional craftsmanship and sartorial heritage represents an important part of the course. Students apply these multiple traditions, and contrasts, into well-executed, contemporary and individual menswear proposals. They design and elaborate a final contemporary collection, whilst focusing on a clearly targeted clientele and increasing important, and innovative, market segment.

Graduates of this course become independent, creative and critical life-long learners with specialist knowledge of contemporary menswear fashion design.

BA (Hons) Fashion Design and Accessories

The Fashion Design and Accessories course is for students who wish to develop their skills and knowledge in fashion with a defined focus in the design of accessories, preparing them for the existing and evolving demands of the fashion market, in which accessories are the core business.

The course enhances the technical, design and business skills necessary to create and design accessory products. By means of an attentive study and research into the creative design and development of the accessory from a historical perspective, students are able to contextualise their study. In addition, they analyse the managerial and marketing aspects in the discipline, and undertake research into the history of luxury accessories. Design ideas are applied to women's and men's accessory collections linked to leading brands of the sector and to the entrepreneurial aspirations of the student.

During the accessories pathway, students elaborate the concept of 'hidden luxury' associated with 'made in Italy' and European heritage craftsmanship, with great attention to traditional values, ethical and sustainable issues, manufacturing and the inter-seasonal nature of the accessories product.

Students assess current trends in accessory design, the application of traditional and innovative materials and product function together with the needs of the client and the contemporary lifestyle the client leads. The technical aspects of the development of new products are studied, as well as the industrial feasibility of the same, in accordance with the luxury and style standards of brands. Students are introduced to the exciting and newly emerging technologies and software and learn how to design and engineer three-dimensional prototypes, enabling them to create a wide range of samples of their creative ideas. In the exploration workshops of innovative materials, construction and maquette making, students acquire the skills necessary to develop their collection with confidence from concept to final product.

The course forms graduates with knowledge and skills in accessories design and prepares them to the high standards of the traditional and heritage manufacturing excellence within the luxury market.

BA (Hons) Fashion Design and Marketing

The Fashion Design and Marketing course offers an in-depth study into the creative design processes of the contemporary fashion industry, within a marketing and business context. The educational path combines creative and technical fashion design skills with an in-depth knowledge of marketing, buying and fundamentals of the fashion business, providing students with both creative skills and relevant market information.

Starting from essential and conceptual hand drawing techniques students begin to develop fashion designs and learn how to further advance their own individual design ideas via creative research. They are shown how to investigate issues in today's apparel and fashion retail environments and are introduced to existing and emerging technologies that inform fashion design. From an analysis of clothing manufacture through deconstruction, students study the language of couture composition and ready to wear, progressing through various stages of the design process from the proposal of a fashion illustration, pattern making, pattern cutting and construction, right through to the finished garment.

While designing fashion collections and creating garments students learn the principals of marketing and understand the global luxury consumer, to be able to recognise and create specific communication strategies for the fashion market. The course will engage students with the broader contexts that affect the fashion industry, becoming effective practitioners within an ethical and socially responsible environment.

Students will investigate and define their own individual collections and further develop them by considering the aspects of range planning, pricing, product development, and the organisation of manufacturing processes. This will enable students to manage various aspects of production regarding the broader fashion supply chain. Finally students will be able to understand and to create business strategies linked to the development of their own design practice, creating a business plan to support entrepreneurial

flair in the form of a collection proposal.

Taught by industry specialists and professional practitioners, the programme gives students a breadth of skills and knowledge in fashion design, marketing, and management for the fashion business. Graduates of this course become independent, creative and critical life-long learners who can progress to industry, onto postgraduate studies or conduct a self-employed, global and creative business, redefining the future of the fashion industry.

BA (Hons) Fashion Styling and Creative Direction

The creative direction pathway, aims to inspire experimentation and exploration to allow development of an individual fashion style and harness creativity.

Students will expand on their industry practical skills, through the planning organisation and implementation of fashion shoots, working, managing and being an integral member of a fashion team, whilst building contacts with photographers, models and make up artists, and expand their professional portfolio.

Photo Shoots will encapsulate various formats from still life styling and photography to the development of sets, creating narratives and propped environments, to communicate fashion stories. Editorial styling will further enhance application of the styling processes and production, embracing research of ideas, including the investigation into trends of make up, hair and beauty to inform model looks. Editorial images will be used in a published magazine format, presented to a professional standard of execution and layout.

The process will be documented through a series of reflective learning and development and peer observation. The production of final images will involve utilising enhanced skills in photo retouching, CAD, visual formatting and layout techniques using In Design. Students will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of a professional portfolio and production of a website, which represents their individual creative style. In addition, students will develop skills and knowledge to become effective practitioners, able to work within an ethical and socially responsible framework. The application of fashion writing and graphic presentation skills is integral to the presentation and communication of all visual outcomes.

Projects include the planning and realisation of advertising campaigns for multiple briefs and clients. The final units encourage students to create and manage self-initiated briefs, which are implemented through fashion editorial shoots and art direction of fashion videos. Theory and academic writing will underpin the delivery of the creative pathway through the proposal and writing of a final dissertation, which will investigate a personal topic of interest.

BA (Hons) Fashion Styling and Visual Merchandising

The pathway into fashion styling and visual merchandising, enables students to combine both creative skills with business acumen, applied to a variety of industry inspired innovative fashion concepts and outcomes. Investigation will progress learning from exterior communication strategies found in windows, to physical in store displays. The basics of display dynamics will be taught, understanding how to present fashion product, working to principles of styling and outfit building /creating core looks in order to engage the fashion consumer and generate sales.

Students will gain knowledge of how fashion product is displayed in both functional and creative ways, from looking at fixture and fitting styles and types, to use of mannequins and forms. Display installations and use of set building and propping techniques provide insight into more interactive consumer engagement as well as creating in store focal points and features.

Further investigation will explore retail environments in both physical and digital spaces, looking at case studies in store design and researching and interpreting VM trends and forecasting. Students will discover the functions of in store layout, with topics such as planning spatial hierarchies, product adjacencies, focal points and sightlines, informing exercises such as space planning and creation of floor plans.

The creative process and outcomes will be supported by robust methods of research, evidencing and rationalising concept development, processes and production of visuals. Verbal presentation techniques will be taught in order to gain practice in 'pitching' to a client. Graphics and Cad will be taught to gain professional skills in presentation and contribute to the building of a professional portfolio.

Final units will further students to gain insight in retail business strategies, and include exploration into the role of the buyer, fashion communication and branding. Students will progress to analyse new retail concepts, consumer behaviour and current retail models through Omni channels. A self-directed approach informs the research, development and realisation of a final major concept, presented in a portfolio format. In addition, students will develop skills and knowledge to become effective practitioners, able to work within an ethical and socially responsible framework.

Theory and academic writing will underpin the delivery of the creative pathway through the proposal and writing of a final dissertation, which will investigate a personal topic of interest.

BA (Hons) Fashion Business

Fashion Business is a course that provides the skills for those students, who want to enter the business aspect of the fashion industry, with a strategic and market oriented blend of the main perspectives: marketing, communication, management, buying, retail and supply chain.

The course allows students to work on branding, strategy, communication, marketing and retail, and possess a thorough knowledge of the fashion panorama. With a clear focus on the managerial and commercial aspects of fashion, students will be equipped with a thorough knowledge and understanding of the different types of businesses of the fashion industry

The sound knowledge in marketing, communication, management, buying, retail and supply chain enables them to develop an advanced appreciation of the marketing mix and the marketing communication tools available to fashion organisations. Students acquire a strategic, and market oriented blend of the main perspectives in fashion business; covering strategy, fashion marketing, communication, fashion management, brand management, retail operations, buying and global distribution.
During the course, students will develop their business expertise, in the investigation and application of the principles of business practice with a high level of numerical literacy and commercial skills to real fashion business scenarios in the global fashion marketplace.

The students' educational path includes time-tested and contemporary business practices and approaches that are analysed in order to achieve successful business goals.

Students are exposed to a interdisciplinary strategic approach to business that they will make them thinkers, who build and capitalise on their knowledge and skills, developing future facing business strategies, for their own ventures, or re-invigorating strategies, within existing businesses.

They are exposed to an advanced level of marketing and fashion management, with regards to the current changing dynamics of the fashion industry that include digital marketing, ecommerce, omni-channel consumer experiences and ethics and sustainability. Time management, teamwork, and professional presentation skills provide a correct approach to business relations and networking. Graduates of this course will cultivate brand marketing and development strategies, for a fashion product or fashion brand and they will learn the principles of economics and finance, in order to measure profitability and ensure

compliance with budgets and strategies, and implement specific cost control systems.

BA (Hons) Fashion Business and Buying

Fashion Business and Buying is a course that provides skills for business professionals with advanced fashion buying knowledge. Students complete the course fully equipped to select and purchase fashion and luxury products for retail and e-commerce using existing and contemporary business models encapsulating innovation, new media, technology and sustainability in the global buying process.

This course allows students to explore trends, stock mix, the buying calendar, range planning, pricing strategies and profitability, all crucial when planning the purchase of a seasonal fashion collection. With a clear focus on the role and responsibilities of professional buyers and merchandisers in fashion and luxury, students will be obtaining solid grounding in the profession.

The sound knowledge of merchandising and product development enables them, to accurately read and predict sales, within a high level of numerical literacy and commercial skills.

The students' educational path includes learning how to anticipate fashion trends through trend forecasting and careful analysis of fashion weeks, shows, and current issues in the fashion industry including sustainability and new media influences that effect consumer taste and therefore, buying habits. They are exposed to an advanced and detailed analysis of sales records in order to predict sales, and decide on product mix and pricing structures. Graduates of this course will cultivate both creative and business minds, with strong analytical skills in order to understand and successfully manage the supply chain of the fashion product and excellent negotiation techniques.

Students learn the technical and theoretical aspects of a buying campaign, and the impact of marketing and merchandising and visual display on sales, seeing how collections and launches are commercially viable both in store, or via online retailing.

BA (Hons) Fashion Business Communication and Media

Fashion Business and Communication is a course that provides students with a solid foundation in online, video, and print media using image and technology to create and enhance communication, specifically for the fashion and luxury markets.

This course allows students to explore fashion communication under the lens of cultural, creative, and social and business contexts, as well as the effective management of communication strategies within a fashion organisation.

Students will be looking at historical and traditional examples in dress, style, and photography, moving quickly onto captivating the magic of fashion and luxury in videos, websites and through social networks. They understand the philosophy, growth and importance of social media in business, and learn how platforms such as Facebook, Instagram, Pinterest, Twitter, and Tumblr are used by communication experts to represent an organisation, promote a product or brand, and connect consumers by creating a loyal following.

The sound knowledge of traditional and digital marketing will enable them to convey emotions through the use of images. The students' educational path will bring them to learn how to analyse, develop and filter ideas using creative research techniques, social observation and semiotics. Their narrative is part of an extensive analysis of style, placing fashion in connection with art, cinema, music, design, marketing, CSR and the society at large. Students are exposed to investigate ways to create the 'buzz' necessary to increase brand awareness, while always respecting brand image and any constraints of an assigned brief, or budget. The course focuses on editorial skills, PR and press activity, fashion writing and copyediting, media planning, creative direction and fashion shooting - perfectly balancing traditional and new media communication

activity.
Graduates of this course will cultivate managerial rigor with creativity, and technology. Throughout the course students gain a solid base in business development, publication advertising and marketing, time management, leadership, finance and budget management.

25	QAA Benchmark Statement(s)

Subject benchmark statement for Art and Design
Subject benchmark statement for General Business and Management

http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements

26	Programme Specific Outcomes

(a)

On successful completion of the **BA (Hons) Fashion Design** course, students will be able to:

PLO 1 – Demonstrate the appropriate creative, intellectual and technical skills necessary to practise within the broader fashion industry;
PLO 2 - Apply current and emerging technologies, with the intention of demonstrating diverse applications to the contemporary fashion industry;
PLO 3 - Apply flexible and imaginative approaches to your work and its design and communication context;
PLO 4 - Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education;
PLO 5 - Develop critical evaluation of the environmental and social impact of the fashion industry on a global scale and have a commitment to ethical and environmental considerations when developing design concepts.

On successful completion of the **BA (Hons) Fashion Design and Womenswear** course, students will be able to:

PLO 1 - Source, and apply varied design, commercial and cultural creative, intellectual and technical resources in design development, pattern cutting and draping, required for designing womenswear;
PLO 2 - Apply current and emerging technologies, with the intention of demonstrating a specific application to the contemporary womenswear fashion industry;
PLO 3 - Communicate ideas appropriate to current social-cultural trends and ethical issues relevant to womenswear concepts and applications;
PLO 4 – Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education;
PLO 5 - Demonstrate a refined understanding of the commercial possibilities of a fashion range and for a particular area within the womenswear market.

On successful completion of the **BA (Hons) Fashion Design and Menswear** course, students will be able to:

PLO 1 – Develop the appropriate creative, intellectual and technical skills necessary to practise within the menswear fashion industry;
PLO 2 - Apply current and emerging technologies, with the intention of demonstrating their application to the contemporary menswear fashion industry;
PLO 3 - Present ideas and information effectively using a range of skills appropriate to the specific subject area of menswear and tailoring within the fashion industry;
PLO 4 – Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education;
PLO 5 – Demonstrate knowledge and understanding with critical awareness of current social-cultural trends and ethical issues relevant to the menswear fashion market.

On successful completion of the **BA (Hons) Fashion Design and Accessories** course, students will be able to:

PLO1 – Generate original ideas and product information using a variety of methods appropriate to fashion accessories design;

PLO2 - Illustrate the application of materials, traditional craft, emerging technologies and ethical issues for fashion accessories design;

PLO3 – Identify design, construction and production matters for the fashion accessories market in a professional manner;

PLO4 – Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education;

PLO 5 - Identify the changing needs of an increasingly international and challenging accessories industry by developing their capacity to exercise both creative and specialist skills.

On successful completion of the **BA (Hons) Fashion Design and Marketing** course, students will be able to:

PLO 1 – Apply the creative, intellectual and technical skills necessary to practise within the fashion design and marketing industry;

PLO 2 - Analyse critically a variety of marketing strategies designed and implemented by different types of organisations operating within the fashion design industry;

PLO 3 - Evaluate national and international fashion markets, organisations, opportunities and customers in manufacturing and retail environments;

PLO 4 - Demonstrate an ability to collate and communicate ideas and information appropriate to the subject area within the fashion design and marketing industry;

PLO 5 – Generate the problem-solving and concept-generating approaches required by the fashion design and marketing industry for graduate employment or education at postgraduate level;

PLO 6 - Develop critical evaluation of the environmental and social impact of the fashion industry on a global scale and have a commitment to ethical and environmental improvement within ethical design concepts.

On successful completion of the **BA (Hons) Fashion Styling and Creative Direction** course, students will be able to:

PLO 1 – Demonstrate the creative, intellectual and technical skills necessary to practise within the fashion styling and creative direction industry;

PLO 2 - Apply current and emerging technologies, with the intention of demonstrating their application to the fashion styling and creative direction industry taking into account the social and environmental impact;

PLO 3 – Show an ability to collate and communicate ideas and information within the fashion styling and creative direction industry;

PLO 4 - Interact effectively with others through collaboration, collective endeavour and negotiation to achieve the shared objectives;

PLO 5 – Generate the problem-solving and concept-generating approaches required by the fashion styling and creative direction industry for graduate employment or education at postgraduate level;

PLO 6 – Demonstrate an ability to solve problems, evaluate evidence and construct and present arguments in a variety of situations relevant to fashion styling and creative direction industry.

On successful completion of the **BA (Hons) Fashion Styling and Visual Merchandising** course, students will be able to:

PLO 1 – Analyse the fashion styling and visual merchandising process and develop the creative, intellectual and technical skills necessary to practise within the fashion industry;

PLO 2 - Apply current and emerging technologies, with the intention of demonstrating their application to the fashion styling and visual merchandising industry;

PLO 3 – Show an ability to collate and communicate ideas and information within the fashion styling and visual merchandising industry;

PLO 4 – Construct retail strategies demonstrating marketing knowledge of the fashion styling industry;

PLO 5 – Generate the problem-solving and concept-generating approaches and construct and present arguments required by the fashion styling and visual merchandising industry appropriate for graduate employment or education at postgraduate level.

On successful completion of the **BA (Hons) Fashion Business** course, students will be able to:

PLO 1 - Demonstrate knowledge of the different areas of fashion business and management and how these operate within an integrated framework;
PLO 2 – Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry;
PLO 3 - Evaluate national and international fashion markets, organisations, opportunities and customers in manufacturing and retail environments;
PLO 4 - Formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury fashion market taking into account the social and environmental impact;
PLO 5 – Interpret a range of business data (both primary and secondary) with the purpose of evaluating and assessing its relevance for fashion business;
PLO 6 - Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education.

On successful completion of the **BA (Hons) Fashion Business and Buying** course, students will be able to:

PLO 1 - Demonstrate knowledge of the different areas of fashion business and management and how these operate within an integrated framework;
PLO 2 – Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry;
PLO 3 - Evaluate national and international off- and online fashion retail markets, opportunities and customers in fashion production and buying environments;
PLO 4 - Formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury fashion market;
PLO 5 – Interpret a range of business data (both primary and secondary) with the purpose of evaluating and assessing its relevance for fashion retail;
PLO 6 - Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education.

On successful completion of the **BA (Hons) Fashion Business Communication and Media** course, students will be able to:

PLO 1 - Demonstrate knowledge of the different areas of the fashion marketing communication business and how these operate within an integrated framework;
PLO 2 Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry taking into account the social and environmental impact;
PLO 3 - Evaluate national and international off- and online fashion communication opportunities in new media fashion environments;
PLO 4 - Formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury fashion market;
PLO 5 – Develop a range of effective communication strategies and assess their value for fashion media needs;
PLO 6 - Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education.

In addition, students who have engaged in and successfully passed the placement within the BA (Hons) sandwich courses will be able to:

PLO 1 - Apply theoretical understanding to practise within a working environment.

(b) Combined Honours Learning Outcomes

N/A

(c) Pass Degree Learning Outcomes

Students who do not qualify for the award of a Bachelor's degree with honours may be eligible for the award of a Pass degree. Criteria for the award of a Pass degree are detailed within the University's Assessment Regulations for Undergraduate Programmes of Study at
http://www.mmu.ac.uk/academic/casqe/regulations/assessment-regulations.php

Students who are awarded a Pass Degree in **Fashion Design** will be able to:

PLO 1 – Demonstrate the appropriate creative, intellectual and technical skills necessary to practise within the broader fashion industry;
PLO 2 - Apply current and emerging technologies, with the intention of demonstrating diverse applications to the contemporary fashion industry;
PLO 3 - Apply flexible and imaginative approaches to your work and its design and communication context.

Students who are awarded a Pass Degree in **Fashion Design and Womenswear** will be able to:

PLO 1 - Source, and apply varied design, commercial and cultural creative, intellectual and technical resources in design development, pattern cutting and draping, required for designing womenswear;
PLO 2 - Apply current and emerging technologies, with the intention of demonstrating a specific application to the contemporary womenswear fashion industry;
PLO 3 - Communicate ideas appropriate to current social-cultural trends and ethical issues relevant to womenswear concepts and applications.

Students who are awarded a Pass Degree in **Fashion Design and Menswear** will be able to:

PLO 1 – Develop the appropriate creative, intellectual and technical skills necessary to practise within the menswear fashion industry;
PLO 2 - Apply current and emerging technologies, with the intention of demonstrating their application to the contemporary menswear fashion industry;
PLO 3 - Present ideas and information effectively using a range of skills appropriate to the specific subject area of menswear and tailoring within the fashion industry.

Students who qualify for a Pass Degree in **Fashion Design and Accessories** will be able to:

PLO1 – Generate original ideas and product information using a variety of methods appropriate to fashion accessories design;
PLO2 - Illustrate the application of materials, traditional craft, emerging technologies and ethical issues for fashion accessories design;
PLO3 – Identify design, construction and production matters for the fashion accessories market in a professional manner.

Students who are awarded a Pass Degree in **Fashion Design and Marketing** will be able to:

PLO 1 – Apply the creative, intellectual and technical skills necessary to practise within the fashion design and marketing industry;
PLO 2 - Analyse critically a variety of marketing strategies designed and implemented by different types of organisations operating within the fashion design industry;
PLO 3 - Evaluate national and international fashion markets, organisations, opportunities and customers in manufacturing and retail environments.

Students who are awarded a Pass Degree in **Fashion Styling and Creative Direction** will be able to:

PLO 1 – Demonstrate the creative, intellectual and technical skills necessary to practise within the fashion styling and creative direction industry;

PLO 2 - Apply current and emerging technologies, with the intention of demonstrating their application to the fashion styling and creative direction industry taking into account the social and environmental impact;

PLO 3 – Show an ability to collate and communicate ideas and information within the fashion styling and creative direction industry.

Students who are awarded a Pass Degree in **Fashion Styling and Visual Merchandising** will be able to:

PLO 1 – Analyse the fashion styling and visual merchandising process and develop the creative, intellectual and technical skills necessary to practise within the fashion industry;

PLO 2 - Apply current and emerging technologies, with the intention of demonstrating their application to the fashion styling and visual merchandising industry;

PLO 3 – Show an ability to collate and communicate ideas and information within the fashion styling and visual merchandising industry.

Students who are awarded a Pass Degree in **Fashion Business** will be able to:

PLO 1 - Demonstrate knowledge of the different areas of fashion business and management and how these operate within an integrated framework;

PLO 2 – Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry;

PLO 3 - Evaluate national and international fashion markets, organisations, opportunities and customers in manufacturing and retail environments.

Students who are awarded a Pass Degree in **Fashion Business and Buying** will be able to:

PLO 1 - Demonstrate knowledge of the different areas of fashion business and management and how these operate within an integrated framework;

PLO 2 – Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry;

PLO 3 - Evaluate national and international off- and online fashion retail markets, opportunities and customers in fashion production and buying environments.

Students who are awarded a Pass Degree in **Fashion Business Communication and Media** will be able to:

PLO 1 - Demonstrate knowledge of the different areas of the fashion marketing communication business and how these operate within an integrated framework;

PLO 2 Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry taking into account the social and environmental impact;

PLO 3 - Evaluate national and international off- and online fashion communication opportunities in new media fashion environments.

27 Interim Award Learning Outcomes

Certificate Higher Education

Students successfully completing Level 4 (120 credits) may proceed to Level 5, or they may complete their studies at this stage and thereby qualify for a **Certificate of Higher Education in Fashion Design**.

Students successfully completing Level 4 will have developed:

ILO 1 - A basic understanding of the elements involved in the design process used in the fashion industry;

ILO 2 - A fundamental knowledge of the supporting business and fashion garment construction and

development process;
ILO 3 - The ability to take different approaches to problem solving;
ILO 4 - The ability to communicate accurately.

Students successfully completing Level 4 (120 credits) may proceed to Level 5, or they may complete their studies at this stage and thereby qualify for a **Certificate of Higher Education in Fashion Styling and Creative Direction**.

Students successfully completing Level 4 will have developed:
ILO 1 - An understanding of the basic elements involved in the communication and style analysis process used in the fashion industry;
ILO 2 - A fundamental knowledge of the supporting business and organisation of fashion shoots and the associated coordination process;
ILO 3 - The ability to take different approaches to problem solving;
ILO 4 - The ability to communicate accurately.

Students successfully completing Level 4 (120 credits) may proceed to Level 5, or they may complete their studies at this stage and thereby qualify for a **Certificate of Higher Education in Fashion Business**.

Students successfully completing Level 4 will have developed:
ILO 1 - An understanding and an appreciation of the fundamentals of fashion marketing management and the different elements of the marketing process;
ILO 2 - An understanding of the objectives and structure of a fashion business, the necessary resources and how the external environment creates opportunities and threats for the organization;
ILO 3 - The ability to take different approaches to problem solving;
ILO 4 - The ability to communicate accurately appropriate to the discipline.

Diploma of Higher Education
Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Design**.

Students successfully completing Level 5 will have developed:
ILO 1 - A sound understanding of the principles involved in the design process used in the fashion industry and how to apply these principals to fashion product development;
ILO 2 - A detailed understanding of the new fabrics and technologies that support the changes within the fashion industry;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 – The fundamental knowledge and understanding with a critical awareness of current trends and design ranges;
ILO 5 - An understanding of the cultural, social and environmental drivers and their impact on the fashion design industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Design and Womenswear**.

Students successfully completing Level 5 will have developed:
ILO 1 - A sound understanding of the principles involved in the womenswear design process used in the fashion industry and how to apply these principals to fashion product development;
ILO 2 - A detailed understanding of the new fabrics and technologies that support the changes within the fashion industry;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;

ILO 4 – Understand the relationship between design and the womenswear market in general and in the context of design practice more sophisticated grasp of specialist cutting and draping techniques;
ILO 5 – An understanding of the cultural, social and environmental drivers and their impact on the fashion design industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Design and Menswear**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principles involved in the menswear design process used in the fashion industry and how to apply these principals to fashion product development;
ILO 2 - A detailed understanding of the new fabrics and technologies that support the changes within the fashion industry;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - Understand the relationship between design and the menswear market in the context of design practice regarding specialist design development, cutting and tailoring techniques;
ILO 5 - An understanding of the cultural, social and environmental drivers and their impact on the fashion design industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Design and Accessories.**

Students successfully completing Level 5 will be able to:

ILO 1 - Apply the principles involved in the design process for the fashion and accessory industry to product, merchandising and collection development;
ILO 2 - Use techniques of embellishment, fabric manipulation, new materials and technologies within the fashion and accessory design industry;
ILO 3 - Analyse various fashion markets that allows for the development of appropriate design solutions to a proposed market;
ILO 4 - Distinguish the suitability of different approaches to problem solving within the subject field.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for **Diploma of Higher Education in Fashion Design and Marketing**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principles involved in the design process used in the fashion industry and how to apply these principals to fashion product development;
ILO 2 - A sound understanding of the principles of marketing and retail and gained an understanding of the business within the fashion industry and its relevance to fashion organisations;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Styling and Creative Direction**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;

ILO 2 - A detailed understanding of the new technologies supporting the editorial market;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Styling and Visual Merchandising**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principals involved in style and trend analysis process used in the retail industry and how to apply these principals in an visual merchandising context;
ILO 2 - A detailed understanding of the new technologies supporting the editorial market;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Business**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations;
ILO 2 - An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Business and Buying**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion buying;
ILO 2 - An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.

Students successfully completing Level 4 and 5 (240 credits) may proceed to Level 6, or they may complete their studies at this stage and thereby qualify for a **Diploma of Higher Education in Fashion Business Communication and Media**.

Students successfully completing Level 5 will have developed:

ILO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations;

ILO 2 - A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;
ILO 3 - The ability to evaluate the appropriateness of different approaches to problem solving;
ILO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.

SECTION C – STRUCTURE

28	**Structures, modes of delivery (eg FT/PT/DL etc), levels, credits, awards, curriculum map of all units (identifying core/option status, credits, pre or co-requisites) potential entry/exit points and progression/award requirements**

Fashion Design Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0050		Core	Fashion Drawing Fundamentals	30
314Z0051		Core	Fashion Design Fundamentals	30
314Z0052		Core	Fashion Collection Fundamentals	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Design

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z0091		Core	Fashion Brand Exploration	30
315Z0092		Core	Art and Fashion Exploration	30
315Z0093		Core	Personal Style Development	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Design

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0062		Core	Personal Research and Concept Development	30
316Z0063		Core	Final Major Project Fashion Design	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Design
120 credits: Final exit award - BA (Hons) Fashion Design

Fashion Design and Womenswear Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0050		Core	Fashion Drawing and Fundamentals	30
314Z0051		Core	Fashion Design Fundamentals	30
314Z0052		Core	Fashion Collection Fundamentals	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Design

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z0091		Core	Fashion Brand Exploration	30
315Z0095		Core	Art and Fashion Exploration Womenswear	30
315Z0096		Core	Personal Style Development Womenswear	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Design and Womenswear

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0065		Core	Personal Research and Concept Development	30

			Womenswear	
316Z0066		Core	Final Major Project Fashion Design and Womenswear	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Design and Womenswear
120 credits: Final exit award - BA (Hons) Fashion Design Womenswear

Fashion Design and Menswear Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0050		Core	Fashion Drawing Fundamentals	30
314Z0051		Core	Fashion Design Fundamentals	30
314Z0052		Core	Fashion Collection Fundamentals	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Design

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z0091		Core	Fashion Brand Exploration	30
315Z0097		Core	Art and Fashion Exploration Menswear	30
315Z0098		Core	Personal Style Development Menswear	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Design and Menswear

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0067		Core	Personal Research and Concept Development Menswear	30
316Z0068		Core	Final Major Project Fashion Design and Menswear	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Design and Menswear
120 credits: Final exit award - BA (Hons) Fashion Design and Menswear

Fashion Design and Accessories Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0050		Core	Fashion Drawing Fundamentals	30
314Z0051		Core	Fashion Design Fundamentals	30
314Z0052		Core	Fashion Collection Fundamentals	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Design

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z0091		Core	Fashion Brand Exploration	30
315Z0099		Core	Accessories Design Methodology	30
315Z1004		Core	The Art of Luxury	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Design and Accessories

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0069		Core	Product and Style Innovation	30
316Z0070		Core	Final Major Project Fashion Design and Accessories	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Design and Accessories
120 credits: Final exit award - BA (Hons) Fashion Design and Accessories

Fashion Design and Marketing Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0050		Core	Fashion Drawing Fundamentals	30
314Z0051		Core	Fashion Design Fundamentals	30
314Z0052		Core	Fashion Collection Fundamentals	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Design

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z0091		Core	Fashion Brand Exploration	30
315Z1005		Core	Marketing in the Fashion Sphere	30
315Z1006		Core	Crafting the Fashion Market	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Design and Marketing

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0071		Core	Personal Research and Product Management	30
316Z0072		Core	Final Major Project Fashion Design and Marketing	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Design and Marketing
120 credits: Final exit award - BA (Hons) Fashion Design and Marketing

Fashion Styling and Creative Direction Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0054		Core	Fashion Image	30
314Z0055		Core	New Media Environment	30
314Z0056		Core	Professional Fashion Panorama	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Styling and Creative Direction

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z1007		Core	Fashion Branding	30
315Z1008		Core	Still life	30
315Z1009		Core	Fashion Editorial	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Styling and Creative Direction

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0073		Core	Fashion Campaign	30
316Z0074		Core	Final Major Project Fashion Styling and Creative Direction	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Styling and Creative Direction
120 credits: Final exit award - BA (Hons) Fashion Styling and Creative Direction

Fashion Styling and Visual Merchandising Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0054		Core	Fashion Image	30
314Z0055		Core	New Media Environment	30
314Z0056		Core	Professional Fashion Panorama	30
314Z0053		Core	History of Art and Fashion	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Styling and Creative Direction

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z1007		Core	Fashion Branding	30
315Z1010		Core	Visual Display Strategies	30
315Z1011		Core	Retail Environment	30
315Z0094		Core	Fashion, Art and Cultural Context	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Styling and Visual Merchandising

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0075		Core	Fashion Retail Strategies	30
316Z0076		Core	Final Major Project Fashion Styling and Visual Merchandising	60
316Z0064		Core	Final Dissertation	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Styling and Visual Merchandising
120 credits: Final exit award - BA (Hons) Fashion Styling and Visual Merchandising

Fashion Business Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0057		Core	Introduction to Fashion	30
314Z0058		Core	Alpha Marketing	30
314Z0059		Core	The Luxury Fashion Product	30
314Z0060		Core	Principles of Business	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Business

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z1012		Core	Visual and Emotional Branding	30
315Z1013		Core	Marketing in the Luxury Sphere	30
315Z1014		Core	Fashion Lab Project	30
315Z1015		Core	Finance and Management Control	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Business

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0077		Core	Omnichannel Distribution	30
316Z0078		Core	Honours Project Fashion Business	60
316Z0079		Core	Future of Fashion	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Business
120 credits: Final exit award - BA (Hons) Fashion Business

Fashion Business and Buying Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0057		Core	Introduction to Fashion	30
314Z0058		Core	Alpha Marketing	30
314Z0059		Core	The Luxury Fashion Production	30
314Z0060		Core	Principles of Business	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Business

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z1012		Core	Visual and Emotional Buying	30
315Z1016		Core	The Contemporary Product	30
315Z1017		Core	Fashion Next	30
315Z1015		Core	Finance and Management Control	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Business and Buying

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0077		Core	Omnichannel Distribution	30
316Z0080		Core	Honours Project Fashion Business and Buying	60
316Z0079		Core	Future of Fashion	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Business and Buying
120 credits: Final exit award - BA (Hons) Fashion Business and Buying

Fashion Business Communication and Media Honours Degree: Full-time
Level 4

Core Units				
Code	Occ	Status	Unit Title	No of credits
314Z0057		Core	Introduction to Fashion	30

314Z0058		Core	Alpha Marketing	30
314Z0059		Core	The Luxury Fashion Product	30
314Z0060		Core	Principles of Business	30

On successful completion of Level 4 – interim exit award: CertHE Fashion Business

Level 5

Core Units				
Code	Occ	Status	Unit Title	No of credits
315Z1012		Core	Visual and Emotional Branding	30
315Z1018		Core	Editorial Environment	30
315Z1019		Core	Luxury Image and Brand Construction	30
315Z1015		Core	Finance and Management Control	30

On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Business Communication and Media

Placement Year (Sandwich only)

Core Units			
Code	Pre/Co-requisites	Unit Title	No of practice credits
31PLX0003	None	Placement	120

Level 6

Core Units				
Code	Occ	Status	Unit Title	No of credits
316Z0081		Core	Creative Direction	30
316Z0082		Core	Honours Project Fashion Business Communication and Media	60
316Z0079		Core	Future of Fashion	30

On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Business Communication and Media
120 credits: Final exit award - BA (Hons) Fashion Business Communication and Media

SECTION D - TEACHING, LEARNING AND ASSESSMENT

29	**Articulation of Graduate Prospects**

It is the aim of the undergraduate courses to enable students to gain employability, professional and skills enhancement, as well as offering them opportunities for progression onto postgraduate degrees. In response to the constantly evolving and expanding fashion industry, market research has shown that industry requires professionals who are ready to meet the demands.

Around 2,600 students apply to Istituto Marangoni courses each year and they are from diverse cultural backgrounds and from over 106 different countries. The uptake of careers post-qualification is on a global scale, adding to the already international network of alumni. Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Marangoni students through recruitment days organised at the schools.

Feedback is used in the placement procedures and interview stages to gain industry information and feed this back into the curriculum design. Having been informed by a range of sources, including local information from graduates to industry professionals the undergraduate courses provide students with the knowledge and skills for specialist careers in the fashion sector. They develop high levels of professionalism in relation to their work, which enables them to practice as disciplined, independent and resourceful practitioners capable of sustaining careers in a competitive and constantly changing industry. The types of roles we expect graduates from these courses to progress to range from design and consultation through to entrepreneurial careers.

The Istituto Marangoni Advisory Committee is both, a local and central, resource for the IM group to dialogue with industry professionals on an annual basis. This helps to inform curriculum development where appropriate.

Full advantage is taken of the international network that Istituto Marangoni has at its disposal, facilitating high-profile placements and job opportunities. Recent student destinations following graduation include Kering, Burberry, Richard Nicoll, Stella McCartney, Bally, Bottega Veneta, Tod's, Roger Vivier, Givenchy, Liberty, Alexander McQueen, WGSN, Hermès, Saint Laurent PR, Alberta Ferretti, Loewe, The Future Laboratory, Indigo Cow PR, MTV, Not Just a Label, Mintel, The Gentleman Blogger, Liberty, McQueen, Brand Alley, Giorgio Armani, Alexander McQueen, Safilo, Temperley, Balenciaga, Céline, Christian Dior Couture, Givenchy, Puma, Prada and Jimmy Choo.

BA (Hons) Fashion Design:

- Creative Director
- Menswear Designer
- Womenswear Designer
- Studio Director
- Trend Scout
- Textile Designer
- Costume Designer
- Product Manager
- Illustrator
- Pattern Cutter

BA (Hons) Fashion Design and Womenswear:

- Creative Director
- Womenswear Designer
- Studio Director
- Trend Scout
- Textile Designer
- Costume Designer
- Product Manager
- Illustrator
- Pattern Cutter
- Draping Specialist

BA (Hons) Fashion Design and Menswear:

- Creative Director
- Menswear Designer
- Studio Director
- Trend Scout
- Textile Designer

- Costume Designer
- Product Manager
- Illustrator
- Pattern Cutter

BA (Hons) Fashion Design and Accessories:

- Creative Director
- Menswear Accessories Designer
- Womenswear Accessories Designer
- Handbag Designer
- Shoe Designer
- Studio Director
- Trend Scout
- Costume Designer
- Product Manager
- Illustrator

BA (Hons) Fashion Design and Marketing:

- Menswear Designer
- Womenswear Designer
- Studio Director
- Product Manager
- Distribution Manager
- Marketing Director
- Supplier Developer
- Brand Developer
- Marketing Manager
- Merchandiser
- Fashion business entrepreneur
- Pattern Cutter

BA (Hons) Fashion Styling and Creative Direction:

- Fashion stylist editorial
- Fashion stylist advertorial
- Creative director
- Image consultant
- Personal stylist
- Personal shopper
- Fashion Blogger

BA (Hons) Fashion Styling and Visual Merchandising:

- Visual merchandiser
- Display designer
- Fashion stylist
- Creative team: retail
- Creative team: digital
- Creative director
- Fashion business entrepreneur

BA (Hons) Fashion Business:

- Business Developer
- Strategic Planner
- Strategy Analyst
- Distribution Manager
- Entrepreneur
- Import/Export Manager
- Marketing Director
- Operations & Logistics Manager
- Product Manager
- Project Manager
- R&D Manager
- Retail Manager

BA (Hons) Fashion Business and Buying:

- Buying manager
- Garment technologist
- Supplier Developer
- Brand Developer
- Logistics Manager
- Product Developer / Manager
- Project Manager
- Purchasing manager
- R&D Manager
- Retail Manager
- Strategic Planner
- Supply Manager

BA (Hons) Fashion Business Communication and Media:

- Digital ADV Expert
- Marketing Manager
- Digital PR & Reputation Manager
- Fashion Journalist / Blogger / Editor
- Multimedia Content Designer
- PR Manager
- Event Planner / Manager
- Marketing Manager
- Digital Strategist
- Social Media Editor / Manager
- Strategic Media Planner
- Web Content Curator

30	Curriculum Design

The curricula of Istituto Marangoni BA (Hons) courses are designed to support students and use a range of learning and teaching strategies (Ref: *Section 31*) that are suited to student needs and inclusive learning appriaches, to achieve the intended outcomes relevant to the programme, with an emphasis on developing specialised knowledge appropriate to a BA (Hons) award and to support students in critically applying this knowledge in Fashion Design, Fashion Design and Accessories, Fashion Styling and Fashion Business practice. The programme is offered as four specialist courses in the fashion subject area either as a 3-year full-time course or as a 4-year sandwich course (with placement taking place between Levels 5 and 6).

The courses are continually enriched through engagement with key academics, employers and professionals and local sources such as graduates and alumni. Especially in occasions like careers week (http://www.istitutomarangoni.com/en/news-events/detail/london-career-week) and open days students meet directly with the industry and benefit from an exchange of ideas and information first hand and begin to build their professional networks. During Paris Fashion Week and London Fashion Week school lessons are not scheduled, allowing students to volunteer their services and gain first hand experiences within the fashion world. The learning ensures the reinforcement of core and transferable skills to enhance the employment of Istituto Marangoni students within the fashion industry. The academic and practitioner-based characteristics of the teaching team incorporates a strong profile of professional practitioners, which is an excellent source of research and dialogue for students on current industry themes and practices as well as of information on the expectations from industry on candidates seeking employment. Curriculum content, teaching, learning and assessment ensure students achieve employability outcomes. Through a variety of study and assessment modes, students have maximised opportunities for progression (Ref: *Section 31*) and these also help facilitate the delivery of intended learning outcomes at the required standards.

A variety of learning strategies are employed when developing each unit and level, and careful consideration is placed on the intended objectives and the development of key knowledge or skills, responding to graduate outcomes. The delivery and effectiveness of each unit is carefully monitored on a continual basis through appropriate quality assurance processes set in place (student voice, external examination, interschool moderation, peer to peer observations, unit logs, student forums, programme committee meetings etc.). Teaching methods include: lectures, seminars, tutorials, group formal appraisal, industry visits, fairs visits, museum visits, workshops, studio practice and independent research. Every effort is made to make teaching varied and student-centred. The placement together with Personal Development Planning (Ref: *Section 33*), is an embedded support within the curriculum, giving students opportunities to evaluate the skills they have developed within the course they study and their relevance to future employment as well as to manage their own professional development reflectively. The placement opportunity within the programme on all courses is an enormously valuable tool for all students (Ref: *Section 35*) enabling them to contextualise their learning, working alongside inspiring industry teams and helps them improve their employability and employment prospects.

As these curricula are designed to address these specialisms and to develop key skills there is specific monitoring to assure quality of the courses through the Continuous Improvement Plan and consultations with academics and practitioners in industry. In addition, Directors of Education of all Istituto Marangoni schools meet monthly to discuss the programme delivery. Annually, a weeklong Education Days conference is held where school/ programme management and academic issues are discussed among all schools. Twice annually, an interschool parity meeting is organised, in which Programme Leaders from all schools exchange best practice and are facilitated in an internal quality assurance process.

31	**Learning and Teaching**

The QAA review of April 2016 identified the following good practice within Istituto Marangoni:

- The use of 'live briefs' to promote students' engagement with current sector practices, challenges and developments.
- The active engagement with a wide range of sector employers, which effectively supports curriculum development and the student learning experience.

Full report can be found by following the link below:
http://www.qaa.ac.uk/en/ReviewsAndReports/Documents/Istituto%20Marangoni/Istituto-Marangoni-HER-AP-16.pdf

The programme respects the diversity of student learning experiences and is structured with formal lectures, workshops, tutorials, seminars and self-directed study. Within this structure a range of approaches to learning and teaching is employed as appropriate. Industry specialists and visiting lecturers (industry professionals) make valuable contributions to the delivery of the curriculum and ensure important links to professional practice.

The teaching and learning strategy is central to the overall objectives of the programme. The emphasis is placed on achieving an appropriate balance between deepening the student academic knowledge and business acumen and building creative, practical and transferable skills. This strategy places the student at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities we aim to support the student to develop into a self-directed, autonomous learner who has responsibility for their own learning process.

Istituto Marangoni's teaching and learning strategy is designed to reflect the changing skills required within the fashion industry with a philosophy to being interdisciplinary. The aim is to provide the students with a broad range of practical and theoretical knowledge and skills specific to Fashion Design, Styling and Business studies and their areas of specialization, which are also applicable to the wider skills required in the workplace.

The teaching and learning methods on the programme are directly related to the aims and learning outcomes identified in the courses. To achieve the objectives each course delivers a series of practical units that support the increasing depth of the students' skills and knowledge and feeds into their theoretical practice. These practical units develop innovative and creative possibilities both for a specialisation area on the course and for the student's professional future. A similar process in theoretical study accompanies the practical units, were students are then encouraged to integrate theory and practice throughout. Applying theory to practice is inherent in all the fashion courses, which allows students to contextualise and also theorise their own practice.

Within the area of the fashion design pathway, students work on learning research methodologies and forecasting skills to support each incremental level of their learning journey. Theoretical subjects in historical fashion study and contemporary cultural movements inform the development of creative concepts; these in turn are applied to research and design development for the core subject of collection design, or creative concept development in pattern cutting. The practical outcomes exemplify theory applied to practice through the production process of creating actual physical garments from their collections, which is presented in a professional industry required layout, digitally supported utilising graphic layout skills taught in class through CAD programmes such as Photoshop; Indesign and Illustrator.

On the fashion styling pathway courses, students work on learning journals to support each incremental level of their learning journey. Theoretical subjects in style analysis and historical fashion study inform the development of creative concept development; these in turn are applied to creative proposals for the core subject of styling & visual merchandising. The practical outcomes exemplify theory applied to practice through the production process of organising a shoot through to the final fashion visual, which is presented in a portfolio layout by utilising different digital design software techniques.

For the BA pathway fashion business courses, students work on learning research methodologies and the sound knowledge in marketing & business acumen skills to support each incremental level of their learning journey.Theoretical subjects in style analysis and historical fashion study, inform the development of business concept ideas development; marketing, communication, management, buying, retail, digital and CSR; these in turn are applied to theoretical and creative proposals for the core subject of business, marketing and digital innovation. The practical outcomes exemplify theory applied to practice through the applied projects of fashion business and marketing.

All academic staff delivering the courses already have, or are working towards achieving, the Manchester

Metropolitan University PG Certificate in Academic Practice to support and maintain currency of teaching and learning practice. Academic staff is also encouraged to become Fellows of the Higher Education Academy to inform their on-going professional development and to ensure that high standards of teaching are maintained.

Learning, teaching and assessment within the programmes have been refined and developed through the Continuous Improvement Plan (CIP) derived from discussions at programme committee level management and have led to course modifications in approach and content.

In level 4 it is anticipated that the transition from A-level studies or equivalent needs to be supported by a more traditional directive approach from the lecturer. Students will be given a great deal of guidance and direction in terms of research, academic writing and how to develop creative skills and technical skills. As the student moves to level 5 they are expected to take a more proactive role in their own learning, with continued support from lecturers. By level 6, the student will be responsible for identifying the research necessary to achieve learning outcomes. The lecturer's role will have changed to that of a facilitator, enabling and supporting the student's learning autonomy.

Most units incorporate a transfer of knowledge from the lecturer to the student. The unit leaders are chosen specifically for their subject expertise.

Lectures allow the students to gain theoretical knowledge and understanding and studio/ workshops based classes allow them to process and apply the information gained from the lectures and their independent creative research. Group work develops interpersonal skills and effective team work and encourages the student to practice leadership skills, to negotiate and manage conflict, and to demonstrate sensitivity to others viewpoints.

Lectures: form an integral part of the programme and deliver key aspects of the curriculum to the students. The lectures provide a starting point for further self-directed study and independent research and for workshops and seminars.

Flipped Classroom: are used to build on themes and concepts taken from the lecture programme and encourage critical thinking. Students are encouraged to make an active contribution by sharing ideas through discussion and debate in smaller, informal groups. A range of reading materials is provided to students on Sinapto in advance of the seminars and they are expected to use this in preparation for class discussion.

Visiting Lecturers: who are normally industry specialists, are regularly invited to present workshops and master classes to all students to enhance the learning and teaching strategies.

Individual Tutorials: are used when student work is being discussed in depth or specific guidance is required for one particular student; these are especially important during assessment feed forward or feedback, PDP and in the dissertation phase. Tutorials may be face-to-face, by telephone, via email or Skype.

Small Group Tutorials: enable students to discuss and plan their work in greater detail than is possible with larger groups. These are especially important in the development of 'soft skills' related to peer critique and assessment; they encourage quieter students to develop a range of interpersonal and communication skills and help consolidate leadership skills in more confident learners.

Video Presentations: are used to enhance and broaden knowledge and understanding of a specific issue, where students are given access to technical and industry experiences within a classroom setting.

Case Studies: help analyse problems by focusing in depth on a single example (e.g. a designer, a brand, a technical solution) to help test a theory in a 'real-life' situation.

Reflective Journals and Blogs: aim to encourage the reflective thinking of each student and to extend their individual learning. They also allow the student to work in a less formal way than with a report or essay and to recognise some of the advantages of social media (rapid response, the importance of well-chosen images, topicality) while also encouraging writing and other forms of recording on a very regular basis. They have the advantage of providing a form of formative assessment: the tutor can monitor the student's work and provide individualised feedback on a regular basis, which can then inform summative assessments. Journals and blogs can also be made a available to a whole cohort of students to facilitate peer critiques. The relatively informal nature of journals and blogs makes for a useful addition to students devising their own modes of learning.

Demonstrations: are normally of a technical nature and help embed the kind of 'tacit knowledge' that is difficult to impart in lectures or seminars.

Studio / Workshop / Laboratory / Practical Sessions: have the advantage of simulating an industry environment and help develop technical, practical and creative skills, which are crucial for students' employability.

Group Work: require students to operate as a member of a group and enhance interpersonal and communication skills. Within the group, students are assigned clearly negotiated roles in a simulated professional context. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making. The group work is seen as an essential tool to develop both practical and 'soft' skills necessary for placement and employability.

Presentations: require students to use a variety of appropriate presentation methods, visual, written and oral, to present their research to tutors and peers. This contributes to wider class discussions and fosters an ability to defend ideas in a semi-structured environment, necessary for future employment.

Study Trips: are an integral part of the student experience, offering the opportunity to go beyond the classroom environment to deepen students' knowledge and understanding of a specific subject. Study trips may incur an additional cost. Details are distributed to the students at the beginning of the academic year.

Learning through research: the programme is intended to enable students to acquire research skills and competencies in order to become independent learners and to deploy a range of research methodologies, which develop the kind of critical skills that are applied in self-directed research for their research proposal and dissertation. Following the acquisition of a range of theoretical approaches to critical concepts at level 4, by level 5 the course will focus on activities, that build on students' skills to generate an awareness of the evaluative and reflective processes necessary to becoming autonomous learners. By level 6, the student is expected to use the investigative strategies, techniques and methodological approaches necessary to undertake independent critical analyses. The emphasis is on a progression from understanding, to evaluation, to reflection and eventually critical analysis.

Self-Directed Study: students are encouraged to become independent learners and to take responsibility for designing their own learning. They are expected to spend significant time researching independently in support of formal taught sessions. Gradually, the role of tutors will shift towards facilitating the students' learning process, increasing the amount of independent and self-directed studies.

Formative assessment is used as an interim support procedure for students to assess their progress and to improve their submission for final (summative) assessment; there are no marks attached to this stage of the assessment process and it does not contribute to the final unit mark. Rather, it provides an indicative measure and allows students to move forward in their learning and helps the student develop the skills of self-evaluation necessary for lifelong learning. Examples of formative feedback methods include face-to-face tutorials (including PDP), generic feedback, annotations to submissions and feedback sheets; these

address the performance of students towards achieving the learning outcomes. The small classroom environment allows the teaching teams to place particular attention on the individual learning styles of each student.

Formative assessment methods include:

- Tutorials and seminars as formative activities
- Using reflective journals and blogs (especially to support and inform tutorials) and PDP
- Project-based learning and case studies
- Peer-assessment activities
- 'Critique' sessions
- Critical reflection
- Student presentations – self and peer assessment

Industry Work Placement *– gives students the opportunity to develop the appropriate skill sets for the workplace relevant to their course and to enhance their prospects of future employment in the sector. Students are supported by the Career Services Manager and an allocated Academic tutor during this period. Students are required to keep a reflective journal, which forms part of the assessment, once on placement.*

32	**Assessment**

The assessment for these courses has been designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner and is in line with the Manchester Metropolitan University Regulations for Taught Undergraduate Programmes of Study.
http://www.mmu.ac.uk/academic/casqe/regulations/docs/assessment_icp.pdf

A table showing different types of assessment unit by unit is provided in *Appendix II*.

All assessments and methods of assessment are outlined for students in their Unit Handbook and the unit coordinator introduces students to the method and aims of assessment at the beginning of the unit as well as during formative assessment.

In *Section F* of this document, both Graduate Learning Outcomes and Programme Learning Outcomes are mapped against the variety of assessment types and percentages used. The variety of assessment methods helps students demonstrate the development of their skills and knowledge throughout the programme. The effectiveness of these methods is continuously monitored during the academic year, through student and staff performance feedback.

One week before the assessments a 'pre-assessment fair' is organised in which students' FAQs regarding assessment are addressed and assessment specific activities take place such as Turnitin tutorials.

Assessment Methods

All forms of assessment are used to help students develop skills throughout their studies. Students are made aware of the connections between formative and summative assessment through the Student Handbook and through the Unit Handbook. Students have at least one formative assessment within the first six weeks of the start of each unit and this helps support them with their studies and highlights any further support that may be needed from the student support officer or the unit leader.

Summative assessment measures the student's achievement against the course Learning Outcomes and provides an evaluation of student progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake by students where applicable. Examples of summative assessment include written assignments (essays, reports, case studies) and oral and visual presentations using a variety of media.

Assessment Quality Procedures

Clear and comprehensive internal procedures exist for markers, marking teams, including internal moderators, as well as External Examiners, within the University policies and procedures, guided by the University Regulations.

Unit handbooks with assessment briefs are scrutinised across schools at the start of the academic year and provide the students with the criteria and method of feedback for assignments. Students' feedback is monitored electronically through Sinapto and this feedback is quality assured for constructive assistance to students by sampling and levelling at the end of each term. Students also provide feedback on their experience at the end of each unit and this together with the unit leader report provides information for the CIP or Continuous Improvement Plan and ensures that the programmes reflect the needs of the students and the academic benchmarks set by QAA.

Providing Student Feedback and Evaluation on Assessment

Providing students with both feed forward and feedback on their progress is a vital component of assessment and is the key to closing the teaching, learning and assessment loop. Markers give detailed constructive developmental comments in line with published marking criteria and referring to Learning Outcomes. Feedback is given via Sinapto.

Types of Assessment

Peer- and self-assessment requires students to assess their own work and that of fellow students. It:

- encourages a sense of ownership of the process of assessment;
- assists the student to become an autonomous learner;
- helps them to develop a range of transferable skills;
- enables assessment to be part of the learning process rather than an adjunct to it.

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats (including electronic) depending on the subject and referring to Learning Outcomes.

Practical and Class-Based Projects allow students to demonstrate their understanding of a specific subject area and application of practical or technical areas of the programme.

Written Reports are required in some study areas and these will in some cases be a response to live briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing, helping prepare them for future employment.

Presentations are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media, where appropriate.

Research Proposals and Dissertations are used to demonstrate the student's ability to plan, research and deliver a sustained piece of personal research.

Marking

The marking criteria are linked to the University Standards Descriptors, which are included in the Unit Handbooks and the Student Handbook. Teaching staff has an annual induction and training in these marking processes. Assessments are both first and second marked and there is constant monitoring of the marking processes to ensure parity across courses. The External Examiner visits the schools at specified intervals to ensure that the quality of the course is assured and that the marking is fair, robust and consistent with comparable courses.

Mark and Grade for a course:

0 - 39%	Fail
40 - 49%	3rd Class Degree
50 - 59%	2nd Class, Lower Division (2.2)
60 - 69%	2nd Class, Upper Division (2.1)
70% and over	1st Class Degree

Moderation of summative assessment marks

At Istituto Marangoni, there are effective systems and procedures in place across schools for internal and interschool moderation of all units.

The marks for summative assessments are scrutinised and verified to ensure appropriateness of the marking based on the consistent application of clear, fair, consistent and transparent marking schemes. The

marks are then moderated – a process whereby the marks allocated by the first marker are examined and verified by a subject specialist tutor, not involved in the teaching of the unit or in the first marking. This is done within a specified sample to ensure fairness and consistency within the marking scheme across the cohort of students being assessed.

Following the internal moderation of marks, where assessments contribute to an award, the marking is quality assured by an appointed subject External Examiner across the schools, according to the Institutional Code of Practice and Regulations on external examining.
http://www.mmu.ac.uk/academic/casqe/regulations/docs/assessment_icp.pdf

Interschool moderation of Marks
Additionally, interschool moderation takes place after internal moderation, in order to ensure parity between London and Paris schools prior to the External Examiners' visits. The interschool moderation takes place within two weeks of the assessment in order to provide timely feedback to the students and assures consistency, transparency and fairness between schools that share the same courses. The External Examiner views samples from both schools and provides feedback on the quality of processes and procedures in assessment, and on the general health of the courses. Accurate and clear records of the results of moderation accompany assessments as evidence that procedures have been carried out in a fair and consistent manner.

Re-sits and re-submission
The Assessment Board takes place in June. Students who have failed need to re-sit 6-8 weeks later and the re-sit board takes place in September of the same academic year.

Level 4 in year recovery
Level 4 students, who have failed in term 1, have the opportunity to recover before the Progression Board.

Exceptional Factors panel
Students are informed in a timely manner of the opportunity to apply for Exceptional Factors, subject to meeting certain requirements and regulations. The Exceptional Factors panel is held in week 7, one week before assessments. Ad hoc or last minute applications for Exceptional Factors are reviewed separately.

Progression and Award Assessment Boards and Interim Boards*
Istituto Marangoni has adopted the Manchester Met University Single Tier Board structure.

Plagiarism
Istituto Marangoni follows institutional guidelines in line with Manchester Met University policies regarding plagiarism.
http://www.mmu.ac.uk/academic/casqe/regulations/assessment-regulations.php

Plagiarism is viewed as academic misconduct and a form of gaining unfair advantage, as it is important that students are assessed fairly and on equal terms with each other for the same award. Any attempt by a student to gain unfair advantage over another student in the completion of assessment or to assist someone else to gain an unfair advantage is a form of academic misconduct.

Istituto Marangoni has introduced Turnitin to support these guidelines and to help maintain academic standards. It can also be used as a diagnostic tool to enable students to identify where their draft work shows evidence of plagiarism and to remedy it before final submission. The students are introduced to the guidelines, Turnitin and indicative definitions of plagiarism during their induction week.

33	Inclusive Practice

Inclusive practice for Istituto Marangoni reflects the Equality Act of 2010 and the Manchester Met University Single Equality Scheme (SES). This ensures that the education programme embraces those that may feel marginalised or face barriers for physical, social, cultural, religious, financial or other reasons.

As a student at Istituto Marangoni, you become a member of an inclusive community that embraces equality and diversity and ethical and responsible behaviour. Istituto Marangoni aims to provide equal opportunities for all its students. Tutor support is intended to help identify and mitigate against those barriers that may prevent students from fulfilling their potential. Any students identified as able to benefit from learning support have their needs addressed by Student Services to assist them in areas such as time management. If needed, students are directed to specialists who can advise them on personalised mapping of study and who, with the student's agreement, are in contact with support staff and tutors, providing them with up-to-date information on how best to help individual students. Students benefit from sessions with the Special Educational Needs (SEN) Tutor.

Small group learning and one-to-one sessions, which enables the tutor to approach various student needs in a manner tailored to meet the needs of the individual learner.

All students are invited to take part in the Personal Development Planning (PDP) scheme with their Programme Leader (Ref: *Section 37*). The PDP is a structured process that is integral to individual students' learning. It ensures that each student engages in academic, personal and professional contexts and it is an inclusive process open to all learners. Each student on the undergraduate programmes has two meetings with the Programme Leader and/or personal tutor and these provide a framework for discussion in which the student is asked to self reflect, plan and monitor progress towards the achievement of personal objectives. The PDP helps students take responsibility for their personal, career and academic development and has proved to be a very effective tool for the management and initial identification of particular needs of the student.

34	Technology Enhanced Learning

Sinapto

Istituto Marangoni uses Sinapto, a virtual space to share knowledge and helps manage and communicate the process of teaching and learning, and communicates student progression. It is also used for tutors to organise, manage and deliver course materials making it available to students throughout their courses to facilitate their learning and assessment experience. At the beginning of each academic year, all students receive their *login* details to access Sinapto, a student-learning environment designed for Istituto Marangoni. Sinapto training for students is provided by the librarian and is part of the activities in induction week.

Through Sinapto, students on all schools and away from school are able to access and download the latest documents, forms and templates such as:

1. Student Handbook
2. Unit Handbook
3. Guidance notes on plagiarism
4. Complaints and appeals forms
5. Unit weekly hand-outs
6. Contact lists for all teaching and support staff
7. Lessons and assessment timetable.

Students are also asked to access the Student Voice via Qualtrics in order to leave feedback and also any issues can be addressed via the 'raise an issue' application, which is also found in Sinapto. Both students

and staff can view grades and assessment feedback. Sinapto is updated annually across the schools and is an important tool for the staff of Istituto Marangoni to use for programme development and to develop further employability strategies for students. In addition to Sinapto, a group wide mobile application has been developed and will be launched in 2016. This application has a wide range of user-friendly functions and will allow students to interact with each other.
Sinapto can be accessed remotely both by students and staff, on and off site school, and should there be any issues concerning access there is a dedicated IT specialist in school to help resolve them. The IT support technician is available on school daily for general maintenance, support and advice on software and the use of Sinapto.

Software and hardware resources London school:

19 Theory Classrooms

- 19 IMacs
- 1 macBookPro
- 17 Scanners
- 19 x Microsoft Office: mac 2011
- 11 x Symantec End Point 11.0
- 1 Bencq overhead projectors
- 4 Sony overhead projectors
- 5 Infocus overhead projectors
- 4 Epson overhead projectors
- 2 Optima overhead projectors

Pattern-Cutting classrooms London School:

- 2 x IMacs (for registering students' attendances)& show others
- 2x Adobe Design Premium CS6
- 2 x Symantec End Point 11.0

The London School offers pattern cutting technician support from 8:30 am to 8 pm, Monday to Friday.

Photo studio London School:

- 1 x IMac OS X El Capitan
- 1 x Microsoft Office for Mac 2011

Photo studio schedule includes a new photo studio assistant to assist students with the facility and postproduction.

3 Mac classrooms London School:

- 87 x Mac OS 10
- 87 x Microsoft Office: mac 2011
- 87x Adobe Design Premium CS6
- 21 x AutoCAD 2010 (room 302)
- 21Studio Mac (room 302)
- 63 x Symantec End Point 11.0

Library Online Resources London School:

- Bloomsbury Fashion Central
- Drapers
- E-books
- Edited
- Emerald
- Fashion Monitor

- Heritage Online
- MarketLine
- Mintel
- Manchester Met
- Retail Week
- Vogue Archive
- WGSN

Software and hardware resources Paris School:

8 Theory classrooms Paris School:

- 8 x IMac OS X El Capitan
- 8 x Microsoft Office for Mac 2011
- 3 x PCs (HP – Windows 8)
- 3 x Microsoft Office for Windows 2010
- 11 x overhead projectors
-

2 Drawing classrooms Paris School:

- 2 x IMac OS X El Capitan
- 2 x Microsoft Office for Mac 2011
- 2 x overhead projectors

2 Mixed classrooms Paris School:

- 2 x IMac OS X El Capitan
- 2 x Microsoft Office for Mac 2011
- 1 x TV screen

2 IT classrooms Paris School:

- 44 x IMac OS X El Capitan
- 44 x Microsoft Office for Mac 2011
- 44 x Adobe Premiere Pro CC 2015 Version 9.1.0
- 44 x Adobe InDesign CC 2015 Version 11.2.0.00
- 2 x overhead projectors
- 2 x scanners

Pattern-Cutting classroom Paris School:

- 1 x PC (HP Pavilion - Windows 8)

Photo studio Paris School:

- 1 x IMac OS X El Capitan
- 1 x Microsoft Office for Mac 2011

Library Online Resources Paris School:

- Vogue Archive (IM)
- WGSN (IM)
- Berg Fashion Library (IM)
- Mintel

- MarketLine (IM)
- Emerald Insight (IM)

Please note: Students registered for a Manchester Met University award, but enrolled at Istituto Marangoni, are classed as external students and have access to additional electronic resources, which can be accessed via Manchester Met University's Library Search. Due to licensing restrictions Manchester Met University cannot make all of their subscribed services available to external students. Licenses can change so access to individual Manchester Met University databases cannot be guaranteed. More information can be found in Manchester Met University's guide for external students
http://libguides.mmu.ac.uk/usrexternal

35 Placement and/or Work-based Learning Activities

…'recruiters have confirmed that a third of this year's entry-level positions are expected to be filled by graduates who have already worked for their organisations – either through industrial placements, vacation work or sponsorships.'

The Graduate Market in 2012

Through academic and career services support, Istituto Marangoni provides students with appropriate guidance before, during and after their short or long placement learning experience.

Students enrolled on the sandwich programme will undertake the Placement unit between Levels 5 and 6 for a minimum period of 36 weeks. The placement experience is designed to help prepare students for employment and they will be capable of following careers in a wide variety of sectors of the industry.

At the beginning of the academic year all students receive a Placement Handbook where they find related information and support and guidance material.

Short or long placement experience is acknowledged as being of great benefit to the student and especially to the international student in the graduate job market. Istituto Marangoni has incorporated placement into the curriculum design and it is monitored and quality assured by the Careers Services. Comprehensive guidelines for the sandwich year students are found in the Placement Handbook.

In order to achieve high quality placements, where student learning is facilitated effectively, information and compliance to placement policy (Ref: Placement Handbook) is required in a number of categories and at different stages of the placement process:

- Pre-placement consultations by the Careers Services with prospective industry partners take place prior to the placement to establish a working relationship with HR departments, recruiters and fashion brands;
- A review of all relevant placement companies are undertaken for sandwich year students by the Careers Services and ensure adherence to Health and Safety Regulations;
- A full job description from the host company is required before the student is sent for the interview.

Students in the year of study attend a number of workshops, with the aim of increasing their employability skills prior to their placement opportuniries. There are career talks and workshops on subjects including:

- Introduction to careers service and support
- CV, Cover Letter and application forms: "How to"
- Professionalism in Practice
- Researching industries and placement opportunities
- Interview Techniques

- Personal Branding and the importance of social media in recruitment
- Additional industry seminars and intensive Careers Week with industry professionals and HR's, dedicated to student placement opportunities and further employability allow students to receive some insights into the creative and business work environment from current professionals.

- Students participate in one-to-one sessions with the Careers Services and PDP with the Academic Placement Tutor in order to further enhance their personal attributes and work on areas that may need improvement. This also provides an opportunity for additional support requirements for the student to be highlighted.

- Matching a student's skills, knowledge and eligibility to fit the requirements of the placement by providing the student with an internal pre-interview, interview guidance and expert advice via Career Services.

- De-briefing the student following an interview and recording this information on the student records enables the student to discuss areas of key skill development with the Careers Manager and Careers Specialist.

- The company completes all placement documentation and health and safety documents and sends it to the Careers Services prior to the start of the placement.

The feedback data is used in the programme management Continuous Improvement Programme to build on good practice for further developments in the programme. The skills which can be realised through high quality placements include:

(transferable, work-related and employability skills)
- knowledge of the language and culture of working environments
- communications skills, e.g. business/commercial/industrial report-writing skills, oral and poster presentation skills
- time management and the ability to prioritise effectively
- self-motivation, independence/autonomy
- adaptability
- team working, interpersonal and networking skills
- general IT skills
- career planning, including occupational awareness and judgement, awareness of work-related personal values, interests and skills, application and selection process skills

(skills and competences specific to a discipline or profession)
- practical skills appropriate to a discipline or profession
- the ability to apply theoretical knowledge in practical situations
- professional communication skills (oral and written)
- professional/discipline-related computer skills

(higher skills)
- critical thinking and analysis
- problem solving
- computational skills
- project management skills
- original thinking, innovation
- enhanced self-knowledge

(changed personal attitudes and behaviours)
- self confidence, confidence in professional ability

- enhanced levels of reflection, diplomacy

Evaluation during placements

Evaluation is carried out during placements for each student. Students are visited on placement by their Academic tutor, Skype meetings are arranged for international placement and second visits.

This visit or Skype appointment provides a valuable opportunity for a member of the academic staff to hold discussions with the student one-to-one, with the aim of evaluating their placement experiences, learning and personal development.

Discussions are also held separately with the placement supervisor or line manager of the host company. If the visit or Skype meeting occurs towards the beginning of the placement, any minor problems that are identified can usually be resolved in good time.

Minor Disputes

Placement procedures ensure that a visit or Skype meeting by the allocated Academic tutor can quickly resolve problems or concerns for all parties involved and work towards strategies to remedy the situation. However in cases where this is not possible, students will be offered alternative placements to fulfil the requirements of the course.

Securing Industry Partners

There are clearly defined policies and procedures for securing and approving partners found in the Placement Handbook. Istituto Marangoni looks to the partners to provide appropriate learning opportunities to assist students to achieve the intended learning outcomes of the programme. Each company is made aware of the expectations from Istituto Marangoni. The Careers Services' Team visits new companies when necessary prior to agreeing on the placement for the student and the following criteria is used when evaluating potential placement opportunities:

- the nature of the company or business
- the appropriateness of placement work envisaged
- the type of supervision available (line management structure/ mentoring policy)
- the support for learning, induction, teaching/ training provision
- is the environment supportive of students
- will the placement fulfil the requirements of course criteria

Once the placement is secured, the Careers Services will liaise with the company by sending a Placement Request Form, to be completed by the placement provider. This document acts as an agreement to ensure that the company provides the level of experience and secures the placement conditions:

- duration
- working hours
- workplace
- company mentor for the student
- job description and tasks (ensuring tasks enable professional and skills development to fulfil the assessment requirements of the placement)
- company details
- remuneration if applicable
- company's liability insurance

Quality Assurance and Monitoring of the Industry Placement

Visits and communication by the allocated Academic tutor, liaising with the Careers Services guarantees monitoring and maintaining of a suitable professional experience for students and one that meets the learning objectives of the placement component.

At the end of the placement experience, hosting companies are asked to provide feedback on the student performance during placement, and it is submitted to the Careers Services. The assessment form includes an overall evaluation on the student performance, and focuses on the students' adaptation to the working environment and their work ethic.

The students at the end of the placement provide feedback on their placement providers. Students are asked whether or not they would recommend their placement to others and to give their reasons and to rate their placement experience.

The placement adheres to The QAA Quality code, Chapter B10: Managing Higher education provision with others, and with Manchester Met University Institutional Code of Practice for Placement and Work-based Learning:
http://www.mmu.ac.uk/academic/casqe/regulations/docs/placement_icp.pdf

36	**Engagement with Employers**

Istituto Marangoni has a long tradition of successfully preparing student for the needs of the fashion system through a collaborative engagement with the industry.

Current and future views on industry activity, which may include the understanding of new business models and current forms of communication such as the digital revolution, have informed programme design at Istituto Marangoni. Employer engagement is an integral part of its long-term vision and an important element of programme development and of value for the student experience. In order to reinforce this, industry plays a key role in the activities within the schools. The programme of guest lectures, company visits, industry seminars and study visits to international trade shows, further embed industry practices and enable students to form valuable links with potential employers.

The programme team engages with employers on a regular basis, through a variety of means including industry briefings, seminars and conferences. As many of the tutors on the programme are professional practitioners, they bring with them a wealth of current information on the fashion industry along with their own network of practitioners, all with a perspective on this continual rapidly changing industry of Fashion and Fashion Business. The Sandwich programme option has enabled further involvement with employers and this has enriched the curricula of the courses as many companies have now provided seminars. Early consultation with industry has been used as a method of ensuring that the programme proposals reflect the depth of knowledge that industry requires.

The curricula of the programmes have been designed to support students to achieve the intended outcomes within a strong industrial and academic context to support employability, reflecting an overarching depth in subject knowledge. Whilst designing the programmes, relevant industry specialists are consulted, together with academic staff, either through panels or through on-line questionnaires.

Both, London and Paris schools, invite recruiters and HR managers regularly into the schools and to held seminars and workshops to support students in their professional growth also to provide insight into the industry requirements.

Alumni are also consulted and invited to offer their expertise and feedback following initial employment in their given specialisms in events such as CV clinics, interview techniques, portfolio surgeries and recruitment forums.

The networking result of such processes increases the employability of students and their ability to secure placements. Consistent reflective processes through meetings, which include the student, employer and Istituto Marangoni staff, means that the relationship between all parties is strengthened and improved through monitoring and improving of all placement and recruitment procedures. Strong links with

companies and their HR departments have proven invaluable in strengthening these processes and have impacted on the content of the placements offered to students.

37	Personal Development Planning

The Personal Development Plan has been structured to address the QAA's personal development planning guidance for institutional policy and practice in higher education (2009).

PDP is a tutorial process encouraging students to reflect on their personal and professional development. It encourages students to assess their current skill levels and those developed through different extra curricular opportunities, including part-time work, voluntary work, other social activities and external studies beyond the programme.

The value of the Personal Development Plan is explained in the Induction Days to all registered students on each level of the courses, and there are meetings with a key tutor to assist students' knowledge, understanding and transferable skills to support lifelong learning.

This programme conforms to the PDP framework of Manchester Met University's Fashion Faculty. The University views PDP as a process that embedded within the curriculum and as an on-going process that reflects on students development as learners, as well as building on their aspirations for future learning and professional practice.

PDP/Individual Development Tutorial
All students on all courses and on all levels are invited to participate in the PDP session. Students prepare themselves for this tutorial through a reflective survey. The PDP is a structured and supported process to develop the capacity of individuals to reflect on their own learning and achievement, and to plan for their own personal and educational career development. This is supported and guided by a set of questions from their key tutor. Initially students will be asked to reflect on their existing skills and determine where their strengths lie. They will be assisted in determining their development needs and the setting of strategic goals for personal and professional growth progressively throughout the course. Especially in level 4 of the Fashion Design and Fashion Design and Accessories pathway course students will be assisted in making an informed choice of their academic progression, based on their interest, passion and abilities, experienced in project work. Success in achieving academic and professional goals is determined in a variety of ways, through their studies and extra-curricular activities. With the support of the tutor, the student is able to monitor, recognise and record these successes, setting further goals as required.

Throughout the course, all students are given the opportunity to meet with the school career service manager and discuss their future employment goals.

SECTION E - PROGRAMME MANAGEMENT

38	Programme Specific Admission Requirements

The Admissions Panel considers professional qualifications, and/or experience, on an individual basis.

Entry into Level 4

- The normal minimum age for entry shall be 18 years.
- The normal entry requirements is:

- recognised foundation course at QCF level 3

or

- minimum of 80 UCAS tariff points

or

- International Baccalaureate (or equivalent)

or

- BTEC Higher National Diploma or Certificate (MMP or equivalent)

or

- BTEC National Diploma (or equivalent)

or

- Scottish Certificate of Education with passes in the three subjects at Higher Grade (C or above) and two subjects at Standard Grade (3 or above)

or

- Irish Leaving Certificate with a minimum of 4 at grade C or above at Higher/Honours Level

The Admissions panel may accept other qualifications as are deemed to be acceptable in lieu of the specified above.

Undergraduate courses:

IELTS	6.0, with no element below 5.5

Entry to Other Levels

- Direct entry into Level 5 is only be considered if the following requisites are demonstrated by the applicant with evidence of:

- Appropriate level of study & skills demonstrated in a body of work comparable to the learning outcomes of Level 4 i.e. portfolio (when appropriate to the subject of study)
- Credits successfully undertaken relating to study at comparable programme at a similar institution at Level 4
- Work experience that relates to skills needed at this level.
- In the UK, applicants could typically have already achieved the following:

  - Foundation Degree in a relevant subject

  or

  - Equivalent qualification in a relevant subject at another institution

  or

- Can demonstrate equitable skills and commitment to study

- Students wanting to study the sandwich course may apply for entry into the Placement Year with a relevant Foundation degree or equivalent, but must be able to demonstrate that previous study has allowed them to achieve the learning outcomes of either:

  - Level 5 of a BA (Hons) Fashion Design
  - Level 5 of a BA (Hons) Fashion Design and Womenswear
  - Level 5 of a BA (Hons) Fashion Design and Menswear
  - Level 5 of a BA (Hons) Fashion Design and Marketing
  - Level 5 of a BA (Hons) Fashion Design and Accessories
  - Level 5 of a BA (Hons) Fashion Styling and Creative Direction
  - Level 5 of a BA (Hons) Fashion Styling and Visual Merchandising
  - Level 5 of a BA (Hons) Fashion Business
  - Level 5 of a BA (Hons) Fashion Business and Buying
  - Level 5 of a BA (Hons) Fashion Business Communication and Media

In the appropriate subject area.

- Applicants will normally be expected to have achieved 50% in Level 5 of their Foundation Degree to be accepted for the Honours Degree and demonstrate at interview their commitment to further study.

- Students may also apply for entry at Level 6 with a relevant Foundation degree, or equivalent, but must be able to demonstrate that previous study has allowed them to achieve the Learning Outcomes of:
    - Level 5 of a BA (Hons) Fashion Design
    - Level 5 of a BA (Hons) Fashion Design and Womenswear
    - Level 5 of a BA (Hons) Fashion Design and Menswear
    - Level 5 of a BA (Hons) Fashion Design and Marketing
    - Level 5 of a BA (Hons) Fashion Design and Accessories
    - Level 5 of a BA (Hons) Fashion Styling and Creative Direction
    - Level 5 of a BA (Hons) Fashion Styling and Visual Merchandising
    - Level 5 of a BA (Hons) Fashion Business
    - Level 5 of a BA (Hons) Fashion Business and Buying
    - Level 5 of a BA (Hons) Fashion Business Communication and Media

  In the appropriate subject area.

It is also essential that international students have sufficient command of English to meet the higher requirements of the programme in every respect at this Level.

Entry into Level 6 a student must have a minimum IELTS 6.5

International Applicants
International applicants, for Level 4, must have sufficient command of English to meet the requirements of the programme in every respect. If they have previously studied in the UK students are normally expected to have attained either a grade c or above in GCSE English Language or the equivalent. Other international applicants, for whom English is not their first language, IELTS at grade 6 (with no element below 5.5) is a requirement for the admission to the programme.

As above, incremental learning throughout the course would make it necessary for Level 6 applicants to have an IELTS score of no less than grade 6.5.

Admission Exemptions
Exceptionally, the Admissions panel may accept an applicant whose qualifications do not conform to the standard requirements.

Accreditation of Prior Certificated Learning (APCL)
Istituto Marangoni allows students who provide evidence of prior learning to be considered for exemptions for parts of their academic programme when they can demonstrate that their existing knowledge and skills meet some of the requirements of the programme. APCL may be used towards the credit requirements of a Manchester Met award. The responsibility for making the accreditation claim / proposal rests with the student / applicant making the claim. Claims will be matched to the learning outcomes, level and credit value of a specific whole unit, multiple units or a whole level within a specific Manchester Met target award.

Accreditation of Prior (Experiential) Learning (AP(E)L)

The Admissions Officer in compliance with Manchester Metropolitan University's Accreditation of Prior Learning (Experiential) Scheme will consider applicants for admission with prior learning or prior experiential learning on an individually basis.

http://www.mmu.ac.uk/academic/casqe/regulations/docs/admissions_policy.pdf

NB Minimum admission points for entry to the University are reviewed on an annual basis. For entry requirements refer to the current University on-line prospectus *http://www.mmu.ac.uk/study/*

Course transfer procedure for pathway courses

Students wishing to be considered for advanced entry into BA (Hons) Fashion Design, Fashion Design and Womenswear, Fashion Design and Menswear, Fashion Design and Accessories, Fashion Design and Marketing, Fashion Business, Fashion Business and Buying, Fashion Business Communication and Media, Fashion Styling and Creative Direction and Fashion Styling and Visual Merchandising will be advised from other Istituto Marangoni London/ Paris courses to undertake a pastoral academic advice one-to-one session with their current and proposed Programme Leader. Where the suitability and academic preparation of the students is confirmed, the student will submit a formal course transfer application. Students will be considered normally at the end of Level 4 for advanced entry into the course.

39 Programme Specific Management Arrangements

Istituto Marangoni specific management arrangements are found in the Programme Management Report. There are no additional responsibilities over and above those outlined in the aforementioned document apart from the Link Tutors ones, outlined in Section 40.

Each school has a dedicated Director of Education and School Director. The undergraduate programme has a programme leader who manages, monitors and oversees the quality assurance of the courses.

The Link Tutor's role is crucial to the successful operation of the collaborative provision with Manchester Metropolitan University. A Link Tutor is appointed both at the partner institution Istituto Marangoni and at Manchester Metropolitan University for the collaborative programmes undertaken. Together they offer help, support, guidance and advice, and also monitor adherence to Manchester Metropolitan University quality arrangement procedures. The partner Link Tutor and other relevant staff have been invited to attend Manchester Metropolitan University programme committees or departmental meetings. The Istituto Marangoni Quality Assurance Specialists and Link Tutor attend Award Boards.

Istituto Marangoni recruits academically qualified Professional Practitioners who undertake teaching roles. This reflects Istituto Marangoni's commitment to its heritage and teaching policy. Subject-specific Technical Support Tutors have been employed since 2013 to support the pattern-cutting and garment production on both London and Paris schools; all students are supported by subject-specific technicians when required.

Teaching staff liaise with the Programme leaders for the following:

- subject and curriculum developments
- seminar and lecture proposals
- placement tutorials
  personal development planning
- updating of information concerning space resources that might be required
- book lists for the developments of the school learning resources
- meeting with Programme Leaders in both one-to-one and plenary meetings twice a year
- play the key role in grading and giving valuable feedback during assessments
- maintaining the quality of academic standards by supporting the rules and regulations concerning assessment procedures and conduct of the student body

• actively participate in the peer review system and CPD

Validated Provision

Meetings are held as part of The Continuous Improvement Plan (CIP) during the bi-annual Programme Committee Meetings. It is at this meeting that modifications to the courses are discussed and then approved if appropriated to the enhancement of learning by Manchester Met University Head of Department.

As recommended for all Collaborative Partnerships, Link tutors are present during all programme committee and assessment boards. The link tutors are seen as vital components to the successful management of the courses and the dialogue between the partnerships is supported by:

- Reflective meetings arranged in Manchester Fashion Institute, Istituto Marangoni, London and Paris. Link Tutor reports for Manchester Met University are updated monthly and fed back to the collaborative partnership officer.

- Meetings between department areas such as Student Services, Quality Assurance and Careers Support are supported and facilitated by Manchester Fashion Institute. The IM Link Tutor is regularly invited to Collaborative Link Tutor Seminars.

Cross-school moderation is a programme specific arrangement and is conducted in relation to summative assessment at undergraduate's level, to monitor and ensure parity of marking across schools for the same programmes. It is managed by the Academic Director, Programme leader and involves the External Examiner and link tutors.

40	Staff Responsibilities

The **Istituto Marangoni Link Tutor** plays an integral role to the success of the programme and their responsibilities include:

- Liaison with the Manchester Met University Link Tutor, overseeing compliance with the Collaborative Agreement, its schedules and the Programme Specification;
- Liaison with the Manchester Met University Link Tutor, overseeing the administration of assessment and moderation arrangements on behalf of Manchester Met University;
- Ensuring that programme management data (relating to the elements of the programme delivered under collaborative arrangements) such as admissions, retention, attendance, withdrawal, progression and completion, student satisfaction surveys etc., is submitted in a timely manner to Manchester Met University Quality Administrator;
- Ensuring, in coordination with the partner's Marketing Team and the Manchester Met University Collaborative Partnerships Office, that all material published by the partner in any format (relating to the elements of the programme delivered under collaborative arrangements) such as student handbooks and recruitment information has been approved by Manchester Met University and is accurate;
- Ensuring that the Manchester Met University Link Tutor has the latest publicity materials that the partner uses to promote the collaborative provision;
- Ensuring that the Manchester Met University Link Tutor receives the CVs of any staff teaching or supporting the collaborative programme that have been recruited to this role since the previous programme approval or review.

Furthermore, the Manchester Met University Link Tutor ensures:

- Maintenance of regular contact with the Manchester Met University Programme Leader (where

appropriate) and the Partner Link Tutor or the Partner Programme Leader (where appropriate);

- Guidance on wider HE issues, for example QAA audits and HEFCE matters, etc.;
- Advice on general programme and module development along with associated policies and procedures;
- Supporting the Partner Link Tutor and other partner staff in their understanding of and contribution to the CIP document prior to partner acceptance;
- Ensuring that partner staff and students are fully aware of Manchester Met University progression routes, providing advice for students who, upon successful completion of their collaborative programme, wish to progress to further study at Manchester Met University and inviting them where appropriate to Manchester Met University 'visit days';
- Discussions with the Partner Link Tutor on possible training events for partner staff involved with collaborative programme delivery such as a 'mock exam board' for new partners or invitations to relevant Manchester Met University lectures and workshops.

Istituto Marangoni follows Manchester Met University programme management standard responsibilities document found on:
http://www.Manchester Met University.ac.uk/academic/casqe/event/docs/delivery.pdf

NB: the University's Management of programme Delivery is available from:
http://www.mmu.ac.uk/academic/casqe/regulations/policies.php

41	**Programme Specific Academic Student Support**

Istituto Marangoni's policies ensure that various mechanisms are in place to enhance the student experience in an academic, practical and pastoral capacity:

I. programme leaders are set in place as a first point of contact to acquaint students with the regulations and issues arising on the programme;
II. undergraduate Student Services for referral of students where appropriate;
III. programme and Student Handbooks are available to give relevant information;
IV. induction programmes on using the Library, IT, school facilities and Media Services, on the course contents and objectives;
V. student group representatives elected to the Programme Committee as the student voice;
VI. programme Leaders guide students to ensure they receive the most appropriate learner and academic support provisions;
VII. the Library provides information literacy training via face-to-face sessions. The librarian provides additional one-to-one support, helping students locate information for their research areas. This support is also available to students by email.

Student Services

A dedicated Student Service is available for all students on the undergraduate programme. They act as the first point of contact for students in both academic and personal counselling. For academic counselling, Student Services liaise with tutors, unit leaders and the programme leader to offer practical advice to resolve specific academic difficulties. A written record of these tutorials is kept in the student file for reference and to assist in the monitoring of student progress.

For matters of pastoral care, Student Services will help students to:

- Find their way around the school and city
- Manage their time
- Deal with stress
- Get the best from their course
- Understand and apply the school's rules

- Any other subject that may hinder a student's learning that the student wishes to disclose

One-to-one appointments may be made by phone, through the receptionists in school or by email. Students can expect to be seen within 48 hours of first making contact.

Generic academic student support is provided to all students in line with the guidance outlined in the University's Student Handbook.

The University Student Handbook is available from: http://www.mmu.ac.uk/studenthandbook/

For collaborative partners only:
The Collaborative Partner Student Handbook is available from:
http://www.mmu.ac.uk/academic/casqe/collaborative/docs/1617_CP_Student_Handbook.pdf

42	**Programme Specific Student Evaluation**

The Programme complies with current institutional evaluation policies. *NB University information on Student Evaluation is available from:*
http://www.mmu.ac.uk/academic/casqe/experience/voice/docs/evaluation_of_opinion.pdf

The Programme complies with current institutional evaluation policies. The active participation of students in Istituto Marangoni's quality assurance and enhancement processes is an essential and valuable component in maintaining and improving the quality of learning opportunities; all student opinions are evaluated by Directors, Programme Leaders, Unit Leaders and tutors.

Continuous Monitoring and Improvement processes
The responses are used as key indicators in the processes for the assurance and enhancement of academic quality and are a required element of evidence-based data for the Continuous Monitoring and Improvement processes, which are periodically reviewed. They are also essential as a component of the evidence base for programme approval, review and modification.

Istituto Marangoni gathers student opinion in a variety of ways both formally and informally. A range of methods are available, which may include the following:

- on-line questionnaires; Student Voice;
- informal contact with the Programme leader and subject tutor, for example during lectures and through appointments with academic staff;
- brief 'snapshot' surveys, for example distributing 'post-it' notes in classes and inviting views on a particular topic, with the results being reviewed and discussed, with the aim of responding to these views as soon as possible and before the formal end of unit evaluation;
- end of unit evaluation;
- end of academic year online questionnaires when students are invited to reflect on their overall school experience. Issues are taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Programme Committee;
- Staff-Student Liaison Committees
- Student Forum.

All online feedback given by students is anonymous.
In order to 'close the feedback' loop and to communicate any improvements resulting from student participation, at least twice every academic year programme teams relate back to students the actions taken in response to student views in the CIP (*Continuous Improvement Plan)*.

Students are asked to respond to a series of questions, for example, if they are clear about what they are

meant to be learning in the unit, if the teaching helps them learn effectively and if they have developed new or existing skills. The data is analysed and the Programme Leader is required to comment on:

- key strengths and issues arising from student performance;
- key strengths and issues arising from student feedback;
- actions and improvements for the next academic year.

Programme leaders are also required to respond to these issues and those identified within the External Examiner's reports that require further action, which are then considered when working through changes to the programme through the Continuous improvement plan.

Student feedback on course delivery is essential to programme development, and student comments are used to enhance both the successful management of the programme and teaching/learning strategies. All students are asked to provide feedback at the end of each unit of study as well as at the end of the entire programme.

Student observations are registered through the tutorial system and through the *student voice* on Programme Committees. Questionnaires are also used to elicit student views and opinions. The data gathered from all of these mechanisms is used for Continuous Monitoring & Improvement and forms part of the development of the Programme *Continuous Improvement Plan*

As detailed previously, Student Representatives are elected each year to act as the student 'voice' at Programme Committee meetings. It is the task of the Programme Leader to ensure that student representatives are fully aware of their role and responsibilities, and the Programme Leader is expected to support them in the fulfilment of their duties.

The role of student representatives is:

- to bring key issues concerning the management of the programme (including learning, teaching, assessment and learning support) to the attention of the programme team;
- to represent their fellow students;
- to participate in the Continuous Monitoring and Improvement Planning as members of the Programme Committee;
- to provide advice to the programme team on issues relating to the quality of the student learning experience;
- to provide advice to the programme team on the operation of processes for the polling of student opinion on the learning experience, its analysis, response and publication;
- to be consulted about proposals for programme development;
- to be members of the Student/Staff Liaison Committee.

NB University information on Student Evaluation is available from:
http://www.mmu.ac.uk/academic/casqe/experience/voice/docs/evaluation_of_opinion.pdf

SECTION F – MAPPING

MAP I

RELATIONSHIP TO SUBJECT BENCHMARK STATEMENT(S)

Provide a map that identifies how subject benchmark statements relate to the programme learning outcomes, and which provides a cross-check to ensure that all the outcomes are assessed in the programme specification. Subject Benchmarks are available from the QAA website. Include core and option units

Map guide:

Insert K to indicate Knowledge and Understanding
Insert S to indicate Skills

BA (Hons) Fashion Design

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	Fashion Drawing Fundamentals	Fashion Design Fundamentals	Fashion Collection Fundamentals	History of Art and Fashion	Fashion Brand Exploration	Art and Fashion Exploration	Personal Style Development	Fashion, Art and Cultural Context	Personal Research and Concept Development	Final Major Project Fashion Design	Final Major Project Fashion Design	Final Dissertation	**Skills** **Mapping (S)** ←
generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	KS	KS	KS	K	K	KS	KS	K	KS	K S	K S	K	select, test and make appropriate use of materials, processes and environments
artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators	K	K	KS	K	KS	KS	KS	K	KS	KS	KS	K	the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	KS	KS	S	K	KS	KS	KS	K	KS	KS	KS	K	be resourceful and entrepreneurial.
the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general	KS	KS	KS	K	K S	KS	KS	K	KS	K S	K S	K	manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination
			S		S	S	S		S	S	S		employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making

DRAFT

SECTION F – MAPPING

MAP I

RELATIONSHIP TO SUBJECT BENCHMARK STATEMENT(S)

Provide a map that identifies how subject benchmark statements relate to the programme learning outcomes, and which provides a cross-check to ensure that all the outcomes are assessed in the programme specification. Subject Benchmarks are available from the QAA website. Include core and option units

Map guide:

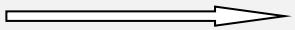
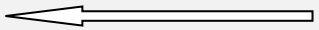
Insert K to indicate Knowledge and Understanding
Insert S to indicate Skills

BA (Hons) Fashion Design

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	**Fashion Drawing Fundamentals**	**Fashion Design Fundamentals**	**Fashion Collection Fundamentals**	**History of Art and Fashion**	**Fashion Brand Exploration**	**Art and Fashion Exploration**	**Personal Style Development**	**Fashion, Art and Cultural Context**	**Personal Research and Concept Development**	**Final Major Project Fashion Design**	**Final Major Project Fashion Design**	**Final Dissertation**	**Skills** **Mapping (S)** ←
generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	KS	KS	KS	K	K	KS	KS	K	KS	K S	K S	K	select, test and make appropriate use of materials, processes and environments
artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators	K	K	KS	K	KS	KS	KS	K	KS	KS	KS	K	the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	KS	KS	S	K	KS	KS	KS	K	KS	KS	KS	K	be resourceful and entrepreneurial.
the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general	KS	KS	KS	K	K S	KS	KS	K	KS	K S	K S	K	manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination

			S		S	S	S		S	S	S		employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making

BA (Hons) Fashion Design and Womenswear

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** 	**Fashion Drawing Fundamentals**	**Fashion Design Fundamentals**	**Fashion Collection Fundamentals**	**History of Art and Fashion**	**Fashion Brand Exploration**	**Art and Fashion Exploration Womenswear**	**Personal Style Development Womenswear**	**Fashion, Art and Cultural Context**	**Personal Research and Concept Development Womenswear**	**Final Major Project Womenswear**	**Final Major Project Womenswear**	**Final Dissertation**	**Skills** **Mapping (S)** 
generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	KS	KS	KS	K	K	KS	KS	K	KS	K S	K S	K	select, test and make appropriate use of materials, processes and environments
artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators	K	K	KS	K	KS	KS	KS	K	KS	KS	KS	K	the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	KS	KS	S	K	KS	KS	KS	K	KS	KS	KS	K	be resourceful and entrepreneurial.
the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general	KS	KS	KS	K	K S	KS	KS	K	KS	K S	K S	K	manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination
			S		S	S	S		S	S	S		employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making

BA (Hons) Fashion Design and Menswear

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	**Fashion Drawing Fundamentals**	**Fashion Design Fundamentals**	**Fashion Collection Fundamentals**	**History of Art and Fashion**	**Fashion Brand Exploration**	**Art and Fashion Exploration Menswear**	**Personal Style Development Menswear**	**Fashion, Art and Cultural Context**	**Personal Research and Concept Development Menswear**	**Final Major Project Menswear**	**Final Major Project Menswear**	**Final Dissertation**	**Skills** **Mapping (S)** ←
generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	KS	KS	KS	K	K	KS	KS	K	KS	K S	K S	K	select, test and make appropriate use of materials, processes and environments
artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators	K	K	KS	K	KS	KS	KS	K	KS	KS	KS	K	the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	KS	KS	S	K	KS	KS	KS	K	KS	KS	KS	K	be resourceful and entrepreneurial.
the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general	KS	KS	KS	K	K S	KS	KS	K	KS	K S	K S	K	manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination
			S		S	S	S		S	S	S		employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making

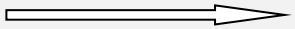
BA (Hons) Fashion Design and Accessories

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	**Fashion Drawing Fundamentals**	**Fashion design Fundamentals**	**Fashion Collection Fundamentals**	**History of Art and Fashion**	**Fashion Brand Exploration**	**Accessories Design Methodology**	**The Art of Luxury**	**Fashion, Art and Cultural Context**	**Product and Style Innovation**	**Final Major Project Fashion Design and Accessories**	**Final Major Project Fashion Design and Accessories**	**Final Dissertation**	**Skills** **Mapping (S)** ←
generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	KS	KS	KS	K	K	KS	KS	K	KS	K S	K S	K	select, test and make appropriate use of materials, processes and environments
artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators	K	K	KS	K	KS	KS	KS	K	KS	KS	KS	K	the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	S	S	S	K	KS	KS	KS	K	KS	KS	KS	K	be resourceful and entrepreneurial.
the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general	KS	KS	KS	K	K S	KS	KS	K	KS	K S	K S	K	manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination
			S		S	S	S		S	S	S		employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making

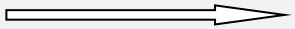
BA (Hons) Fashion Design and Marketing

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	**Fashion Drawing Fundamentals**	**Fashion Design Fundamentals**	**Fashion Collection Fundamentals**	**History of Art and Fashion**	**Fashion Brand Exploration**	**Marketing in the Fashion Sphere**	**Crafting the Fashion Market**	**Fashion, Art and Cultural Context**	**Personal Research and Product Management**	**Final Major Project Fashion Design and Marketing**	**Final Major Project Fashion Design and Marketing**	**Final Dissertation**	**Skills** **Mapping (S)** ←
generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	KS	KS	KS	K	K	KS	KS	K	KS	K S	K S	K	select, test and make appropriate use of materials, processes and environments
artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators	K	K	KS	K	KS	KS	KS	K	KS	KS	KS	K	the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	S	S	S	K	K	K	KS	K	KS	KS	KS	K	be resourceful and entrepreneurial.
the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general	KS	KS	KS	K	K S	KS	KS	K	KS	K S	K S	K	manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination
			S		S	S	S		S	S	S		employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making

BA (Hons) Fashion Styling and Creative Direction

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** 	**Fashion Image**	**New Media Environment**	**Personal Fashion Panorama**	**History of Art and Fashion**	**Fashion Branding**	**Still life**	**Fashion Editorial**	**Fashion, Art and Cultural Context**	**Fashion Campaign**	**Final Major Project Fashion Styling and Creative Direction**	**Final Major Project Fashion Styling and Creative Direction**	**Final Dissertation**	**Skills** **Mapping (S)**
Understand the relationship between creative expressions and a wider social, cultural, historical and political framework.	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Apply skills of critical analysis to real world situations within a defined range of contexts.
Understand and develop knowledge regarding how to find, evaluate, synthesise and use information from a variety of sources	KS	K	K	K	K	KS	KS	K	K	KS	KS	KS	Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.
Articulate an awareness of the social and community contexts within their disciplinary field.	S	KS	KS	KS	KS	S	S	KS	KS	KS	KS	KS	Express ideas effectively and communicate information appropriately and accurately
Plan and propose a body of promotional work, as well as assemble a technically proficient style layout book	K	K	KS	S	X	S	KS	X	KS	KS	KS	KS	Demonstrate a high degree of professionalism

BA (Hons) Fashion Styling and Visual Merchandising

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** 	**Fashion Image**	**New Media Environment**	**Professional Fashion Panorama**	**History of Art and Fashion**	**Fashion Branding**	**Visual Display Strategies**	**Retail Environment**	**Fashion, Art and Cultural Context**	**Fashion Retail Strategies**	**Final Major Project Fashion Styling and Visual Merchandising**	**Final Major Project Fashion Styling and Visual Merchandising**	**Final Dissertation**	**Skills** **Mapping (S)**
Understand the relationship between creative expressions and a wider social, cultural, historical and political framework.	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Apply skills of critical analysis to real world situations within a defined range of contexts.
Understand and develop knowledge regarding how to find, evaluate, synthesise and use information from a variety of sources	KS	K	K	K	K	K	K	K	K	K	K	K	Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.
Articulate an awareness of the social and community contexts within their disciplinary field.	S	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Express ideas effectively and communicate information appropriately and accurately
Plan and propose a body of promotional work, as well as assemble a technically proficient style layout book	K	K	KS	S	X	KS	KS	X	KS	KS	KS	KS	Demonstrate a high degree of professionalism

BA (Hons) Fashion Business

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	**Introduction to Fashion**	**Alpha Marketing**	**The Luxury Fashion Product**	**Principles of Business**	**Visual and Emotional Branding**	**Marketing in the Luxury Sphere**	**Fashion Lab Project**	**Finance and Management Control**	**Omnichannel Distribution**	**Honours Project Fashion Business**	**Honours Project Fashion Business**	**Future of Fashion**	**Skills** **Mapping (S)** ←
Organisations. Internal aspects, functions and processes	S	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	K	Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements in terms of evidence,to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately
External environment -:economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations.	K	K	KS	KS	KS	KS	KS	KS	KS	KS	KS	K	Effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems.
Management: the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks,tasks and roles of management together with rational analysis and other processes o decision making within organisations and in relation to the external environment.		KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Effective communication, oral and in writing, using a range of media which are widely used in business such as the preparation and presentation of business reports
Markets and customers. The development and operation of markets for resources, goods and services and customer expectations, service and orientation		KS	KS	S	K	KS	KS	KS	K	KS	KS	K	Numeracy and quantitative skills including data analysis, interpretation and extrapolation. The use of models of business problems and phenomena
Finance. The sources, uses and management of finance	S	S	S	KS	S	S	KS	KS	K	KS	KS	K	self reflection and criticality including self awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues.
Communication and information technology – the comprehension and use of relevant communication and information technologies for application in business	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Ability to conduct research into business and management issues, either individually or as part of a team for projects/ dissertations/ presentations

and management													
Operations and information stystems		S	KS	KS	S	S	S	KS	S	KS	KS	K	Interpersonal skills of effective listening, negotiating, persuasion and presentation
Business policy and strategy . The development of appropriate policies and strategies within a changing environment, to meet stakeholder interests		KS	KS	S	KS	KS	S	S	KS	KS	KS	S	Effective use of communication and information technology for business applications
Sustainability, globalisation, corporate social responsibility,diversity, business innovation, creativity		KS	KS	S	KS	KS	S	S	KS	KS	KS	S	Effective self-management in terms of time, planning and behaviour, motivation,self-starting, individual initiative and enterprise

BA (Hons) Fashion Business and Buying

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)**	**Introduction to Fashion**	**Alpha Marketing**	**The Luxury Fashion Product**	**Principles of Business**	**Visual and Emotional Branding**	**The Contemporary Product**	**Fashion Next**	**Finance and Management Control**	**Omnichannel Distribution**	**Honours Project Fashion Business and Buying**	**Honours Project Fashion Business and Buying**	**Future of Fashion**	**Skills** **Mapping (S)**
Organisations. Internal aspects, functions and processes	**S**	KS	KS	KS	KS	KS	K	KS	KS	KS	KS	K	Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements in terms of evidence,to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately
External environment -:economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations.	K	K	KS	KS	KS	KS	K	KS	KS	KS	KS	K	Effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems.
Management: the various processes, procedures and practices for effective management of organisations. It includes theories, models,		KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Effective communication, oral and in writing, using a range of media which are widely used in business such as the

frameworks,tasks and roles of management together with rational analysis and other processes o decision making within organisations and in relation to the external environment.													preparation and presentation of business reports
Markets and customers. The development and operation of markets for resources, goods and services and customer expectations, service and orientation		KS	KS	S	K	KS	KS	KS	K	KS	KS	K	Numeracy and quantitative skills including data analysis, interpretation and extrapolation. The use of models of business problems and phenomena
Finance. The sources, uses and management of finance	S	S	S	KS	S	K	S	KS	K	KS	KS	K	self reflection and criticality including self awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues.
Communication and information technology – the comprehension and use of relevant communication and information technologies for application in business and management	KS	KS	KS	KS	KS	KS	K	KS	KS	KS	KS	KS	Ability to conduct research into business and management issues, either individually or as part of a team for projects/ dissertations/ presentations
Operations and information stystems		S	KS	KS	S	K	KS	KS	S	KS	KS	K	Interpersonal skills of effective listening, negotiating, persuasion and presentation
Business policy and strategy . The development of appropriate policies and strategies within a changing environment, to meet stakeholder interests		KS	KS	S	KS	K	KS	S	KS	KS	KS	S	Effective use of communication and information technology for business applications
Sustainability, globalisation, corporate social responsibility,diversity, business innovation, creativity		KS	KS	S	KS	KS	KS	S	KS	KS	KS	S	Effective self-management in terms of time, planning and behaviour, motivation,self-starting, individual initiative and enterprise

BA (Hons) Fashion Business Communication and Media

	Level 4				Level 5				Level 6				
Knowledge and Understanding **Mapping (K)** →	**Introduction to Fashion**	**Alpha Marketing**	**The Luxury Fashion Product**	**Principles of Business**	**Visual and Emotional Branding**	**Editorial Environment**	**Luxury Image and Brand Construction**	**Finance and Management Control**	**Creative Direction**	**Honours Project Fashion Business Communication and Media**	**Honours Project Fashion Business Communication and Media**	**Future of Fashion**	**Skills** **Mapping (S)** ←
Organisations. Internal aspects, functions and processes	**S**	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	K	Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements in terms of evidence,to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately
External environment -:economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations.	K	K	KS	KS	KS	S	S	KS	S	KS	KS	K	Effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems.
Management: the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks,tasks and roles of management together with rational analysis and other processes o decision making within organisations and in relation to the external environment.		KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Effective communication, oral and in writing, using a range of media which are widely used in business such as the preparation and presentation of business reports
Markets and customers. The development and operation of markets for resources, goods and services and customer expectations, service and orientation		KS	KS	S	K	S	S	KS	S	KS	KS	K	Numeracy and quantitative skills including data analysis, interpretation and extrapolation. The use of models of business problems and phenomena
Finance. The sources, uses and management of finance	S	S	S	KS	S	K	K	KS	K	KS	KS	K	self reflection and criticality including self awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues.
Communication and information technology – the comprehension and use of relevant communication and information technologies for application in business	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	KS	Ability to conduct research into business and management issues, either individually or as part of a team for projects/ dissertations/ presentations

and management													
Operations and information stystems		S	KS	KS	S	S	S	KS	S	KS	KS	K	Interpersonal skills of effective listening, negotiating, persuasion and presentation
Business policy and strategy . The development of appropriate policies and strategies within a changing environment, to meet stakeholder interests		KS	KS	S	KS	KS	KS	S	KS	KS	KS	S	Effective use of communication and information technology for business applications
Sustainability, globalisation, corporate social responsibility,diversity, business innovation, creativity		KS	KS	S	KS	KS	KS	S	KS	KS	KS	S	Effective self-management in terms of time, planning and behaviour, motivation,self-starting, individual initiative and enterprise

ASSESSMENT /OUTCOMES MAP

Provide a map that identifies how assignment tasks are aligned to the graduate and programme learning outcomes and which provides a cross-check to ensure that all the outcomes are assessed in the programme specification

Map guide:

GO = MMU Graduate Learning Outcomes (Section 23)
PLO – Programme Learning Outcomes (Section 26) – add more lines as appropriate
✓ *insert as appropriate*

BA (Hons) Fashion Design

Level 4	Fashion Drawing Fundamentals		Fashion Design Fundamentals		Fashion Collection Fundamentals		History of Art and Fashion	
	Portfolio Part 1 60%	Portfolio Part 2 40%	Portfolio Part 1 50%	Portfolio Part 2 50%	Portfolio Part 1 50%	Portfolio Part 2 50%	1000 Word Reflective Journal, Visual Research Folder 40%	2000 Word Written Essay, Visual Research Folder 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X		X	X	X	X	X	X
GO 3	X	X	X		X	X	X	X
GO 4								
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7	X		X		X	X	X	X
PLO 1	X	X	X	X	X	X	X	X
PLO 2		X	X	X	X	X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4								
PLO 5						X		

Level 5	Fashion Brand Exploration		Art and Fashion Exploration		Personal Style Development		Fashion, Art and Cultural Context	
	Portfolio Part 1 40%	Portfolio Part 2, 2000 Word Written Report 60%	Portfolio Part 1 50%	Portfolio Part 2 50%	Portfolio Part 1 50%	Portfolio Part 2 50%	1500 Word Written Essay 40%	3000 Word Written Essay 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X	X	X	X	X	X	X	X
GO 3	X	X		X	X	X	X	X
GO 4		X	X	X	X	X		
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7		X	X	X	X	X	X	X
PLO 1	X	X	X	X	X	X	X	X
PLO 2	X	X	X	X	X	X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4			X		X		X	X
PLO 5	X		X		X		X	X

Level 6	Personal Research and Concept Development		Final Major Project Fashion Design	Final Dissertation	
	Portfolio Part 1 40%	Portfolio Part 2 60%	Final Presentation, 1000 Word Written Report 100%	1000 Word Written Research Proposal 40%	4000 Word Written Dissertation 60%
GO 1	X	X	X	X	X
GO 2	X	X	X	X	X
GO 3	X	X	X	X	X
GO 4	X	X	X	X	X
GO 5	X	X	X	X	X
GO 6	X	X	X	X	X

GO 7	**X**	**X**	**X**	**X**	**X**
PLO 1	**X**	**X**	**X**	**X**	**X**
PLO 2	**X**	**X**	**X**		
PLO 3	**X**	**X**	**X**	**X**	**X**
PLO 4	**X**	**X**	**X**	**X**	**X**
PLO 5	**X**	**X**	**X**	**X**	**X**

BA (Hons) Fashion Design and Womenswear

Level 4	**Fashion Drawing Fundamentals**		**Fashion Design Fundamentals**		**Fashion Collection Fundamentals**		**History of Art and Fashion**	
	Portfolio Part 1 40%	**Portfolio Part 2 60%**	**Portfolio Part 1 50%**	**Portfolio Part 2 50%**	**Portfolio Part 1 40%**	**Portfolio Part 2 60%**	**1000 Word Written Reflective Journal, Visual Research Folder 40%**	**2000 Word Written Essay, Visual Research Folder 60%**
GO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 2	**X**		**X**	**X**	**X**	**X**	**X**	**X**
GO 3	**X**	**X**	**X**		**X**	**X**	**X**	**X**
GO 4								
GO 5	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 6	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 7	**X**		**X**		**X**	**X**	**X**	**X**
PLO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
PLO 2		**X**	**X**	**X**	**X**	**X**		
PLO 3	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
PLO 4								
PLO 5					**X**			

Level 5	Fashion Brand Exploration		Art and Fashion Exploration Womenswear		Personal Style Development Womenswear		Fashion, Art and Cultural Context	
	Portfolio Part 1 40%	Portfolio Part 2, 2000 Word Written Report 60%	Portfolio Part 1 50%	Portfolio Part 2 50%	Portfolio Part 1 50%	Portfolio Part 2 50%	1500 Word Written Essay 40%	3000 Word Written Essay 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X	X	X	X	X	X	X	X
GO 3	X	X		X	X	X	X	X
GO 4		X	X	X	X	X		
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7		X	X	X	X	X	X	X
PLO 1	X	X	X	X	X	X	X	X
PLO 2	X	X	X	X	X	X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4			X		X		X	X
PLO 5	X		X		X		X	X

Level 6	Personal Research and Concept Development Womenswear		Final Major Project Fashion Design and Womenswear	Final Dissertation	
	Portfolio Part 1 40%	Portfolio Part 2 60%	Final Presentation, 1000 Word Written Report 100%	1000 Word Written Research Proposal 40%	4000 Word Written Dissertation 60%
GO 1	X	X	X	X	X
GO 2	X	X	X	X	X
GO 3	X	X	X	X	X
GO 4	X	X	X	X	X
GO 5	X	X	X	X	X
GO 6	X	X	X	X	X
GO 7	X	X	X	X	X
PLO 1	X	X	X	X	X

PLO 2	**X**	**X**	**X**	**X**	**X**
PLO 3	**X**	**X**	**X**	**X**	**X**
PLO 4	**X**	**X**	**X**	**X**	**X**
PLO 5	**X**	**X**	**X**	**X**	**X**

BA (Hons) Fashion Design and Menswear

Level 4	**Fashion Drawing Fundamentals**		**Fashion Design Fundamentals**		**Fashion Collection Fundamentals**		**History of Art and Fashion**	
	Portfolio Part 1 40%	**Portfolio Part 2 60%**	**Portfolio Part 1 50%**	**Portfolio Part 2 50%**	**Portfolio Part 1 40%**	**Portfolio Part 2 60%**	**1000 Word Written Reflective Journal, Visual Research Folder 40%**	**2000 Word Written Essay, Visual Research Folder 60%**
GO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 2	**X**		**X**	**X**	**X**	**X**	**X**	**X**
GO 3	**X**	**X**	**X**		**X**	**X**	**X**	**X**
GO 4								
GO 5	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 6	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 7	**X**		**X**		**X**	**X**	**X**	**X**
PLO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
PLO 2		**X**		**X**	**X**	**X**		
PLO 3	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
PLO 4	**X**							
PLO 5			**X**		**X**		**X**	**X**

Level 5	Fashion Brand Exploration		Art and Fashion Exploration Menswear		Personal Style Development Menswear		Fashion, Art and Cultural Context	
	Portfolio Part 1 40%	Portfolio Part 2, 2000 Word Written Report 60%	Portfolio Part 1 50%	Portfolio Part 2 50%	Portfolio Part 1 50%	Portfolio Part 2 50%	1500 Word Written Essay 40%	3000 Word Written Essay 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X	X	X	X	X	X	X	X
GO 3	X	X		X	X	X	X	X
GO 4		X	X	X	X	X		
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7		X	X	X	X	X	X	X
PLO 1	X	X	X	X	X	X	X	X
PLO 2	X	X	X	X	X	X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4			X		X		X	X
PLO 5	X		X		X		X	X

Level 6	Personal Research And Concept Development Menswear		Final Major Project Fashion Design and Menswear	Final Dissertation	
	Portfolio Part 1 40%	Portfolio Part 2 60%	Final Presentation, 1000 Word Written Report 100%	1000 Word Written Research Proposal 40%	4000 Word Written Dissertation 60%
GO 1	X	X	X	X	X
GO 2	X	X	X	X	X
GO 3	X	X	X	X	X
GO 4	X	X	X	X	X
GO 5	X	X	X	X	X
GO 6	X	X	X	X	X
GO 7	X	X	X	X	X
PLO 1	X	X	X	X	X
PLO 2	X	X	X	X	X
PLO 3	X	X	X	X	X

PLO 4	**X**	**X**	**X**	**X**	**X**
PLO 5	**X**	**X**	**X**	**X**	**X**

BA (Hons) Fashion Design and Accessories

Level 4	**Fashion Drawing Fundamentals**		**Fashion Design Fundamentals**		**Fashion Collection Fundamentals**		**History of Art and Fashion**	
	Portfolio Part 1 40%	**Portfolio Part 2 60%**	**Portfolio Part 1 50%**	**Portfolio Part 2 50%**	**Portfolio Part 1 40%**	**Portfolio Part 2 60%**	**1000 Word Reflective Journal, Visual Research Folder 40%**	**2000 Word Written Essay, Visual research Folder 60%**
GO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 2	**X**		**X**	**X**	**X**	**X**	**X**	**X**
GO 3	**X**	**X**	**X**		**X**	**X**	**X**	**X**
GO 4								
GO 5	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 6	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 7	**X**		**X**		**X**	**X**	**X**	**X**
PLO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
PLO 2		**X**	**X**	**X**	**X**	**X**		
PLO 3								
PLO 4								
PLO 5			**X**		**X**		**X**	**X**

Level 5	**Fashion Brand Exploration**		**Accessories Design Methodology**		**The Art of Luxury**		**Fashion, Art and Cultural Context**	
	Portfolio Part 1 40%	**Portfolio Part 2, 2000 Word Written Report 60%**	**Portfolio Part 1 50%**	**Portfolio Part 2 50%**	**Portfolio Part 1, 1000 Word Written Report 60%**	**Portfolio Part 2 40%**	**1500 Word Written Essay 40%**	**3000 Word Written Essay 60%**
GO 1	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 2	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**

GO 3	X	X	X	X	X	X	X	X
GO 4		X		X	X			
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X		X		X	X
GO 7		X	X	X	X	X	X	X
PLO 1	X	X	X	X	X	X		
PLO 2	X	X	X	X	X	X		
PLO 3	X	X	X	X	X	X		
PLO 4			X		X		X	X
PLO 5	X		X	X	X	X	X	X

Level 6	**Product and Style Innovation**		**Final Major Project Fashion Design and Accessories**	**Final Dissertation**	
	Portfolio Part 1 50%	**Portfolio Part 2 50%**	**Final Presentation, 1000 Word Written Report 100%**	**1000 Word Written Research Proposal 40%**	**4000 Word Written Dissertation 60%**
GO 1	X	X	X	X	X
GO 2	X	X	X	X	X
GO 3	X	X	X	X	X
GO 4	X	X	X	X	X
GO 5	X	X	X	X	X
GO 6	X	X	X	X	X
GO 7	X	X	X	X	X
PLO 1	X	X	X	X	X
PLO 2	X	X	X	X	X
PLO 3	X	X	X	X	
PLO 4	X	X	X	X	X
PLO 5	X	X	X	X	X

BA (Hons) Fashion Design and Marketing

Level 4	Fashion Drawing Fundamentals		Fashion Design Fundamentals		Fashion Collection Fundamentals		History of Art and Fashion	
	Portfolio Part 1 40%	Portfolio Part 2 60%	Portfolio Part 1 50%	Portfolio Part 2 50%	Portfolio Part 1 40%	Portfolio Part 2 60%	1000 Word Reflective Journal, Visual Research Folder 40%	2000 Word Written Essay, Visual Research Folder 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X		X	X	X	X	X	X
GO 3	X	X	X		X	X	X	X
GO 4								
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7	X		X		X	X	X	X
PLO 1	X	X	X	X	X	X	X	X
PLO 2								
PLO 3			X		X			
PLO 4	X		X		X		X	X
PLO 5								
PLO 6					X		X	X

Level 5	Fashion Brand Exploration		Marketing in the Fashion Sphere		Crafting the Fashion Market		Fashion, Art and Cultural Context	
	Portfolio Part 1 40%	Portfolio Part 2, 2000 Word Written Report 60%	Portfolio Part 1 40%	Portfolio Part 2, Examination 60%	Portfolio Part 1 40%	Portfolio Part 2, 2000 Word Written Report 60%	1500 Word Written Essay 40%	3000 Word Written Essay 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X	X	X	X	X	X	X	X
GO 3	X	X	X		X	X	X	X
GO 4		X	X	X	X	X		
GO 5	X	X	X	X	X	X	X	X

GO 6	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 7		**X**	**X**	**X**	**X**	**X**	**X**	**X**
PLO 1	**X**	**X**	**X**	**X**	**X**	**X**		
PLO 2	**X**			**X**		**X**		
PLO 3		**X**		**X**	**X**	**X**		
PLO 4	**X**		**X**	**X**	**X**	**X**	**X**	**X**
PLO 5			**X**		**X**		**X**	**X**
PLO 6				**X**		**X**	**X**	**X**

Level 6	**Personal Research and Product Management**		**Final Major Project Fashion Design and Marketing**	**Final Dissertation**	
	Portfolio Part 1 40%	**Portfolio Part 2, 2000 Word Written Range Plan Report 60%**	**Final Presentation, 4000 Word Written Business Plan 100%**	**1000 Word Written Research Proposal 40%**	**4000 Word Written Dissertation 60%**
GO 1	**X**	**X**	**X**	**X**	**X**
GO 2	**X**	**X**	**X**	**X**	**X**
GO 3	**X**	**X**	**X**	**X**	**X**
GO 4	**X**	**X**	**X**	**X**	**X**
GO 5	**X**	**X**	**X**	**X**	**X**
GO 6	**X**	**X**	**X**	**X**	**X**
GO 7	**X**	**X**	**X**	**X**	**X**
PLO 1	**X**	**X**	**X**	**X**	**X**
PLO 2	**X**	**X**	**X**	**X**	**X**
PLO 3		**X**	**X**	**X**	**X**
PLO 4	**X**	**X**	**X**	**X**	**X**
PLO 5	**X**	**X**	**X**	**X**	**X**
PLO 6					

BA (Hons) Fashion Styling and Creative Direction

Level 4	Fashion Image		New Media Environment		Professional Fashion Panorama		History of Art and Fashion	
	Visual Research, 1000 Word Written Report 50%	Portfolio of Evidence 50%	Digital Research Journal, 1000 Word Written Rationale 40%	Digital Portfolio of Evidence 60%	Portfolio of Evidence, Oral Presentation 60%	1000 Word Written Report 40%	1000 Word Reflective Journal, Visual Research Folder 40%	2000 Word Written Essay, Visual Research Folder 60%
GO 1	X		X	X	X		X	X
GO 2	X	X	X	X	X	X	X	X
GO 3		X	X	X	X	X		X
GO 4								
GO 5			X					X
GO 6	X		X	X	X		X	X
GO 7	X			X	X			
PLO 1	X	X	X	X	X	X	X	X
PLO 2		X	X	X	X			
PLO 3	X	X	X	X	X	X	X	X
PLO 4					X			
PLO 5				X	X	X	X	X
PLO 6				X	X	X		

Level 5	Fashion Branding		Still Life		Fashion Editorial		Fashion, Art and Cultural Context	
	2000 Word Written Proposal 60%	Oral Presentation 40%	Research Book, 1000 Word Written Log 60%	Portfolio of Evidence 40%	Research Book, 1000 Word Written Log 50%	Portfolio of Evidence 50%	1500 Word Written Essay 40%	3000 Word Written Essay 60%
GO 1	X	X	X		X		X	X
GO 2	X	X	X	X	X	X		
GO 3	X	X	X	X	X	X	X	X
GO 4			X		X			
GO 5			X					
GO 6	X		X		X		X	X

GO 7	X	X	X		X			
PLO 1	X		X	X	X	X	X	X
PLO 2			X	X	X	X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4			X		X	X		
PLO 5	X		X	X	X	X	X	X
PLO 6			X		X			

Level 6	**Fashion Campaign**		**Final Major Project Fashion Styling and Creative Direction**	**Final Dissertation**	
	2000 Word Written Document 50%	**Portfolio of Evidence, 1000 Word Written Reflective Journal 50%**	**Styling and Creative Direction Portfolio, 1000 Word Written Reflective Journal, Oral Presentation 100%**	**1000 Word Written Research Proposal 40%**	**4000 Word Written Dissertation 60%**
GO 1	X	X	X	X	X
GO 2	X	X	X	X	X
GO 3	X	X	X		
GO 4			X		
GO 5		X	X		
GO 6			X	X	X
GO 7			X	X	
PLO 1	X	X	X	X	X
PLO 2		X	X		
PLO 3	X	X	X	X	X
PLO 4		X	X	X	
PLO 5	X	X	X	X	X
PLO 6	X	X	X	X	X

BA (Hons) Fashion Styling and Visual Merchandising

Level 4	Fashion Image		New Media Environment		Professional Fashion Panorama		History of Art and Fashion	
	Visual Research, 1000 Word Written Report 50%	Portfolio of Evidence 50%	Digital Research Journal, 1000 Word Written Rationale 40%	Digital Portfolio of Evidence 60%	Portfolio of Evidence, Oral Presentation 60%	1000 Word Written Report 40%	1000 Word Reflective Journal, Visual Research Folder 40%	2000 Word Written Essaym Visual Research Folder 60%
GO 1	X		X	X	X		X	X
GO 2	X	X	X	X	X	X	X	X
GO 3		X	X	X	X	X		X
GO 4								
GO 5			X					X
GO 6	X		X	X	X		X	X
GO 7	X			X	X			
PLO 1	X	X	X	X	X	X	X	
PLO 2		X		X		X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4	X	X			X	X		
PLO 5								

Level 5	Fashion Branding		Visual Display Strategies		Retail Environment		Fashion, Art and Cultural Context	
	2000 Word Written Proposal 60%	Oral Presentation 40%	Display Project Portfolio 60%	Oral Presentation 40%	Design Portfolio, 1000 Word Written Rationale 60%	Oral Presentation 40%	1500 Word Written Essay 40%	3000 Word Written Essay 60%
GO 1	X	X	X	X	X	X	X	X
GO 2	X	X	X	X	X	X		
GO 3	X	X	X	X	X	X	X	X
GO 4					X	X		
GO 5								
GO 6	X		X		X		X	X

GO 7	X	X		X	X	X		
PLO 1	X	X	X	X	X	X	X	X
PLO 2		X		X	X	X		
PLO 3	X	X	X	X	X	X	X	X
PLO 4	X		X			X		
PLO 5								

Level 6	**Fashion Retail Strategies**		**Final Major Project Fashion Styling and Visual Merchandising**	**Final Dissertation**	
	1000 Word Written Visual Audit 40%	**2000 Word Written Retail Report 60%**	**Visual Merchandising Portfolio, 1000 Word Written Concept, 1000 Word Written Design Rationale 100%**	**1000 Word Written Research Proposal 40%**	**4000 Word Written Dissertation 60%**
GO 1	X	X	X	X	X
GO 2	X	X	X	X	X
GO 3			X		
GO 4					
GO 5					
GO 6	X	X	X	X	X
GO 7		X	X	X	
PLO 1	X	X	X	X	X
PLO 2			X		
PLO 3	X	X	X	X	X
PLO 4	X	X	X	X	X
PLO 5	X	X	X	X	X

BA (Hons) Fashion Business

Level 4	Introduction to Fashion		Alpha Marketing		The Luxury Fashion Product		Principles of Business	
	1500 Word Witten Individual Report, Group Oral Presentation 60%	Examination 40%	2000 Word Written Individual Report, Group Oral Presentation 60%	Examination 40%	2000 Words Individual Written Report, Oral Presentation 60%	Research Textile Book, 1000 Word Written Rationale 40%	2000 Words Written Group Report, Group Oral Presentation 40%	Examination 60%
GO 1	X		X		X	X	X	X
GO 2	X	X	X	X	X	X	X	X
GO 3	X	X	X		X	X	X	X
GO 4			X		X	X	X	
GO 5	X	X	X	X	X	X	X	X
GO 6	X		X	X	X	X	X	X
GO 7		X	X		X		X	X
PLO 1	X	X	X		X		X	X
PLO 2	X		X	X	X		X	X
PLO 3		X			X	X		
PLO 4	X		X	X	X		X	X
PLO 5	X	X	X		X			X
PLO 6								

Level 5	Visual and Emotional Branding		Marketing in the Luxury Sphere		Fashion Lab Project		Finance and Management Control	
	2000 Word Written Report 60%	1500 Word Reflective Journal 40%	2000 Word Written Report 50%	Examination 50%	2000 Word Written Report 50%	1000 Word Reflective Journal 50%	1500 Word Written Group Report, Group Oral Presentation 40%	2000 Word Written Report 60%
GO 1	X		X		X		X	X
GO 2	X	X	X		X		X	X
GO 3	X		X		X		X	X
GO 4	X	X	X		X		X	
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7	X	X	X		X		X	X
PLO 1	X	X	X	X	X	X	X	X
PLO 2	X		X	X	X		X	X
PLO 3	X		X		X		X	X
PLO 4	X		X		X	X	X	X
PLO 5	X	X	X	X	X		X	X
PLO 6								

Level 6	Omnichannel Distribution		Honours Project Fashion Business	Future of Fashion	
	2500 Word Written Report 60%	2000 Word Written Essay 40%	8000 Word Written Business Project 100%	2500 Word Written Report 60%	500 Word Written Evaluation, Group Oral Presentation 40%
GO 1	X		X	X	
GO 2	X		X	X	
GO 3	X		X	X	
GO 4	X		X	X	
GO 5	X	X	X	X	X
GO 6	X	X	X	X	X

GO 7	**X**		**X**	**X**	**X**
PLO 1	**X**	**X**	**X**		
PLO 2	**X**	**X**	**X**		
PLO 3	**X**		**X**	**X**	**X**
PLO 4	**X**	**X**	**X**		
PLO 5	**X**	**X**	**X**		
PLO 6	**X**	**X**	**X**	**X**	**X**

BA (Hons) Fashion Business and Buying

Level 4	**Introduction to Fashion**		**Alpha Marketing**		**The Luxury Fashion Product**		**Principles of Business**	
	1500 Word Written Individual Report, Group Oral Presentation 60%	**Examination 40%**	**2000 Words Written Individual Report, Group Oral Presentation 60%**	**Examination 40%**	**2000 Word Written Report, Oral Presentation 60%**	**Research Textile Book, 1000 Word Written Rationale 40%**	**2000 Word Written Group Report, Group Oral Presentation 40%**	**Examination 60%**
GO 1	**X**		**X**		**X**	**X**	**X**	**X**
GO 2	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 3	**X**	**X**	**X**		**X**	**X**	**X**	**X**
GO 4			**X**		**X**	**X**	**X**	
GO 5	**X**	**X**	**X**	**X**	**X**	**X**	**X**	**X**
GO 6	**X**		**X**	**X**	**X**	**X**	**X**	**X**
GO 7		**X**	**X**		**X**		**X**	**X**
PLO 1	**X**	**X**	**X**		**X**		**X**	**X**
PLO 2	**X**		**X**	**X**	**X**	**X**	**X**	**X**
PLO 3		**X**	**X**		**X**	**X**	**X**	**X**
PLO 4	**X**			**X**	**X**			**X**
PLO 5	**X**	**X**	**X**	**X**	**X**			**X**
PLO 6								

Level 5	Visual and Emotional Branding		The Contemporary Product		Fashion Next		Finance and Management Control	
	2000 Word Written Report 60%	1500 Word Reflective Journal 40%	2500 Word Written Report 60%	Portfolio 40%	1500 Word Written Individual Report, Group Oral Presentation 40%	2000 Word Written Report 60%	1500 Word Written Group Report, Group Oral Presentation 40%	2000 Word Written Report 60%
GO 1	X		X		X		X	X
GO 2	X	X	X	X	X		X	X
GO 3	X		X		X		X	X
GO 4	X	X	X		X		X	
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7	X	X	X		X		X	X
PLO 1	X		X	X	X	X	X	X
PLO 2	X		X		X	X	X	X
PLO 3	X	X	X	X	X		X	X
PLO 4		X			X	X	X	X
PLO 5	X		X	X		X	X	X
PLO 6								

Level 6	Omnichannel Distribution		Honours Project Fashion Business and Buying	Future of Fashion	
	2500 Word Written Report 60%	2000 Word Written Essay 40%	8000 Word Written Business Project 100%	2500 Word Written Report 60%	500 Word Written Evaluation, Group Oral Presentation 40%
GO 1	X		X	X	
GO 2	X		X	X	
GO 3	X		X	X	
GO 4	X		X	X	
GO 5	X	X	X	X	X

GO 6	X	X	X	X	X
GO 7	X		X	X	X
PLO 1	X	X	X	X	
PLO 2		X	X	X	X
PLO 3	X		X	X	X
PLO 4	X		X	X	X
PLO 5	X	X	X	X	
PLO 6	X	X	X	X	X

BA (Hons) Fashion Business Communication and Media

Level 4	**Introduction to Fashion**		**Alpha Marketing**		**The Luxury Fashion Product**		**Principles of Business**	
	1500 Word Written Individual Report, Group Oral Presentation 60%	**Examination 40%**	**2000 Word Written Individual Report, Group Oral Presentation 60%**	**Examination 40%**	**2000 Word Written Report, Oral Presentation 60%**	**Research Textile Book, 1000 Word Written Rationale 40%**	**2000 Word Written Group Report, Group Oral Presentation 40%**	**Examination 60%**
GO 1	X		X		X	X	X	X
GO 2	X	X	X	X	X	X	X	X
GO 3	X	X	X		X	X	X	X
GO 4			X		X	X	X	
GO 5	X	X	X	X	X	X	X	X
GO 6	X		X	X	X	X	X	X
GO 7		X	X		X		X	X
PLO 1	X	X	X	X				
PLO 2	X		X	X	X	X	X	X
PLO 3			X					
PLO 4	X	X	X	X	X	X	X	X
PLO 5			X	X				
PLO 6								

Level 5	Visual and Emotional Branding		Editorial Environment		Luxury Image and Brand Construction		Finance and Management Control	
	2000 Word Written Report 60%	1500 Word Reflective Journal 40%	1000 Word Written Review 50%	1600 Word Blog Entry 50%	2000 Word Written Report, Oral Presentation 60%	2000 Word Written Essay 40%	1500 Word Written Group Report, Group Oral Presentation 40%	2000 Word Written Report 60%
GO 1	X		X	X	X		X	X
GO 2	X	X	X		X		X	X
GO 3	X		X	X	X		X	X
GO 4	X	X	X	X	X	X	X	
GO 5	X	X	X	X	X	X	X	X
GO 6	X	X	X	X	X	X	X	X
GO 7	X	X	X		X		X	X
PLO 1	X			X	X	X	X	X
PLO 2	X	X		X	X	X	X	
PLO 3	X		X	X	X	X		
PLO 4	X	X	X	X	X		X	X
PLO 5			X	X	X	X	X	X
PLO 6								

Level 6	Creative Direction		Honours Project Fashion Business Communication and Media	Future of Fashion	
	Video, 1500 Word Written Reflective Journal 60%	Oral Presentation 40%	8000 Word Written Business Project 100%	2500 Word Written Report 60%	500 Word Individual Written Evaluation, Group Oral Presentation 40%
GO 1	X		X	X	
GO 2	X		X	X	X
GO 3	X		X	X	X
GO 4	X		X		X

GO 5	**X**	**X**	**X**		**X**
GO 6	**X**	**X**	**X**	**X**	**X**
GO 7	**X**		**X**	**X**	
PLO 1	**X**	**X**	**X**	**X**	**X**
PLO 2	**X**	**X**	**X**		
PLO 3	**X**	**X**	**X**	**X**	**X**
PLO 4	**X**	**X**	**X**		
PLO 5		**X**	**X**		
PLO 6	**X**	**X**	**X**	**X**	**X**

SECTION G – POINTS OF REFERENCE

Internal

University Policy documents:

- University Mission and Strategic Aims
  http://www2.mmu.ac.uk/about/university-strategy/
- Programme Approval, Review and Modification Procedures outlined on the Centre for Academic Standards & Quality Enhancement website
  http://www.mmu.ac.uk/academic/casqe/event/
- Relevant University Assessment Regulations for Programmes of Study (Undergraduate)
  http://www.mmu.ac.uk/academic/casqe/regulations/assessment/docs/ug-regs.pdf
- University Curriculum Framework (Undergraduate)
  http://www.mmu.ac.uk/academic/casqe/regulations/docs/ug_curriculum_framework.pdf
- MMU Strategy for Learning, Teaching and Assessment
  http://www.celt.mmu.ac.uk/ltastrategy/index.php
- Institutional Code of Practice for the Assessment of Students
  http://www.mmu.ac.uk/academic/casqe/regulations/docs/assessment_icp.pdf
- University Standards Descriptors
  http://www.mmu.ac.uk/academic/casqe/regulations/docs/assessment_procedures.pdf
- University's Equality and Diversity policy
  https://www2.mmu.ac.uk/humanresources/a-z/policies/equality-and-diversity-policy/
- University guidance on collaborative provision
  http://www.mmu.ac.uk/academic/casqe/collaborative/index.php

Programme Specific Information:

- Previous Programme Approval/Review/Modification Report (*29th April 2016*)
- Staff Research
- Departmental Professional/Industrial Advisory Committees
- Staff/Student Liaison Committees

External

- QAA Subject Benchmark statement
- QAA Framework for HE Qualifications
- QAA Quality Code
- External Examiner reports

SECTION H

Approved Modifications to Programme Specification since Approval/Last Review

The following log provides a cumulative of minor and major modifications made to the Programme Specification since its approval/last review.

FAQSC Reference *(or PARM ref for Major Modifications requiring strategic approval)*	**Programme Specification Title** *(specify award titles/routes affected by change)*	**Brief Outline of Minor Modification/ Major Modification** *(Minor - include level & title of units & a brief description of modification) (Major - include details of change such as new routes, pathways etc)*	**Date of FAQSC Approval (or PARM event)**	**Approval effective from:**	**Details of cohort of students who will be affected by the modification** *(eg students entering Level 5 wef September 2014 onward)*