REGENT'S
UNIVERSITY LONDON

BA (Hons) Fashion Business

Programme specification

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1. Course Overview

Full course/award title(s)	BA (Hons) Fashion Business
Programme Code	UBAA_0026_FI UBAA_0050_FI (Sandwich Year)
Fees	https://www.istitutomarangoni.com/en/schools/london-school-of-fashion-and-design/undergraduate-courses
Location of study	Istituto Marangoni London
Off campus elements / locations	N/A
Awarding institution	Regent's University London
Course entry points	October 2023 January 2024
Date of original validation / revalidation	September 2023
Validated until	September 2028
Framework for Higher Education Qualification level of final award	Level 6
Number of credits in award	Normally 360 credits for an UG award
UCAS codes	TBC
HECoS Code	100079
Relevant QAA subject benchmark statements	Art and Design Subject Benchmark Statement

Other external and internal references	Regent's University London: Academic Regulations Regent's University London: Learning, Teaching and Assessment Strategy Others as applicable: Regent's Hallmark Pedagogy, Assessment Framework, Advance HE Inclusivity Principles
Professional, statutory or regulatory body recognition/accreditation	N/A
Mode of study (Full Time / Part Time)	Full time
Language of study	English
Minimum / Maximum duration of course for each mode of study	Full time: Minimum 3 Years Maximum* 4 Years (Sandwich Year)
Date of production / revision of this course specification	September 2026

2. Why study this course, including course aims and objectives

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 an 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 and omni-channel consumer experiences. 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.

Entry requirements:

- Copy of a high-school diploma or school certificates
- UCAS points equal to 80 tariff points.
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable roof of their English Language ability. The English Language test score should be at least B2 on

the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)

- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Business, provided they have the required L4 English entry requirement.

Employment opportunities:

Opportunities for employment

The undergraduate course's goal is to provide you with employability, professional, and skill enhancement opportunities, as well as opportunities to progress to postgraduate degrees. Market research has revealed that the fashion industry, which is constantly evolving and expanding, requires professionals who are prepared to meet their demands.

Careers post-qualification are being pursued on a global scale, adding to the already global network of alumni. Istituto Marangoni collaborates closely with employers and academic staff to promote and support work placement opportunities, as well as communicate job openings to Istituto Marangoni students through recruitment days held at the school.

Prospective careers**:**

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

3. Course structure

This is a guide to the overall structure of your course, mandatory elements, modules (noting the terms that they are completed), and periods of assessment.

Level 4 – October intake

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM4015 Introduction to Fashion Business (30 credits)	ISM4016 Alpha Marketing (30 credits)	ISM4017 The Luxury Fashion Product (30 credits)
ISM4018 Principles of Business (30 credits) (Oct – Jun)		

Level 4- February Intake

Term One (Feb-Mar)	Term Two (Apr-Jun)	Term Three (Jul- Aug)
ISM4015 Introduction to Fashion Business (30 credits)	ISM4016 Alpha Marketing (30 credits)	ISM4017 The Luxury Fashion Product (30 credits)
ISM4018 Principles of Business (30 credits) (Feb-Aug)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

Level 5

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM5020 Visual and Emotional Branding (30 credits)	ISM5026 Luxury Marketing Strategies (30 credits)	ISM5027 Fashion Lab Project (30 credits)
ISM5023 Finance & Management Control (30 credits) (Oct – Jun)		

Placement Year (Sandwich only; optional)

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM5033 Placement (120 credits) (Oct – Jun)		

Level 6

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM6016 Omnichannel Distribution (30 credits)	ISM6017 Honours Project Fashion Business (60 credits)	

ISM6020 Future of Fashion
(30 credits) (Oct – Jun)

Class times: Monday – Friday. 08.30-20.00
Lesson duration: 2.5 hours

Assessment periods:
October intake
Term 1: December
Term 2: April
Term 3: June

February intake:
Term 1: April
Term 2: June
Term 3: August

Sandwich year (optional)

The Sandwich Year is a period of work placement experience in the fashion industry that students will undertake during the third year of their studies. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned during the first two years at Istituto Marangoni London.

Under the close supervision and guidance of the School as well as of the company where students will be undertaking the placement, during the Sandwich Year they are required to complete a 36-week industry placement relevant to the learning outcomes of their programme and relatable to their career objectives and professional development.

The skills learned will give students practical knowledge of the nature of the business, its functions, and operations. Students will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting their employability and enhancing your professionalism.

The School ensures that students have access to all academic / regulatory information that students should familiarise with at the start of each academic year. Those include (but not limited to):

- Yearly re-enrolment and payment of enrolment fee
- Active academic engagement (at least 80% attendance (termly))

- Timely notification of absences

The Sandwich year will be graded as a Pass/Fail and students who complete the 120 credits for the Sandwich year will receive a Certificate of Completion for the Placement, which is credit bearing, upon completion of their degree or when leaving with an exit award.

Units

The course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6.

On an undergraduate degree course provided by Istituto Marangoni London, students are expected to study 120 credit per level (or year) with no more than 60 credits per term.

Course modules	
Level 4 Term 1 **(Core Unit)**	**Credits**
ISM4015 Introduction to Fashion Business	30
Total core module credits	**30**
Level 4 Term 2 **(Core Unit)**	**Credits**
ISM4016 Alpha Marketing	30
Total core module credits	**30**
Level 4 Term 3 **(Core Unit)**	**Credits**
ISM4017 The Luxury Fashion Product	30
Total core module credits	**30**
Level 4 Term 1,2 & 3 **(Core Unit)**	**Credits**

Principles of Business	30
Total core module credits	**30**
Level 5 Term 1 **(Core Unit)**	**Credits**
ISM5020 Visual and Emotional Branding	30
Total core module credits	**30**
Level 5 Term 2 **(Core Unit)**	**Credits**
ISM5026 Luxury Marketing Strategies	30
Total core module credits	**30**
Level 5 Term 3 **(Core Unit)**	**Credits**
ISM5027 Fashion Lab Project	30
Total core module credits	**30**
Level 5 Term 1,2 & 3 **(Core Unit)**	**Credits**
Finance & Management Control	30
Total core module credits	**30**
Level 6 Term 1 **(Core Unit)**	**Credits**
ISM6016 Omnichannel Distribution	30
Total core module credits	**30**
Level 6 Term 2 & 3 **(Core Unit)**	**Credits**
ISM6017 Honours Project Fashion Business	60
Total core module credits	**60**
Level 6 Term 1,2 & 3 **(Core Unit)**	**Credits**
ISM6020 Future of Fashion	30
Total core module credits	**30**

4. Exit awards

- On successful completion of Level 4 – interim exit award: CertHE Fashion Business
- On successful completion of Levels 4 & 5 – interim exit award: DipHE Fashion Busines
- On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Business or, as relevant, BA (Hons) Fashion Business (Sandwich)

Exit (interim) awards can be conferred where:

a) you withdraw from the University without completing all the credits required for your named award,
and
b) you have successfully completed the volume of credit at the relevant FHEQ level as indicated in Section 3 above,
and
c) subject to the decision of the relevant Progression and Finalist Board.

Available exit awards for this course are:

- Certificate of Higher Education (120 credits Level 4)
- Diploma of Higher Education (240 credits – Level 4/Level 5)
- Non-Honours Degree (Ordinary Degree) (240 credits Level 4/Level 5 and 60 credits Level 6)

The full criteria for these exit awards can be found in the Assessment and Course Regulations section of Regent's University London Academic Regulations. regents.ac.uk/policies

Where classification of an award is possible (see Academic Regulations) this will be calculated as follows:

- Completion of 360 credits (120 at Level 4/120 at Level 5/120 at Level 6) as set out in the Academic Regulations based on Level 5 and Level 6 marks only.
or
- For Level 5 entry, completion of 240 credits (120 at Level 5/120 at Level 6) as set out in the Academic Regulations based on Level 5 and Level 6 marks only.
or
- For Level 6 entry, completion of 120 credits at Level 6 as set out in the Academic Regulations based on Level 6 marks only.'

5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

Programme Learning Outcomes:
PLO1: Independently source, navigate, analyse, communicate and apply extensive research material from a variety of sources to the development of responses to written and creative briefs.
PLO2: Independently analyse, reflect and evaluate critically, across different contexts and environments within Fashion Business industries; involving the different methods and principles employed within professional practice.
PLO3: Autonomously engage creatively in the generation, and realisation of concepts and solutions to Fashion Business briefs, relevant to context and audience; utilising innovation and informing professional outcomes.
PLO4: Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums and technologies employed within Fashion Business Industries; enabling Independent selection and use of appropriate tools, to create professional standard outcomes and solutions.
PLO5: Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
PLO6: Apply entrepreneurial skill, innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Business and related Fashion Industries.
PLO7: Independently manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant and critical visual and written work, which conforms to specific conventions of referencing.
PLO8: Work effectively with others, through collaboration, collective endeavour and negotiation to achieve the shared objectives.
PLO9: Employ complex knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political and environmental contexts and frameworks, pertaining to current and emerging Fashion Business and wider Fashion industries and markets.
LEVEL 4 OUTCOMES
LLO1: Source, navigate, analyse, communicate, and apply research material from a variety of sources to the development of responses to creative and written briefs with tutor guidance.

LLO2: Analyse, reflect and evaluate critically, with tutor guidance, in different contexts and environments within Fashion Business industries; including the different methods and principles employed within professional practice.
LLO3: Engage creatively in the generation, and realisation of concepts and solutions to Fashion Business briefs, relevant to context and audience; utilising innovation informing competent outcomes, with tutor guidance.
LLO4: Understand the application of current and emerging processes, tools, materials, digital mediums and technologies employed within Fashion Business Industries; enabling tutor guided selection and supported use of appropriate tools, to create competent outcomes and solutions.
LLO5: Communicate clearly in presenting research, ideas, reasoned arguments, quantitative methods, and design work, in visual, oral and written forms.
LLO6: Demonstrate a proactive attitude to developing knowledge and experience of the contemporary context of professional practice and environment of Fashion Business and related Fashion Industries and of entrepreneurial skills.
LLO7: Begin to manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant and critical visual and written work, which conforms to specific conventions of referencing.
LLO8: Work constructively with others, through collaboration, collective endeavour and negotiation to achieve the shared objectives.
LLO9: Employ a formative knowledge and basic critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political and environmental contexts and frameworks, pertaining to current and emerging Fashion Business and wider Fashion industries and markets.
LEVEL 5 OUTCOMES
LLO1: Source, navigate, analyse, communicate, and apply extensive research material from a range of significant sources to the development of responses to written and creative briefs with increasing independence.
LLO2: Analyse, reflect and evaluate critically, with increasing independence, in different contexts and environments within Fashion Business industries; involving the different methods and principles employed within professional practice.
LLO3: Engage creatively in the generation, and realisation of concepts and solutions to Fashion Business briefs, relevant to context and audience; utilising innovation informing well executed outcomes and employing increasing self-reliance.
LLO4: Demonstrate intermediate application of current and emerging processes, tools, materials, digital mediums and technologies employed within Fashion Business Industries; enabling increasing independent selection and use of appropriate tools, to create well executed outcomes and solutions.
LLO5: Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

LLO6: Apply increasingly entrepreneurial approaches including innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Business and related Fashion Industries.
LLO7: Manage yourself in an increasingly constructive, efficient, and ethically sustainable manner, in order to produce coherent, relevant and critical visual and written work, which conforms to specific conventions of referencing.
LLO8: Work productively with others, through collaboration, collective endeavour and negotiation to achieve the shared objectives.
LLO9: Employ substantial knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political and environmental contexts and frameworks, pertaining to current and emerging Fashion Business and wider Fashion industries and markets.
SANDWICH YEAR OUTCOMES
LLO1: Source, navigate, analyse, communicate, and apply extensive research material from a range of significant sources to the development of responses to written and creative briefs with increasing independence.
LLO2: Analyse, reflect and evaluate critically, with increasing independence, in different contexts and environments within Fashion Business industries; involving the different methods and principles employed within professional practice.
LLO3: Engage creatively in the generation, and realisation of concepts and solutions to Fashion Business briefs, relevant to context and audience; utilising innovation informing well executed outcomes and employing increasing self-reliance.
LLO4: Demonstrate intermediate application of current and emerging processes, tools, materials, digital mediums and technologies employed within Fashion Business Industries; enabling increasing independent selection and use of appropriate tools, to create well executed outcomes and solutions.
LLO5: Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
LLO6: Apply increasingly entrepreneurial approaches including innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Business and related Fashion Industries.
LLO7: Manage yourself in an increasf4ingly constructive, efficient, and ethically sustainable manner, in order to produce coherent, relevant and critical visual and written work, which conforms to specific conventions of referencing.
LLO8: Work productively with others, through collaboration, collective endeavour and negotiation to achieve the shared objectives.
LLO9: Employ substantial knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion Business and wider Fashion industries and markets.

LEVEL 6 OUTCOMES
LLO1: Independently source, navigate, analyse, communicate and apply extensive research material from a variety of sources to the development of responses to written and creative briefs.
LLO2: Independently analyse, reflect and evaluate critically, across different contexts and environments within Fashion Business industries; involving the different methods and principles employed within professional practice.
LLO3: Autonomously engage creatively in the generation, and realisation of concepts and solutions to Fashion Business briefs, relevant to context and audience; utilising innovation and informing professional outcomes.
LLO4: Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums and technologies employed within Fashion Business Industries; enabling independent selection and use of appropriate tools, to create professional standard outcomes and solutions.
LLO5: Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
LLO6: Apply entrepreneurial skill, innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Business and related Fashion Industries.
LLO7: Independently manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant and critical visual and written work, which conforms to specific conventions of referencing.
LLO8: Work effectively with others, through collaboration, collective endeavour and negotiation to achieve the shared objectives.
LLO9: Employ complex knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political and environmental contexts and frameworks, pertaining to current and emerging Fashion Business and wider Fashion industries and markets.

6. Learning and teaching strategy/ assessment methods (non-regulatory)

This is a guide to the academic opportunities available to help you achieve the overall aims and objectives of the course and the intended learning outcomes in Section 5. It is also a guide to the assessment methods used to test your achievement of the intended learning outcomes. In order to meet the full intended learning outcomes of the course, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors.

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 your academic knowledge and business acumen and building creative, practical, and transferable skills.

This Strategy places the “you” at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process.
Istituto Marangoni London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Business studies and their areas of specialisation, which are also applicable to the wider skills required in the workplace.

At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the cohorts, our classes have a cultural richness which offers a global perspective within every session.
The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals.

Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, labs and tutorials, which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Lectures are used to communicate key theories and practices of the subject.
- Practice based workshops are key to communicate, demonstrate and acquire tools and techniques, in physical and digital expression.
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.
- Labs are used for development of physical work through synergic confluence of 2D and 3D research recreating Industry practice.

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors.
This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills.

The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects.

Fashion has traditionally been taught in lab environments, while theory-based degrees have been taught through formal lectures.
Your programme combines the best of both traditions, giving you a good combination of lecture-based teaching with tutorial support, and lab-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning project-based learning, essays, fashion industry practice, presentations, and hands-on experiential learning such as physical and digital (video promotions)

When considering the digital learning environment, you not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment.
All teaching resources and materials are available for use via the virtual learning environment.
In the specific students will have access to the following resources, for specific skills:

- Resources for using the MS Office tools
- Tools and resources for video, image and audio editing, and video conferencing ADOBE tools
- A collection of resources for web editing, mobile apps, mobile devices and social media ADOBE tools
- Digital resources for tools for presentations, digital publishing and academic posters MS OFFICE & ADOBE tools
- A collection of resources for tools that enable sharing, collaboration and note-taking MS OFFICE & ADOBE tools
- Resources for tools that aid statistical and data analysis MS OFFICE tools

Industry projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with the profession and ensure that your learning is constantly updated with regard to industry currency.

At the beginning of each Unit, you will be given a Unit Handbook and other materials (such as Projects/Assessment Briefs) by your lecturer(s). These set out everything you need to know about your learning on that module, for example: what form learning and teaching will take, the module content, the aims and learning outcomes for the module, and the ways in which you will be assessed, deadlines for submission of work and how the module will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: lab-based work, lectures, workshops, digital, field trips). It will also contain information about what kind of work you are asked to submit for assessment (for

instance projects, essays, presentations, reflective self-evaluations, learning journals, physical research and/or design books, portfolios.

Students in the BA programme have the opportunity to work on live projects with industry partners, allowing them to make valuable contacts while also improving their transferable skills of industry-led scenarios and feedback via live brief. Examples from 2015 include Mc Kinsey, Eco Age, Balenciaga, Celine, BCG, Bicester Village Value Retail, Selfridges, Harrods, Rinascente, Marni, Tank magazine, Dust magazine, Dior, and many more.

Students on the programme make extensive use of our careers service, which is staffed by department specialists who are dedicated to meeting the needs of students. They use Symplicity, a student experience software, to distribute career-related information, such as placement and job opportunities, to students and alumni.

Contextualising is an ideal scenario for the business BA course because it allows us to adapt course content with industry-specific information that is relevant to our learners. In each unit, briefs and projects are linked to the real scenarios of companies and businesses of the London market. These industry projects provide students with valuable connections to the profession while also ensuring that their learning is constantly updated in terms of industry currency. Students also benefit from active practitioners as tutors, who deliver lessons that provide insight into the modern and dynamic fashion industry.

During the sandwich year, students have the opportunity to be embedded in the industry, with the option of doing up to three internships. The placement unit allows them to develop workplace skills relevant to the course and improve their chances of future employment in the sector. During this time, they are supported by the Career Services Manager and assigned an Academic tutor..

We highly recommend that you complete the internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable networking within the profession. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break.

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

The practical skills you gain across the course is a key focus point. We aim to have you develop a great cultural awareness, skills and craftsmanship to successfully enter the global labour market.

The heart of central London, a true fashion capital, offers a plethora of field visits and trips that are offered to our classes.

Breakdown of teaching methods by percentage per level

	Level	Taught	Guided/Self Study	Placement/ sandwich
Teaching and learning delivery	4	50%	50%	0%
	5	50%	50%	0%
	6	50%	50%	0%
	Sandwich	0%	0%	100%

	Level	Assignment	Examinations
Assessment Methods	4	65%	35%
	5	68%	33%
	6	100%	0%
	Sandwich	100%	0%

Course management and teaching staff

The Course is run by a Programme Leader, supported by Unit Leaders, teaching is delivered by specialist tutors and overseen by a Director of Education.

All of our academics are continuously involved in industry and market research and some in scholarly activity and practical activities, as well as being heavily involved within the industry in their selected areas of expertise. The course truly relies on our team, being active in the environment they teach and deliver in, to create a greater more current experience for the students.

The team's areas of academic and professional interest and experience, directly coincide and support our programme. As such there is a direct correlation that the curriculum is informed by this and updated accordingly.

Visiting Lecturers and Guest Speakers are an integral part of the course and make individual interventions on specific parts of its delivery. They deliver on a level of contemporary information and content that is directly applicable to both the programme deliverables and careers.

Assessment strategy and methods

Assessment is important to your learning. It is a positive element of your education. We use assessment to encourage you to do as well as you can, and you can use it for the same purpose.

While each unit on your programme has learning outcomes, assessment is used to test that you have achieved those learning outcomes. This means that assessment tasks are appropriate for the unit in question. Assessment on your programme is both practical and theoretical, to ensure that you become a reflective practitioner of your art, requiring you both to create fashion outcomes and to consider their role and function in society, and their relationship to the individual.

You will be expected to complete assessments by yourself and as part of group work. You will be asked to document your work and to write self-evaluations. When you are involved in group work you will be asked to keep a log and to evaluate your peers.

You will have at least one formative assessment within the first six weeks of the start of each unit and this helps support you with your studies and highlights any further support that may be needed from the student support officer or the unit leader. It does not contribute to the award mark.
Summative assessment measures the student's achievement against the course Learning Outcomes and provides an evaluation of your progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake where applicable. Examples of summative assessment include written assignments (essays, reports, case studies), practical coursework (Collection Portfolios, Research/Sketch/Fabric Books, 2/3D projects and Prototypes production, Video Making) and oral and visual presentations using a variety of media, both physical and digital.

You are strongly encouraged to seek as much feedback as possible about your progress on your units from your lecturers. Your lecturers will write about your performance and progress on your units (feedback), and they will also write about what you are advised to do in the future (feed-forward). This information is very valuable as it will support you in understanding how well you did in one module, and what you should concentrate on to do as well as possible in future modules.

Prior to External Examiners reviewing the internal and external moderation processes, moderation takes place. Sampled second marking, double marking, and monitoring the efficiency of computer-based assessment are examples of modes of moderation.

An assessment outcome (e.g., mark and/or grade) is moderated to ensure that it is fair, valid, and reliable, that the assessment criteria have been applied consistently, and that any differences in academic judgement between individual markers can be acknowledged and addressed. Moderation is a process that is separate from marking assessments.

It guarantees consistency in marking across time and within cohorts. Moderation may take the form of procedural checking rather than academic judgement in the context of more objectively marked work.

Please note that IML may need to keep your work for various reasons, including audits, good practice examples, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Course Leader for information about collecting work.

Unit	Level	Assignment Type	Assessment period
ISM4015 Introduction to Fashion Business	4	Assignment	Term 1, weeks 9/10
ISM4016 Alpha Marketing	4	Assignment	Term 2, weeks 9/10
ISM4017 The Luxury Fashion Product	4	Assignment	Term 3, weeks 9/10
ISM4018 Principles of Business	4	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10
ISM5020 Visual and Emotional Branding	5	Assignment	Term 1, weeks 9/10
ISM5026 Luxury Marketing Strategies	5	Assignment	Term 2, weeks 9/10
ISM5027 Fashion Lab Project	5	Assignment	Term 3, weeks 9/10
ISM5023 Finance & Management Control	5	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10
ISM5033 Placement/ Sandwich Year	5	Assignment	Once a placement is complete
ISM6016 Omnichannel Distribution	6	Assignment	Term 1, weeks 9/10
ISM6017 Honours Project Fashion Business	6	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10
ISM6020 Future of Fashion	6	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10

Ethical approval of research

In accordance with the Istituto Marangoni Research Ethics Policy, all students are required to submit their application for ethical approval at the same time as they submit their initial research proposal, using the School's Research Ethical Approval Form.

The application will first be reviewed by their research supervisor in accordance with the ethical approval framework who will either approve it (low risk) and send it to the Research Ethical Committee for final approval or refer it to the Research Ethics Committee for their review and approval (medium/high risk).

Proposals requiring ethical review and approval by the Research Ethics Committee include but are not limited to those involving human participants or vulnerable groups, those involving highly sensitive topics and sensitive or restrictive data or materials. Students are advised to refer to the School's Research Ethics Handbook as they develop their research proposals to ensure that they address all potential ethical implications that may arise from their research by putting appropriate measures in place.

7. Relationship to other courses

Some courses share modules or have other connections to other courses. This is a guide to whether this is applicable for your course.

The course shares common units with the following courses:

- BA (Hons) Fashion Business, Digital Communication and Media,
- BA (Hons) Fashion Business

The cross disciplinary approach of the Course is reflected in the long units:

- Level 4 ISM4018Principles of Business
- Level 5 ISM5023 Finance and Management Control
- Level 6 ISM6020 Future of Fashion

The long units support the core units taught, enabling you to gain knowledge about The Global Business, Finance, Accountancy and Trend Forecasting environments of the business world.

These units are underpinned by academic methods of teaching and assessment outcomes; from research methodologies to report production, and examinations.

These units are taught across all Fashion Business courses and their subsequent pathways for:

- BA (Hons) Fashion Business
- BA (Hons) Fashion Business and Buying

- BA (Hons) Fashion Business, Digital Media and Communication

In addition to this, the first Unit of Level 5 (ISM5020 Visual and Emotional Branding) contains an Interdisciplinary Project involving a collaboration between Fashion Styling and Creative Direction, Fashion Business, aimed to foster cross disciplinary partnerships on an Industry simulated scenario.

Furthermore, and due to the specific nature of the delivered knowledge, a collaborative atmosphere between Fashion Business, Fashion Design and Fashion Styling students is encouraged, aimed to foster the typical contemporary Industry partnerships in a simulated scenario.

8. Student support

Istituto Marangoni LONDON provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.

- **Academic and Student Services:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.

- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.

- **Careers Service**: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.

- **SEN support:** the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from

fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.

9. Learning support

Istituto Marangoni London offers a variety of different facilities and technologies to support your studies**.** These include lecture rooms, seminar rooms, the library, IT labs, atelier labs and specialist software.

Computer Labs: Support and allow practical application of the taught knowledge, together with the production of final outcomes (Adobe suite).

Photography/filming studios: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Software: Support and allow practical application of the taught knowledge, together with the production of final outcomes INDESIGN, Photoshop

Library: In addition to the normal Library duties, one to one tutorials and workshops are organised on a regular basis to support the learning activities, covering a wide range of topics such as:

Research dedicated themes are integrated within the curriculum as:

1. How to research the library resources

- Library's catalogue and locating books in the library.
- The different online resources available at the library

2. Research methodology

- Finding keywords
- Formulating research questions
- conducting preliminary research
- What are primary and secondary sources? How to find them?

3.Harvard Referencing Workshop

- What is referencing?
- What is plagiarism?
- How to cite and reference?

4.Academic writing workshop

- Understanding the brief
- Collecting resources and putting them together
- Essay or Dissertations components

5.Evaluating the information workshop

- Defining Fake News
- Identifying Fake News
- Tips for evaluating.

E-Resources: Searchable online learning materials covering many topics, from traditional Library service to improving research, writing and study practices to working collaboratively and more.

VLE: Supports the physical learning environment and allows online delivery when needed. It contains all information students need to successfully attend and progress.

IM App: Supports the physical learning environment with practical guidelines and useful information.

10. Opportunities for personal development planning

When accessing professional development within their programme, students are delivered an array of content pointing them in the direction of reflecting upon their personal practice. This is delivered through both PPD and PDP.

PPD - Personal and Professional Development is about creating and planning a career trajectory whereas, PDP - Personal Development Planning allows students the opportunity to be reflective, during planning and evaluating processes towards their goals.

They learn the understanding and application of critical reflection during and after all learning processes and activities.

Through the use of a variety of models, students are able to gather evidence and underpin key components to their learning practice encouraged through storytelling, and multimedia forms of expression.

In addition to the above, cross departmental support is available to the students, such as:

SEN support:
The School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.

Career support:
The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

11. Admissions Information

Entry requirements

- Copy of a high-school diploma or school certificates
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Design, provided they have the required L4 English entry requirement.

12. Visas and immigration

Most international students need some form of visa to study in the UK. To find out whether you need a visa to study, please check the UK government website

Students must be aware of the requirements of their visa, including the limitations on your working rights and permitted work. For any further questions, students should contact the admission office directly using an email address included in the Student Handbook.

In addition, after obtaining the first visa, the school librarian is supporting existing students in any further needed information, visa prolongation and renewal and communication with the local visa offices.

13. Assessment and progression regulations

You will be assessed on how well you are achieving the intended leaning outcomes at different stages throughout your time of study at Istituto Marangoni London.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your course. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year.

We will let you know if there are any major changes to the regulations that may affect you. https://www.regents.ac.uk/policies

You will be provided with guidelines on what you need to achieve in each assessment to receive a good mark. A generic description of each grade is available at: regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework

14. Award criteria

To complete the programme, students will need to achieve a total of 360 credits for an undergraduate degree, 120 credits per level/ year.

Note: 120 credits for the Sandwich Year does not count towards the 360 credits required to achieve the BA (Hons) Fashion Design.

For further details on award requirements, please see the Academic Regulations, available at: https://www.regents.ac.uk/policies

15. Methods for evaluating and improving the quality and standards of teaching and learning

The academic staff is being supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment
- PgCert

Istituto Marangoni London also financially supports, partly or fully, academics costs to attend conferences and training that can benefit both the staff and the institution.
The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality.

Staff members are invited to an array of regular training sessions facilitated by DOE, PL and ULs, covering tutor induction at the beginning of the Academic Year and stretching through formal faculty meetings several times during the academic year and specific support on assessment activities.

Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni London's quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- **Course validation or revalidation:** the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- **Annual programme / unit modifications**: the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

- **Programme Continuous Improvement Plans:** the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- **Unit performance reports:** the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- **Student engagement and feedback:** student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, industry engagement, monthly events, Student Representative meetings and formal Committees and academic related activities.

16. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

LEVEL 4

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM4015 Introduction to Fashion Business	X	X			X		X		X
ISM4016 Alpha Marketing	X		X	X	X	X		X	
ISM4017 The Luxury Fashion Product	X	X	X	X	X		X		X

ISM4018 Principles of Business	X	X					X		

LEVEL 5

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM5020 Visual and Emotional Branding		X	X		X		X		X
ISM5026 Luxury Marketing Strategies	X	X	X		X	X		X	X
ISM5027 Fashion Lab Project	X	X	X	X		X	X		X
ISM5023 Finance & Management Control	X	X	X				X		

SANDWICH YEAR

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM5033 Placement		X	X	X	X	X		X	X

LEVEL 6

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM6016 Omnichannel Distribution	X	X	X	X	X	X			X

ISM6017 Honour Project Fashion Business	X	X	X	X	X	X	X	X	X
ISM6020 Future of Fashion	X	X				X	X	X	X