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MODULE DESCRIPTOR

Module Title

The Fashion Business

Reference	BS1265	Version	4
Created	April 2018	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To provide the student with the ability to understand the nature, evolutionary aspects and scope of the fashion business and related industries and the elements and individuals that influence the sectors.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Describe the nature and scope of the fashion business
- 2 Outline the historical origins of fashion evolution and the influential practitioners of the 20th century
- 3 Explain the influences on the main fashion markets and their related sectors

Indicative Module Content

Fashion evolution and historical development, fashion designers and fashion houses, fashion markets, fashion influences: political; economic; social; technological; legal; environmental.

Module Delivery

Key concepts are introduced and illustrated through lectures and directed reading. The understanding of students is further enhanced through student centred learning exercises and tutorials. Progression of student knowledge in this sector will be further enhanced by appropriate visits and guest speakers.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	33
Non-Contact Hours	117	117
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3
 Description: Individual Written Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None
Precluded Modules	None

INDICATIVE BIBLIOGRAPHY

- 1 *Fashion theory: the journal of dress, body and culture*
- 2 PEACOCK, J., 2007. *Fashion since 1900: the complete sourcebook*. London: Thames and Hudson
- 3 STEELE, V., 1997. *Fifty years of fashion: new look to now*. New Haven: Yale University Press.
- 4 STONE, E., 2009. *The dynamics of fashion*. 3rd ed. New York: Fairchild Publications.
- 5 *The journal of fashion marketing and management*
- 6 WGSN - online subscription to Worth Global Style Network trend forecasting service - accessible to students from all on-campus computers: www.wgsn.edu.com.