MODULE DESCRIPTOR

Module Title

Fashion Buying and Forecasting

Reference	BS4171	Version	4
Created	April 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To provide the student with the ability to analyse and apply the elements and market forces involved within the fashion sector and demonstrate their influence on fashion buying and forecasting

Learning Outcomes for Module

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

1	Determine the fashion buying environment,buying function, buying cycle and the supplier/buyer relationship.
2	Appraise and demonstrate the relevance of forecasting, range planning and market forces on fashion buying.
3	Evaluate the relevance of sourcing and supply chain management and distribution on the fashion industry.
4	Evaluate the evolving retailer trends on fashion buying and marketing.

Indicative Module Content

Distribution supply chain including delivery schedules, forecasting, range planning, merchandise planning, branch planning, Retail analysis, key performance indicators, product profiles, distribution profiles, continuity and seasonal merchandise, range building, design elements and process, garment technology, role of the fashion buyer, sourcing, fashion merchandising, fashion marketing, fashion retailer trends

Module Delivery

Key concepts are introduced and illustrated through lectures and directed reading. The understanding of students is tested and further enhanced through labs and student centred learning. Practicals allow the student to build up relevant conceptual skills.

Indicative Student Workload	Full Time	Part Time
Contact Hours	32	32
Non-Contact Hours	118	118
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

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, 4
Description:	Individual Portfolio 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	BRANNON, E.L., 2010. *Fashion forecasting.* 3rd ed. New York: Fairchild.
2	GOWOREK, H., 2007. *Fashion buying.* New York: Blackwell.
3	SHAW, D. and KOUMBIS, D., 2017. *Fashion buying: from trend forecasting to shop floor.* 2nd ed. London: Bloomsbury Visual Arts
4	LEVY, M. and WEITZ, B., 2012. *Retailing management.* 8th ed. New York: McGraw-Hill/Irwin.
5	WGSN - online subscription to Worth Global Style Network trend forecasting service - accessible to students from all on-campus computers: www.wgsn.edu.com.
6	*Journal of Fashion Marketing and Management*