This Version is No Longer Current
The latest version of this module is available here

MODULE DESCRIPTOR

Module Title

Fashion Internationalisation and Distribution

Reference	BSM661	Version	4
Created	October 2017	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	November 2017	ECTS Points	7.5

Aims of Module

To provide the student with the ability to evaluate definitions, models, motivation methods and supply chain processes associated with fashion retailers when entering into international markets.

Learning Outcomes for Module

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

1	Identify and evaluate the range, scope and process of the internationalisation of fashion retailing.
2	Identify key aspects and analyse relationships within supply chain processes and the logistics mix giving consideration to international approaches.
3	Critically analyse company motivation for international market entry with consideration for the domestic operation.
4	Critically appraise the use of relevant theoretical models in discussing the internationalisation process.

Indicative Module Content

Internationalisation: definition, the growth and form of internationalisation. Motives: use of academic concepts, push, pull and facilitating factors. Methods of entry and market appraisal: Concept and brand: franchising, direct entry, joint venture, merger, acquisition and internet. Supply chain processes; channel relationships between the organisation, suppliers and service providers, quick response, category management, product replenishment, efficient consumer response. Logistics mix; transport, inventory, packaging, administration, storage, international approaches to supply chain management. Models associated with internationalisation and pattern of a company moves: Use of relevant academic concepts and models in relation to the company internationalisation and its form of competitive advantage.

Module Delivery

This is a lecture based course, supplemented by tutorials and case studies. Key concepts are reinforced through directed reading, student centred learning, tutorial discussion, case studies and independent research.

Module Ref:	BSM661 v4

Indicative Student Workload	Full Time	Part Time
Contact Hours	43	N/A
Non-Contact Hours	107	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
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, in addition to course entry requirements.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	ALEXANDER, N., and DOHERTY, A.M., 2009. *International retailing.* London: Blackwell Publishers Ltd.
2	FERNIE, J. and GRANT, D.B., 2015. *Fashion logistics: insights into the fashion retail supply chain.* London: Kogan Page.
3	STALL-MEADOWS, C., 2010. *Fashion now: a global perspective.* Harlow: Prentice Hall.
4	FERNIE, J. and SPARKS, L., 2014. *Logistics and retail management.* London: Kogan Page. *ebook*
5	STERNQUIST, B., 2018. *International retailing. 3rd ed. New York: Fairchild Publications.*