

MODULE DESCRIPTOR

Module Title

The Fashion Business

Reference	CB1265	Version	2
Created	February 2024	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	April 2024	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 and 21st century
- 3 Explain past and contemporary influences on the main fashion markets and their related sectors

Indicative Module Content

The Fashion Business module sets the scene and provides theoretical grounding for the BA (Hons) Fashion Management course. Lecture content explores how the fashion industry has evolved throughout time, focusing on key developments and drawing on internal and external influences. Students will develop an understanding of how external factors can present opportunities and threats for the fashion industry. This module engages students with UNESCO's Education for Sustainable Development Critical Thinking competency where students are encouraged to reflect on and challenge unacceptable norms in the fashion industry and how these impact society. Past debates around key issues like women's rights are discussed and contemporary problems are explored, such as ethics and sustainability.

Module Delivery

Key concepts are introduced and illustrated through lectures and directed reading. Students' understanding is further enhanced by student-centred learning exercises and tutorials, as well as appropriate visits and guest speakers.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	N/A
Non-Contact Hours	117	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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 CRAIK, J., 2009. *Fashion: the key concepts*. Oxford: Berg.
- 2 CROLL, J., 2014. *Fashion that changed the world*. Munich: Prestel.
- 3 *Fashion theory: the journal of dress, body and culture*
- 4 PEACOCK, J., 2007. *Fashion since 1900: the complete sourcebook*. London: Thames and Hudson
- 5 STEELE, V., 1997. *Fifty years of fashion: new look to now*. New Haven: Yale University Press.
- 6 STONE, E., 2009. *The dynamics of fashion*. 3rd ed. New York: Fairchild Publications. WGSN - online subscription to
- 7 *Worth Global Style Network* trend forecasting service - accessible to students from all on-campus computers: www.wgsn.edu.com.