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MODULE DESCRIPTOR

Module Title

Fashion Buying and Forecasting

Reference	CB4171	Version	2
Created	April 2021	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2021	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 and buying structure
- 2 Appraise and demonstrate the relevance of trend forecasting
- 3 Evaluate fashion trend directions and interpret these for a specified market
- 4 Produce a trend-led range plan to retailer and target market requirements

Indicative Module Content

The role of the fashion buyer, buying structure, buying cycle, buying environment, buying function, trend forecasting, trend evaluation, range planning, sourcing and suppliers

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 technical skills

Indicative Student Workload

	Full Time	Part Time
Contact Hours	32	N/A
Non-Contact Hours	118	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, 4
 Description: Individual Portfolio 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 KIM, E et al. 2021. Fashion Trends: Analysis and Forecasting. New York: Bloomsbury Publishing.
- 2 BRANNON, E.L. and DIVITA, L., 2015. Fashion Forecasting. 4th ed. New York: Bloomsbury Publishing.
- 3 SHAW, D. and KOUMBIS, D., 2017. Fashion buying: from trend forecasting to shop floor. 2nd ed. London: Bloomsbury Visual Arts
- 4 GOWORKE, H., 2007. Fashion buying. New York: Blackwell.
- 5 MCKELVEY, K. and MUNSLOW, J., 2009. Fashion Forecasting. Chichester: Wiley-Blackwell.
- 6 WGSN student access available at: www.wgsn.edu.com
- 7 Journal of Fashion and Marketing Management