



School of Art and Design
Faculty of Arts & Humanities

Programme Specification
BA (Hons) International Fashion Business
BA (Hons) International Fashion Business with
International Experience
BA (Hons) International Fashion Business with
Professional Experience

March 2018

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

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Introduction

The BA (Hons) International Fashion Business course is designed to offer an opportunity to study international fashion business in a creative environment to students with a range of ambitions and interests in fashion who do not, however, aspire to be fashion designers. The really unique aspect of this new course is that it will be delivered both at Coventry University, Coventry and Coventry University, London, giving students an opportunity to study for 2 years in Coventry alongside the BA (Hons) Fashion students on a range of joint projects such as The Clothes Show Live and ReFreshed UnLtd., which would offer opportunities for students to be involved in marketing and PR for 'live' events and real clients before moving to London to study for their final year. Students will study one module at Level 1 and one at Level 2 in London in order to bridge the experience between Coventry and London.

Students will be encouraged to undertake the Professional Experience or International Experience modules (Sandwich Year) offered by Coventry University (CU) between Years 2 and 3. This option has been very popular with Fashion students at CU; 23 of the 25 2014-15 Year 2 students and 30 of the 32 2015-16 Year 2 students have opted to undertake placements in the UK / internationally, or to do additional study abroad through the ERASMUS scheme.

After the first two years in Coventry (plus in some cases the optional Sandwich Year) students will move to London – one of the global Fashion capitals – to study their final year, with part of their course work linking them again with Coventry Fashion students exhibiting their graduate collections in London, which will offer a multitude of professional level opportunities in marketing, PR and event management.

This course will offer students an understanding of the different roles in the fashion industry from trend analysis and prediction, through to the design, manufacture and the retail of products, and the role of marketing to the global consumer. The experience of working alongside Fashion design students in Coventry for the first two years of the course, and in partnership in their final year, will give students a real insight in to the role of the fashion designer in the industry, and will therefore offer the students an advantage on graduation.

Students will undertake Add+Vantage and PDP modules at Levels 1 and 2 to develop their employability and entrepreneurship skills.

**Part 1: Programme Specification for
International Fashion Business**

1 Available award(s) and modes of study			
Title of Award *	Mode of attendance*	UCAS Code	FHEQ Level*
BA (Hons) International Fashion Business	F/T 3 years	W23B	Level 6
BA (Hons) International Fashion Business with International Experience	F/T or S/W 4 years		Level 5
BA (Hons) International Fashion Business with Professional Experience	S/W 4 years		Level 5
BA International Fashion Business	F/T 3 years		Level 6
Dip HE International Fashion Business	F/T 2 years		Level 5
Cert HE International Fashion Business	F/T 1 year		Level 4
2 Awarding institution/body *	Coventry University		
3 Collaboration	N/A		
4 Teaching institution and location of delivery*	Teaching institution: Coventry University Levels 1 and 2 delivered at Coventry University, Faculty of Arts & Humanities, School of Art and Design, with the exception of one 20-credit module at Level 1 and one 20-credit module at Level 2 being delivered at Coventry University, London. Level 3 of the course will be delivered at Coventry University, London. Optional Sandwich Year modules delivered from both Coventry and London.		
5 Internal approval/review Dates	Date of latest review: 28 th September 2016 Date for next review: Academic Year 2022		
6 Programme accredited by*	Not Applicable		
7 Accreditation date and duration	Not Applicable		
8 QAA Subject Benchmark Statement(s) and/or other external factors *	Art and Design; Business and Management Subject Benchmark statements can be found at: ♦ http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx		
9 Date of Programme Specification *	March 2018		
10 Programme Manager/Course Tutor *	Ann Muirhead		

11 Educational aims of the programme *

The aims of the Programme are to:

- enable students from a range of backgrounds to develop, or enhance, careers in the fashion business world;
- enable students to apply theory confidently to practice in fashion business and marketing;
- cultivate the application of sound critical judgements on business practice and ethics within a global fashion context;
- encourage an active approach to learning through research, study and applied skills within a fashion context;
- promote the development of individual creativity and the exercise of informed aesthetic in order to operate effectively in the global fashion industry;
- foster the capabilities of enterprise, initiative and resourcefulness so that graduates have the independence and skills to work in a diverse and cosmopolitan environment;
- support exploration, enquiry, investigation and analysis of local, national and international fashion markets;
- provide for the acquisition of discipline-related transferable skills so that students can become independent learners, thus having the intellectual flexibility to contribute to, and to cope with, continual change;
- develop interpersonal skills to enable effective communication within the global fashion industry;
- enable the development of advanced knowledge, and support its application in the international fashion industry.

12 Intended learning outcomes*

This programme satisfies the Art and Design and Business and Management benchmark statements as well as Coventry University's Code of Practice for Academic and Professional Skills Development.

Section 21 maps the intended learning outcomes as described in the next section to the programme's mandatory and option modules (as listed in section 20)

Section 22 shows the capabilities that students will be taught, given the opportunity to practise, and assessed. The principal teaching, learning and assessment methods normally used on the programme to achieve these learning outcomes are identified in the next section.

12.1 Knowledge and understanding*

On successful completion of the programme a student should be able to demonstrate knowledge and understanding of:

- KU1** strategic decision making across international fashion business and organisations;
- KU2** the holistic nature of fashion within online and offline business, retail and consumer processes and practices;
- KU3** a range of relevant business concepts and opportunities to contexts and market sectors within international fashion management and marketing;
- KU4** contextualise historical, cultural and commercial aspects of the global fashion industries in order to identify key drivers of change and growth;
- KU5** principles and practices in relation to marketing and management theories appropriate to the field of fashion;
- KU6** a breadth of visual design practice, including questions of aesthetics and concepts of design.

	Teaching and learning	Assessment
KU1	Lectures, seminars, tutorials, problem-based learning, case studies, industry engagement / live projects, group work, module webs.	Case study, blog, illustrated report, business plan, presentation, poster display, portfolio.
KU2	Lectures, seminars, tutorials, problem-based learning, case studies, industry engagement / live projects, group work, CAD, module webs.	Case study, blog, illustrated report, business plan, brand analysis, presentation, poster display, portfolio.

KU3	Lectures, seminars, tutorials, problem-based learning, textbooks, journals, module webs.	Case study, blog, illustrated report, business plan, presentation, portfolio.
KU4	Industry conferences, trade shows, field trips, lectures, seminars, tutorials, problem-based learning, library resources, industry engagement / live projects, electronic industry and business resources, group work, module webs.	Blog, illustrated report, business plan, presentation, poster display, portfolio.
KU5	Lectures, seminars, tutorials, field trips, problem-based learning, electronic business resources, library resources, module webs.	Reflective illustrated log / diary / report, management report, strategic business plan, presentation, portfolio, poster display.
KU6	Lectures, seminars, tutorials, field trips, industry engagement / live projects, CAD, module webs.	Presentation, poster display, illustrated report, portfolio.

12.2 Cognitive (thinking) skills*

On successful completion of the programme a student should be able to:

- CS1** interpret critically and apply appropriate business marketing and management concepts, models or techniques to problems particularly located within an international fashion context;
- CS2** research, design and synthesise conceptual, theoretical and practical solutions to complex problems within fashion business frameworks;
- CS3** evaluate commercial practices, academic and cultural thinking within a range of management, marketing and business environments;
- CS4** identify, assess critically and exercise diagnostic skills within decision-making processes that address unfamiliar situations in organisations on 'glocal' scales;
- CS5** demonstrate a developed ability to communicate and conduct business using terminology and language appropriate to the management of marketing in global fashion cultures and contexts;
- CS6** demonstrate creative thinking within a fashion business context.

The principal teaching, learning and assessment methods normally used to enable outcomes to be achieved and demonstrated are identified below.

	Teaching and learning	Assessment
CS1	Case studies, seminars, tutorials, problem based-learning, practical exercises, module webs.	Report, presentation, blog, proposal, problem-solving exercises, poster display, portfolio.
CS2	Seminars, tutorials, problem-based learning, workshops, electronic business resources and databases, library resources, module webs.	Presentation, problem-solving exercises, blog, poster display, portfolio, brand analysis.
CS3	Lectures, seminars, tutorials, group work, problem-based learning, case studies, electronic business resources and databases, library resources, module webs.	Presentation, problem-solving exercises, blog, proposal, portfolio, report.
CS4	Seminars, tutorials, problem-based learning, case studies, live / industry projects, practical exercises, group work, module webs.	Report, presentation, problem-solving exercises, blog, proposal, poster display, reflective diary, portfolio, management report.
CS5	Seminars, tutorials, workshop, problem-based learning, live / industry projects, practical exercises, group work, module webs.	Presentation, problem-solving exercises, proposal, portfolio, blog, poster display.
CS6	Lectures, seminars, problem-based learning, group work, workshops, module webs	Presentation, portfolio, blog, poster display, problem-solving exercises.

12.3 Practical skills*

On successful completion of the programme a student should be able to:

- PS1** appraise critically and formulate innovative and entrepreneurial solutions based on sound research in response to a range of fashion business problems, standards and practices;
- PS2** prepare and present material to a professional standard, appropriate to specific fashion-related scenarios

- PS3** and audiences;
deploy effectively industry standard media platforms, CAD packages and applications to communicate fashion business, marketing and management scenarios;
- PS4** demonstrate effective leadership, project management, team work and organisational skills across a range of personal and interpersonal contexts.

The principal teaching, learning and assessment methods normally used to enable outcomes to be achieved and demonstrated are identified below.

Modules offered through the Add+Vantage scheme will provide opportunities for skills development and support for Personal Development Planning. The development of discipline-based planning is detailed in Part 2: Supporting Information.

	Teaching and learning	Assessment
PS1	Lectures, seminars, tutorials, workshops, live / industry project, group work, problem-based learning, studio work, university library electronic business resources and databases, module webs.	Problem-solving exercises, presentation, report, reflective diary, portfolio.
PS2	Lectures, seminars, tutorials, workshops, live / industry project, group work, problem-based learning, field trips, industry conferences, university library electronic business resources and databases, module webs.	Problem-solving exercises, presentation, report, reflective diary, business plan, portfolio.
PS3	Lectures, seminars, tutorials, computer-based learning packages, demonstrations, workshops, module webs.	Presentation, report, reflective diary, poster presentation, portfolio.
PS4	Seminars, tutorials, workshops, live / industry project, group work, problem-based learning.	Report, presentation, portfolio.

12.4 Transferable skills *

On successful completion of the programme a student should be able to:

- TS1** demonstrate personal effectiveness, self-awareness and self management, time management, agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets;
- TS2** communicate effectively using oral, visual and written communication;
- TS3** present, challenge and defend ideas effectively and actively listen to the ideas of others in an unbiased way, with sensitivity to diversity in people and different situations;
- TS4** recognise ethical dilemmas in business situations, applying ethical and organisational values to situations and choices;
- TS5** evidence design sensibility and be able to present their ideas in a visual format.

Transferable/key skills are generally incorporated within modules (see annex 3) and are related to relevant assessments as appropriate. Self-directed learning forms an element of all modules, and the necessity to work within tight deadlines is an essential requirement across the curriculum. The ability to communicate orally and in writing will be developed across the range of modules.

The wide range of assessment techniques will ensure that students are given every opportunity to demonstrate their skills in these areas.

13 Programme structure and requirements, levels, modules, credits and awards

Modules within the programme, their status (whether mandatory or options), the levels at which they are studied, their credit value and pre/co requisites are identified in Section 20.

13.1 Patterns and modes of attendance

The BA (Hons) International Fashion Business degree is available either on a 3-year full time basis or on a 4-year sandwich basis, where there is one year of work experience in the UK or internationally (Professional / International Experience) between Levels 2 and 3. Students are encouraged to take this opportunity.

13.2 Professional body recognition

N/A

13.3 Course structure

Level 1	All modules will be delivered at CU by CU academics with the exception of 123AAD (Future Proofing for Fashion Business), which will be delivered at CULC by CU academics.	
	Semester 1	Semester 2
	120AAD Introduction to the Global Fashion Industry (20)	122AAD Product Development for the Global Consumer (40)
	121AAD Introduction to Fashion Marketing (20)	123AAD FutureProofing for Fashion Business (20)
	100AAD Into Fashion: Personal Development Planning (10)	
	<i>Add+Vantage (10) once, in either semester</i>	
Level 2	All modules will be delivered at CU by CU academics with the exception of 224AAD (Global Campaign Communication Strategies 1), which will be delivered at CULC by CU academics.	
	Semester 1	Semester 2
	222AAD International Fashion Enterprise (40)	224AAD Global Campaign Communication Strategies (20)
	200AAD Future Fashion: Personal Development Planning (10)	225AAD Global Sourcing and Production Management (40)
	<i>Add+Vantage (10) once, in either semester</i>	
	<i>Optional Sandwich Year</i>	
	231AAD Professional Experience (0) OR 230AAD International Experience (0)	
Level 3	All modules will be delivered at CULC by CU academics.	
	Semester 1	Semester 2
	318AAD Future Fashion Innovators (40)	319AAD Future Fashion Project (60)
	320AAD Marketing Futures (10)	300AAD FutureProof: Personal Development Planning (10)

Progression

To progress to the next level of study, students must **normally** have passed all modules and met the pre-requisites determined within module descriptors. However, in the eventuality of a student registering a fail in PDP 100AAD, and/or Level 1 Add+Vantage modules, progression to Level 2 must be sanctioned by the Programme Assessment Board (PAB). Students must pass all Level 1 and Level 2 modules, including PDP and Add+Vantage, before progressing to study in London.

This course will be delivered by CU staff both at Coventry and London giving students an opportunity to study in London – one of the global fashion capitals – as part of their experience.

The course will be delivered for the first two years at Coventry, with the exception that students will take **123AAD (FutureProofing for Fashion Business) at Level 1** and **224AAD (Global Campaign Communication Strategies 1) at Level 2 in both London and Coventry**. This will give the students the opportunity to meet CU staff based in Coventry and London, and to carry out research and project work in London, so that the experience is more than just swapping one campus classroom for another. Students will travel to London approximately four times in Semester 2 at Level 1 and four times in Semester 4 at Level 2. London-based staff may travel to Coventry to deliver extra sessions and to contact students via Skype; additional content for the modules will be available on Moodle.

The entire final year of the course will be delivered in London by CU academics.

All students will be encouraged to undertake the Professional Experience or International Experience between Years 2 and 3.

The Sandwich Year option has been very popular with Fashion students, with 23 of the 25 2014- 5 Year 2 students opting to undertake placements in the UK / internationally or to do additional study abroad.

The 'with International Experience' route allows students to spend a year out studying or on placement abroad or a mixture of the two; 'with Professional Experience' allows students to undertake a placement in the UK or abroad (many International students prefer 'Professional' rather than 'International' as they are already studying

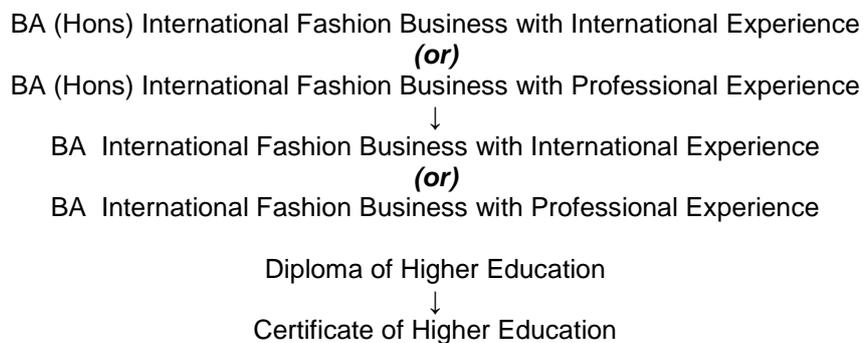
internationally and want the word 'Professional' attached to their degree). Students opting to take the International Experience module may undertake a study abroad under the Erasmus exchange scheme, a study placement under another study abroad scheme for placements outside the EU, a work placement under the Erasmus work placement scheme or a work placement organised on their own initiative outside the EU. Students studying abroad will study subjects on offer at their host institution. Students on placement / internship will be working in the fashion industry; generic subjects are employability, organisation and communication, as well as health and safety. Other subjects covered will be aligned to the area of the fashion industry in which they choose to work.

13.3 Cascade of awards

Without Sandwich Year



With Sandwich Year



Condonement

All courses follow the Academic Regulations for condonement, with the exception of the following modules that cannot be condoned:

- 120AAD Introduction to the Global Fashion Industry
- 222AAD International Fashion Enterprise

14 Support for students and their learning

Student support mechanisms are consistent with the University Statement on Equality and Diversity and Policy on Disabled Students. Reasonable adjustments can be made to the teaching, learning, assessment and support of the course to maximise accessibility to students with disabilities. The School has a Disabilities Officer who liaises with the teaching teams and the student to discuss any adjustments that may be necessary.

Course Director Takes overall responsibility for the smooth running of the course.

Level Tutor Each level of the course is overseen by a tutor whom students can contact in order to discuss any matters of concern that the student feels might be impacting on their ability to study. As a matter of professional practice, the course team encourages a formal but relaxed teaching environment in both studio and workroom settings so that students feel confident and able to approach staff with any difficulties they might be experiencing that could impact on their ability to study. If staff are unable to help directly, then they make sure that the student is referred directly to the appropriate support agency, such as the Student Union or the University's Counselling Service.

Module Leader Assumes responsibility for the operation, content and assessment of the module.

Surgery Hour Academic staff are timetabled one hour each week to enable students to drop in to discuss any issues that are impacting on their studies. The Surgery Hour is published on the Fashion staff office door and on the termly timetables.

The Academic Personal Tutorial system enables students to further develop PDP through individual and group tutorials. Students also have the opportunity to receive formal guidance and support on the course through feedback on assessed work from module leaders as well as through individual tutorials and studio / workshop sessions where feedback is continuous.

Personal Development Planning (PDP) This is delivered at each level of the course as a stand-alone module that is, however, fully integrated into the student experience on the BA International Fashion Business course at Coventry University through academic, personal, career and professional education.

Pastoral and academic support Support is provided at three levels: Course Director, Level Tutor and Module Leader. Formative feedback is available from tutors during seminars, tutorials and workshops. Summative written and verbal feedback is given at assessment. Additional support is available from skills instructors, technicians, and administrative staff. A surgery system operates for pastoral support and referrals are also available through the University's central support system.

Reasonable adjustments can be made to the teaching, learning, assessment and support of the course(s) to maximise accessibility to students with disabilities.

Disabilities Office Provides students with practical support and advice with any day-to-day issues or concerns that they may have.

Student Services A wide range of University-wide services are available for ongoing or crisis support.

FAH Futures

The School of Art and Design benefits from the support of a focused team – FAH Futures – who support students on placements alongside the placement Module Leader.

Centre for Academic Writing Provides students with individual advice on writing essays, reports, dissertations, theses, exams and other assignments.

IT Support All courses will benefit from CUOnline and the virtual learning environment.

Centre for Global Experience (CGE) Students interested in undertaking international placements / or international study exchange scheme are supported by the CGE team and, where applicable, through the ERASMUS scheme.

School of Art and Design Student Induction Programme This prepares students for their engagement in Higher Education at undergraduate level, familiarises students with the University in general and its various support services, introduces students to the Student Support Centre and the Hub and its facilities and informs students about the types of support available at subject level.

The Fashion facility includes three-state-of-the-art fashion workrooms, one fashion design studio, a fashion storeroom, two laser-cutting rooms and a course-team office. Although students on this course will not be designing and making garments, they will be alongside students using specialist facilities in the workrooms, This experience will help the students to build a specialist fashion vocabulary and language through understanding the role of the designer, workroom practice, manufacturing processes, technological developments and materials. The facility houses a range of highest specification traditional machinery as well as highly specialist equipment such as digital printers, a sublimation printer, vinyl cutter, millinery equipment, a leather scriber, sonic welders, tape seamer, bullet moulder, computerised heat-fusing machines, and keyhole button holer. A wide range of dress stands are available within the department appropriate to the production of men's/women's/children's wear, outsize and maternity. The Fashion area is fully stocked with a wide range of consumables for the production of garments and fashion accessories, thread, fusing, zips, eyelets, trims etc. The fashion store houses the fabric store, fashion archive, domestic machinery, as well as specialist equipment for millinery and footwear. The fabric library contains fabric swatches and information on fabric suppliers appropriate to student needs in the UK, and there are two shop window areas for visual merchandising.

The course uses University lecture theatres, although most of its studios now have AV equipment and can host lectures and spontaneous presentations.

The spaces are wireless-enabled and complement the School of Art and Design computer suites and the well-equipped Media Loan Shop to enable us to deliver our curriculum. The School of Art and Design also boasts its own art and design materials shop, which sells a wide range of products needed by students. These are already enhancing the learning experience for our students by creating a professional-standard learning environment, which will facilitate the future shape of our delivery.

The Library holds relevant books, journals, audio visual materials and provides access to a range of electronic resources. A School of Art and Design Subject Librarian conducts general and module specific-information skills sessions throughout the programme, as well as liaising with course teams on currency of provision. The Library provides an excellent student resource, not only in terms of books, but also in terms of industry-specific subscriptions to periodicals. The trend resource Worth Global Style Network (WGSN), the periodicals and the multimedia archive are used extensively by staff and students.

15 Criteria for admission

UCAS entry profiles may be found by searching for the relevant course on the [UCAS website](#), then clicking on 'Entry profile'.

Essential entry requirements:

- **5 GCSEs** at grade A* – C including English Language and Mathematics or specified equivalents.

Typical offers

- **A Levels:** BBC;
- **BTEC Level 3 Extended Diploma:** DMM;
- **Access:** The Access Diploma to include 30 Level 3 credits at Merit plus GCSE English Language and Mathematics at grade A* – C or specified equivalents;
- **International Baccalaureate Diploma:** 30 points;
- An adequate proficiency in English must be demonstrated and will be assessed during the induction phase of the programme. The requirement is a minimum IELTS score of 6.0, or its equivalent, in both reading and writing;
- Accreditation for prior learning is in accordance with the Academic Regulations for undergraduate programmes.

16 Method for evaluating and enhancing the quality and standards of teaching and learning

The Programme is managed by the School of Art and Design Board of Study of the Faculty of Arts & Humanities for all years of the course.

The Programme Assessment Board (PAB) for the School of Art and Design is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The Subject Assessment Board (SAB) is responsible for monitoring module progression, grades and norms. Board of Study is responsible for monitoring the quality of modules in the programme and the general academic health of the School.

External examiners report annually on the programme and their views are considered as part of the CQEM process. Details of the CQEM process can be found on the Registry pages of the University's web site.

Module Evaluation Questionnaires are completed by students for all modules and staff are required to respond to the outcomes.

Whilst at CU, students are represented on the Student Forum, Board of Study and Faculty Board, all of which normally meet two or three times per year. Students views are also sought through Module and Course Evaluation Questionnaires. When the cohort moves to CULC, student representatives will be supported financially to travel to CU to attend the Student Forum or to contribute via Skype.

17 Regulation of assessment

University policy requires the internal moderation of all assessments.

External examiners are appointed for all named University awards. The role of the external examiner at module level is to ensure that academic standards are in line with national norms for the subject. External examiners undertake the moderation of examination papers and assessment tasks, and view representative samples of work for the modules for which they have responsibility. At programme level, external examiners help to ensure fairness in the consideration of student progression and awards. They have the right to comment on all aspects of the assessment system and participate as full members of the assessment boards.

The pass mark for all modules is 40%. This overall module mark may comprise more than one component (e.g. coursework and exam). The individual module descriptors give the precise pass criteria and the weighting of the component marks that contribute to the overall module mark.

On Undergraduate programmes, the Honours classification boundaries for First Class, Upper Second Class, Lower Second Class and Third Class are 70%, 60%, 50% and 40% respectively.

18 Indicators of quality and standards

The following are key indicators of quality and standards:

- The programme has been designed in accordance with the QAA benchmark statements for Art and Design and Business and Management;
- The course has a strong portfolio of industry-related research; all staff have research profiles published on the Coventry University website;
- The subject area has excellent links with local/national and international employers/industry; these inform course management and development;
- 6 months after finishing: 90% of students in work/study, 45% in professional/managerial jobs;
- Outcomes from the National Student Survey (NSS) 100% Overall Student Satisfaction, 100% students satisfied with teaching on their course, 100% students satisfied with the resources available, 100% students satisfied with their personal development.

QAA HE Review (Audit Feb 2016) published report (Key Findings: QAA's Judgements of Coventry University)

The QAA review team formed the following judgements about the higher education provision at Coventry University – that it meets UK expectations for:

- the setting and maintenance of the academic standards of award meet UK expectations;
- the quality of student learning opportunities meets UK expectations;
- the quality of the information about learning opportunities meets UK expectations;
- the enhancement of student learning opportunities meets UK expectations.

19 Additional information

Key sources of information about the course and student support can be found in:

- Course Handbook
- Module Guides
- Module Webs
- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)
- Study Support information is accessible from student services home page

20 Mandatory and core-option modules

Module code	Module title	Credit value	Pre/Co requisite	International Fashion Business
Level 1				
120AAD	Introduction to the Global Fashion Industry	20	None	M
121AAD	Introduction to Fashion Marketing	20	None	M
122AAD	Product Development for the Global Consumer	40	None	M
123AAD	FutureProofing for Fashion Business	20	None	M
100AAD	Into Fashion: Personal Development Planning	10	None	M
	Add+Vantage	10	None	M
Level 2				
222AAD	International Fashion Enterprise	40	122AAD	M
224AAD	Global Campaign Communication Strategies 1	20	121AAD	M
225AAD	Global Sourcing and Production Management	40	120AAD	M
200AAD	Future Fashion: Personal Development Planning	10	100AAD	M
	Add+Vantage	10	None	M
	Optional Sandwich Year			
230AAD	International Experience	0	Must have passed Level 1 & 2	O
231AAD	Professional Experience	0		O
Level 3				
318AAD	Future Fashion Innovators	40		M

319AAD	Future Fashion Project	60	Must of passed levels 1 and 2	M
300AAD	FutureProof: Personal Development Planning	10		M
320AAD	Marketing Futures	10		M

Key

M = Mandatory (i.e. must be studied and passed for the named award)

O = Option

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

21 Curriculum map

Intended learning outcomes																					
Module codes	Knowledge and understanding						Cognitive (thinking) skills						Practical skills				Transferable skills				
	KU1	KU2	KU3	KU4	KU5	KU6	CS1	CS2	CS3	CS4	CS5	CS6	PS1	PS2	PS3	PS4	TS1	TS2	TS3	TS4	TS5
120AAD Introduction to the Global Fashion Industry				X					X						X						X
121AAD Introduction to Fashion Marketing					X		X					X		X	X			X			X
122AAD Product Development for the Global Consumer	X			X			X			X		X	X	X			X				X
123AAD Future Proofing for Fashion Business	X	X	X		X		X	X				X		X						X	X
100AAD Into Fashion: Personal Development Planning																	X	X			
224AAD Global Campaign Communication Strategies 1	X	X			X	X	X		X	X	X	X		X	X	X	X	X	X		X
225AAD Global Sourcing and Production Management	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X			X	
222AAD International Fashion Enterprise	X		X	X	X		X	X	X		X	X	X	X	X	X	X		X	X	
200AAD Future Fashion:														X			X	X			

222AAD International Fashion Enterprise	TP	TPA	TPA	TPA	TP	TPA	TP	TPA	TP
200AAD Future Fashion: Personal Development Planning	TP	TPA	TP		TPA	TPA	TPA	TPA	TPA
230AAD International Experience					TPA	TPA	TPA	TPA	TPA
231AAD Professional Experience		TPA			TPA	TPA	TPA	TPA	TPA
318AAD Future Fashion Innovators	TPA	P	PA		P	TPA	P	TPA	
320AAD Marketing Futures		P	TPA	TPA	P	TPA		PA	
319AAD Future Fashion Project	A	TP	TPA		PA	TPA	PA	P	TPA
300AAD FutureProof: Personal Development Planning		TPA	TP		TPA	TPA	TPA	TPA	TPA

Key: T=Taught, P=Practiced, A=Assessed

The Code of Practice for Academic and Professional Skills Development requires that each of the capabilities be demonstrated at least once during the programme.

Capability outlines (from the Code of Practice for Academic and Skills Development)

Learning to Learn – Students should be ready to accept responsibility for their own independent learning. They should also be able to reflect on their learning and appraise their capabilities and achievements. Students should also be able to identify their individual needs for effective learning.

Working with Others – Students should be able to work effectively as part of a group, and respect the dignity, rights and needs of others.

Problem Solving and Innovation – Students should be able to use problem-solving skills in a variety of practical situations. They should be able to demonstrate creativity, flexibility, perception, decisiveness, confidence and an awareness of values.

Numeracy – Students should be able to interpret, analyse and present numerical data.

IT and Online Learning – Students should be able to use computer-based systems for learning, communicating, collaborating with peers and tutors, and working with data.

Communication – Students should be able to communicate effectively in appropriate forms in a wide variety of situations.

Career Management – Students should appreciate the values, culture, structure and process of work organisations relevant to their area of study. Students should also appropriately match their experience and academic achievements to employer expectations.

Information Management – Students should be able to carry out research relevant to their field of study by retrieving and using information drawn from a variety of resources.

Personal Development Planning – Students should be able to demonstrate self-awareness, set personal goals and record achievement.

Capabilities developed through the Add+vantage Scheme

In all full-time UK based undergraduate courses (with the exception of those that lead to a licence to practice), students will undertake at least one 10 credit Add+vantage module in each of the three years of their course. These Add+vantage modules will develop the following generic capabilities:

- **Problem Solving Skills**
- **Action Planning and Organising**
- **Written and Oral Communication**
- **Questioning and Listening**

Employability competencies and career management skills will be introduced in each Add+vantage module. The following personal qualities related to employability will be addressed in each of the Add+vantage modules:

- **Achievement orientation**
- **Initiative (Creativity)**
- **Self Confidence**

- **Decisiveness**
- **Reflectiveness**
- **Adaptability/Flexibility**
- **Influencing**
- **Career Management Skills**

