

Module code: MOD009491		Version: 2 Date Amended: 06/Nov/2023	
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1. Module Title			
Fundamentals of Fashion Business			

2a. Module Leader			
Tamzin Byrne			

2b. School			
Cambridge School of Art			

2c. Faculty			
Faculty of Arts, Humanities, Education and Social Sciences			

3a. Level			
4			

3b. Module Type			
Standard (fine graded)			

4a. Credits			
30			

4b. Study Hours			
300			

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Fashion Communication and Branding		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module will provide you with the fundamental principles of fashion business. Throughout this module, you will explore the architecture of different global and local enterprise; you will examine their value creation process; consider their global expansion; understand supply chains as well as their marketing, business and product development; and you will consider ethics and sustainability within a business environment.

'Fundamentals of Fashion Business' will equip you with an overview of how the global fashion industry operates, by understanding the key elements that constitute a successful enterprise. Through a series of lectures, seminars, workshops, and talks, you will develop an ability to observe and describe the crucial functions of a fashion business. In addition, you will build an informed awareness of how a fashion brand is constructed both over time, and across different markets, as well as how fashion products are designed, developed, distributed and communicated in competitive environments.

By the end of this module, you will have gained a deeper understanding of the strategic relations of different departments that support growth and expansion, with a particular focus on the development of new ranges and products, their branding and communication.

6b. Outline Content

- The fashion system and the fashion industry
- Ethics and Social Responsibility in the context of fashion business
- Consumer Behaviour – What are Consumers? What is Consumer Power?
- Fashion Concepts – The Creation and Diffusion of Fashion; Fashion Lifecycles
- Individual Consumer Dynamic: The Self Concept, Ethics, Social Responsibility, and Environmental Issues
- B2B Customers
- Business Planning and the role of Product Development
- Trend Forecasting

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Apple Mac Computer Suites; Current version of Adobe Creative Suite - Master Edition, including Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate knowledge and understanding of the local and global Fashion Business Industry and the fundamental skills and knowledge that underpin successful fashion brands.
2	Knowledge and Understanding	Demonstrate knowledge and understanding of the major theories and frameworks that regulate the global fashion industry.
3	Intellectual, practical, affective and transferrable skills	Apply analytical techniques and resolve potential issues with a fashion organisation.
4	Intellectual, practical, affective and transferrable skills	Use information technology to create and communicate visual and verbal ideas relating to the fashion industry.
5	Intellectual, practical, affective and transferrable skills	Demonstrate effective oral and written communication skills.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-5	1 x 1 hr lecture for 12 weeks
Other teacher managed learning	24	1-5	1 x 2 hr seminar for 12 weeks
Student managed learning	264	1-5	264 hours of student managed learning including: Group and independent research, peer group work, project development, workshops, study skills and specialist workshops, preparation for seminars and lectures, assessment preparation
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1, 3, 4, 5	30 (%)	Fine Grade	30 (%)
Fashion Brand Business Structure Exploration – Individual Report (1,800 words equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-5	70 (%)	Fine Grade	30 (%)
Launching a new fashion product – Group Work and Reflective Journal (4,200 words equivalent)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]