

|                               |                                                    |
|-------------------------------|----------------------------------------------------|
| <b>Module code:</b> MOD009491 | <b>Version:</b> 2 <b>Date Amended:</b> 06/Nov/2023 |
|-------------------------------|----------------------------------------------------|

|                                  |
|----------------------------------|
| <b>1. Module Title</b>           |
| Fundamentals of Fashion Business |

|                          |
|--------------------------|
| <b>2a. Module Leader</b> |
| Laura Brown              |

|                         |
|-------------------------|
| <b>2b. School</b>       |
| Cambridge School of Art |

|                                                            |
|------------------------------------------------------------|
| <b>2c. Faculty</b>                                         |
| Faculty of Arts, Humanities, Education and Social Sciences |

|                  |
|------------------|
| <b>3a. Level</b> |
| 4                |

|                        |
|------------------------|
| <b>3b. Module Type</b> |
| Standard (fine graded) |

|                    |
|--------------------|
| <b>4a. Credits</b> |
| 30                 |

|                        |
|------------------------|
| <b>4b. Study Hours</b> |
| 300                    |

|                                                    |                                              |                    |                  |
|----------------------------------------------------|----------------------------------------------|--------------------|------------------|
| <b>5. Restrictions</b>                             |                                              |                    |                  |
| <b>Type</b>                                        | <b>Module Code</b>                           | <b>Module Name</b> | <b>Condition</b> |
| Pre-requisites:                                    | None                                         |                    |                  |
| Co-requisites:                                     | None                                         |                    |                  |
| Exclusions:                                        | None                                         |                    |                  |
| <b>Courses to which this module is restricted:</b> | 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 |
| 2026/7                                         | 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

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

| 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]