

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Fashion Product Management and Innovation
Intermediate Awards Available	Cert HE, Dip HE, BA
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Arts and Creative Industries
UCAS Code	TBC
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design 2017
Additional Versions of this Course	BA (Hons) Fashion Product Management and Innovation (with Placement Year) BA (Hons) Fashion Product Management and Innovation (with Foundation Year)
Date Specification Last Updated	October 2020

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Research and explore the development of materials and apparel created for utilisation within the fashion industry.
- Reflect upon the challenges faced by an ever-changing industry that needs a focus on materials and fit development
- Develop innovative and dynamic solutions to relevant industry challenges.
- Introduce the student to theoretical and practical based studies that explore materials design, fashion and apparel product analysis.
- Reflect industry practise in the field of textiles and apparel product development. With a focus on gaining skills relevant to professional material and garment technologist roles.

What you will learn:

Knowledge

- Advance their own knowledge and application of product management through contemporary tools/frameworks
- Development of ideas using learned tools to deliver innovative product

solutions for the fashion industries

Thinking skills

- Interpret and get insights from the secondary information sources and detect trends in order to develop new products
- Demonstration of a global outlook and understanding of the meaning of product management.
- Ideas and concept development for Fashion
- Critical thinking, reflection and evaluation of creative and theoretical practice

Subject-Based Practical skills

- Apply creative solutions into product vision and concept.
- Apply innovative techniques in launching new product lines
- Articulate ideas and concepts effectively

Skills for life and work (general skills)

- Source, navigate, select, evaluate and manage information from a variety of sources.
- Effective interpersonal communication with oral, written, quantitative, and computer skills.
- Learn to work well with teams in analyzing and presenting discussions and displays of important concepts and papers
- Effective management and organisation of time

Learning and Teaching

The Fashion Product Management and Innovation course's learning and teaching methods are underpinned by UEL's Strategic Portfolio which focuses on student success through active engagement: 'learning by doing'. Courses are delivered by a dedicated staff team through lectures, seminars, workshops, project supervision, demonstrations, practical classes, workshops tutorials, field visits and guest speakers' talks. All members of the teaching team use opportunities that the Centre for Excellence in Learning and Teaching (CELT) provides for staff development and keep up-to-date with the innovative approaches to teaching and learning that CELT promotes, with a special interest in Technology Enhanced Learning (TEL).

Knowledge is developed through

- Proposals, essays and written reports
- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- IT activities with feedback

- Research skills-based activities with feedback
- Concepts, solutions and arguments
- Process: research, fashion and investigation

Skills for life and work (general skills) are developed through

- The demands of the study medium (e.g. distance learning)
- Planning activities with feedback
- Time management
- Project work, presentations and the use of technology
- Acknowledging the work of others (professionals and peer groups)

Assessment

Knowledge is assessed by

- Coursework
- Essays
- Presentations

Thinking skills are assessed by

- Coursework
- Project work
- Group work/ critiques
- Tutor/ student feedback

Practical skills are assessed by

- Practical reports
- Portfolio completion
- Presentations

Skills for life and work (general skills) are assessed by

- Communication with tutors and students
- Ability to articulate ideas visually and verbally

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

Students choosing to study on the BA (Hons) Fashion Product Management and Innovation with Sandwich Year degree course have the opportunity (between levels 5 and 6) to take a full year industry placement schedule, gaining first-hand experience of the industry and develop their understanding of professional practice. The course has an extensive and varied list of contacts that we use to support our students' work placement opportunities. Our contacts cover a variety of roles such

as:

Project Manager | Quality Controller | Operations and Performance Managers | Merchandiser | Product Developer | Garment Technologist | Product Researcher | Brand Manager

The Placement Year is facilitated by both a module leader and the student, with regards to the sourcing of companies relevant to their interests and aspirations. Students are bound by a code of conduct throughout the entire year as they represent the university in an external environment. Please see the link below for further information:

<https://www.uel.ac.uk/about/about-uel/governance>

Students can also consider undertaking work experience placements out of term e.g. summer internships. Throughout the placement year our staff team provide assistance, but not as formal curriculum tutorials, more as a friendly source of advice and guidance. For example, being available to work with companies as we approach London Fashion week can be extremely exciting for our students, in level 4 especially as it allows them to gain insight in to fashion as an industry and start to gauge what type of company they might like to apply to when taking part within the industry placement sandwich scheme if they have chosen this option.

Below is a vast list of Industry Placements undertaken by students who are studying on the BA (Hons) Fashion Product Management and Innovation with Sandwich Year course. We ensure that our range of companies that we work with is broad in order to cater for a variety of interests.

- Preen
- West Carolina
- Alexander McQueen
- JW Anderson
- Jonathan Saunders
- Jenny Packham
- Marcus Lupfer
- Very
- Urban Outfitters
- Teatum Jones
- Urban Outfitters
- Hand & Lock
- M&S

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
3	FT3001	Mental Wealth: Professional Life: Creative Research Practice	20	Core	No
3	FT3002	Design and Application	20	Core	No
3	FT3003	Design and Context	20	Core	No
3	FT3004	Fashion Development and Techniques	20	Core	No
3	FT3005	Final Realisation	20	Core	No
3	FT3006	Technical and Creative Processes	20	Core	No

4	FT4010	Fashion Context and Research	20	Core	No
4	FT4013	Fashion Enterprise	20	Core	No
4	FT4011	Mental Wealth PL Business of Fashion	20	Core	No
4	FT4012	Technical Skills and Innovation	20	Core	No
4	FT4019	Introduction to Product Management	20	Core	No
4	FT4020	Product Development and Innovation	20	Core	No
5	FT5025	Theory of Fashion	20	Core	No
5	FT5022	Fashion Enterprise 2	20	Core	No
5	FT5024	Technical Applications	20	Core	No
5	FT5015	Mental Wealth PL Business of Fashion 2	20	Core	No
5	TBC	Merchandising and Retail Management	20	Core	No
5	TBC	Strategic Forecasting	20	Core	No
5	FT5016	Optional Placement Year	120P	Optional	No
6	FT6025	Final Major Project – Theoretical Identity	20	Core	No
6	FT6024	Final Major Project - Realisation	20	Core	No

6	FT6023	Fashion Enterprise 3	20	Core	No
6	FT6015	Mental Wealth PL Business of Fashion 3	20	Core	No
6	TBC	Strategic Planning and Intrapreneurship	20	Core	No
6	TBC	Product Innovation and Management Practice	20	Core	No

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is 3 years full-time or 5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 8 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Starter sewing packs £30

General fashion equipment (shears, pattern ruler etc) starting from approx £50

Calico £3.50 per metre

Printing starting from £0.05p

Sketchbooks starting from £3

Portfolios starting from £10

Paris Study Visit from £280

We expect the average additional costs for each year of study to be a minimum of £300. Students may need to spend more depending on their choice of projects and materials.

You will be required to attend galleries and museums throughout the course. You will need to pay your transport and if there is any entry charge, you will need to pay for this. We expect the cost of trips to cost no more than £50 per year.

Optional:

During your course, you will have the option to take part in a study visit abroad, for instance Paris. The cost of this will depend on the choice of travel and accommodation arrangements that you choose but you should budget a minimum of around £290 for this.

Alternative Locations of Delivery

N/A