

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Fashion Product Management and Innovation
Intermediate Awards Available	Cert HE Fashion Dip HE Fashion Product Management BA Fashion Product Management and Innovation
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	W239
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design 2019
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	January 2021

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.
- Explore materials design, fashion and apparel product analysis via theoretical and practical based studies.
- 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 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
- Tutorials, peer and industry feedback
- Online discussions and activities
- Lectures /seminars

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

- Planning activities with feedback
- Time management
- Project work, presentations and the use of technology
- Acknowledging the work of others (professionals and peer groups)
- Planning activities with feedback from academics, industry professionals and peers

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

Learners will have the opportunity to complete an optional year out on a work placement.

Students will have the opportunity to complete the placements for the duration of a year, which can involve working with one or up to a maximum of three different organisations.

Some learners may not have the opportunity to complete a year-long placement, so provisions are also made within the Level 5 module Mental Wealth to allow students to complete a shorter-term placement as part of this specific module.

Placements are not guaranteed and learners will be required to research on, source and apply for their own placements. However, learners will have the chance to receive direction and support on the application process from academic staff within the Fashion Cluster, as well as from wider departments within UEL, such as the CfSS Employability team.

The Fashion Cluster has an extensive and varied list of contacts that we use to support our students' work placement opportunities.

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>

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
4	FT4010	Fashion Context and Research	20	Core	N
4	FT4013	Fashion Enterprise	20	Core	N
4	FT4011	Mental Wealth Professional Life Business of Fashion 1	20	Core	N
4	FT4012	Technical Skills and Innovation	20	Core	N
4	FT4019	Introduction to Product Management	20	Core	N
4	FT4020	Product Development and Innovation	20	Core	N
5	FT5025	Theory of Fashion	20	Core	N
5	FT5022	Fashion Enterprise 2	20	Core	N
5	FT5024	Technical Applications	20	Core	N
5	FT5015	Mental Wealth Professional Life Business of Fashion 2	20	Core	N
5	FT5029	Merchandising and Retail Management	20	Core	N
5	FT5033	Strategic Forecasting	20	Core	N
5	FT5016	Optional Placement Year	120P	Optional	N



6	FT6025	Final Major Project – Theoretical Identity	20	Core	N
6	FT6024	Final Major Project - Realisation	20	Core	N
6	FT6023	Fashion Enterprise 3	20	Core	N
6	FT6015	Mental Wealth Professional Life Business of Fashion 3	20	Core	N
6	FT6035	Strategic Planning and Intrapreneurship	20	Core	N
6	FT6034	Product Innovation and Management Practice	20	Core	N

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.

Undergraduate

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 7 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:

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.

Mandatory/Required:

Printing starting from £0.05p

Sketchbooks starting from £3

Portfolios starting from £10

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

Recommended:

Laptop (£199- £1000)

Starter sewing packs £30

Calico £3.50 per metre



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.

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.

Alternative Locations of Delivery

N/A