



Course Specification Part A

BA (Hons) International Fashion Business (Four Year Degree) TKHU019

School of Art & Design
TKH School of Design and Media

Academic Year: 2023/2024

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 they take 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.

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. 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.





Section A. 1 -

Level 3

BA (Hons) International Fashion Business

Section A.1

Level 3 Specification	Page
1 Introduction	4
(Basic Course Information sections 2-11 can be found in Part A.2)	
12 Outline and Educational Aims of Level 3	4
13 Level 3 Learning Outcomes	5
14 Level 3 Structure and Requirements, Modules, Credits and Progression	6

Part A.1 Course Specification Level 3 BA (Hons) International Fashion Business

Introduction

Part A.1 of this document outlines Level 3 of the BA (Hons) International Fashion Business degree, which is a shared year taught across the Faculty of Arts and Humanities.

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BA (Hons) International Fashion Business course.

Level 3 Year in Art, Design and Media

Level 3 is a Year in Art, Design and Media that will introduce all students in the School of Design and Media to the key concepts in the subject(s) they intend to study, as well as the academic study skills and language they will need to operate effectively at degree level. Level 3 consist of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Levels 4, 5 and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

Sections 2-11

Basic Course Information Sections 2-11 can be found in the BA (Hons) Graphic Design Course Specification Part A.2

12 Outline and Educational Aims of Level 3 Outline

The Level 3 Year in Art, Design and Media is designed to foster a creative, critical and experiential approach to art, design and media practice with embedded general English and English for specific purposes. Students are encouraged to experiment with different creative methods, test ideas and engage in a process of critical reflection through creative approaches. The course supports students towards informed career choices, with awareness of their own creative strengths and knowledge of creative career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University. The year includes embedded academic English and study skills support.

The Level 3 Year is structured in two parts:

Exploration (60 credits, Level 3). Through individual, group and collaborative working, students are exposed to a wide range of issues concerned with visual understanding and visual thinking, studio practice, audio/visual media production, narrative, material handling, careers, art/design/media histories, creative problem solving, skill acquisition, critical reflection and independent learning. Creative work is supported and enhanced by focused English for specific purposes, building key vocabulary, listening, comprehension and interpretation skills, and academic writing. Students are guided though project briefs focused towards a developing understanding of degree subject specialisms. The outcome of this stage is a portfolio of creative outcomes, both physical and digital. The 40 credit Art, Design and Media module is supported and enhanced by a 20 credit focused English for specific purposes to develop key vocabulary, verbal, comprehension/interpretation skills, group presentation skills, and academic writing through the development of personal statements and reflective consideration of context of their creative practice.

Transition (60 credits, Level 3). The second stage of the course prepares students for degree- level study in creative disciplines, through the development of a specialism-focused individual projects towards the final outcome, an exhibition/showcase of final projects appropriate to the professional practice approaches in their

chosen creative pathway. The 40 credit Art, Design and Media module is supported and enhanced by one 20 credit English for specific purposes modules, with emphasis on subject-specific academic writing, research skills, and the verbal and presentation skills.

Level 3 General Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Become familiar with the key concepts in their chosen subject area.
- Develop the language and subject-specific academic study skills necessary to study at university level.
- Manage their own learning and acquire transferable skills such as communication, initiative and problem solving that equips and orientates students for higher education.

Level 3 Specific Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Acquire a broad knowledge of current and historical concerns and concepts within art, design and media;
- Develop an understanding of research, processes and practical skills appropriate to art, design, and media, and apply these critically and imaginatively though subject-specific outcomes;
- Develop study skills and academic English language skills, specific to the subject areas of art, design and media;
- Learn to manage learning, and acquire transferable skills such as communication, presentation, visual and digital fluency, critical reflection, initiative and problem-solving that equips and orientates students for degree level study in art, design and media;
- Develop appropriate skills, understanding and experience for successful transition into appropriate degree-level study and professional pathways in art, design and media.

13 Level 3 Learning Outcomes:

On successful completion of Level 3 a student will be able to:

- 1. Demonstrate understanding of the fundamental concepts in art, design and media within international and social contexts, in an English-speaking learning environment;
- 2. Show evidence of development, problem solving and application of creative skills and approach;
- 3. Demonstrate the ability to use a range of creative media effectively, including digital tools, within art, design and media
- 4. Demonstrate the ability to communicate ideas effectively through research, analysis, interpretation and evaluation in both verbal and written academic English;
- 5. Demonstrate understanding of career pathways and professional contexts in art, design and media and;
- 6. Demonstrate the ability to critically self-evaluate, and transition to more independent research-informed learning at degree-level.

14 Level 3 Structure and Requirements, Modules, Credits and Progression

Level 3 Structure

Semester 1	Semester 2			
KH3135AAD	KH3136AAD			
Art, Design and Media 1:	Art, Design and Media 2:			
Exploration (40 credits)	Transition (40 credits)			
KH3109HUM Foundation Academic English 1 for Design and Media (20 credits)	KH3110HUM Foundation Academic English 2 for Design and Media (20 credits)			

14.1 Entry Requirements to Level 3 Year in Art, Design and Media

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GSCE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GSCE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications are welcome, as are mature students with alternative experience.

Portfolio

Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Progression to Level 4

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award.

Modules within Level 3 and their credit value are identified in the table below.

Module Code	Title	Semester	Credit	Learning
			Value	Outcomes
KH3135AAD	Art, Design and Media 1: Exploration	1	40	LO 1,2,3,4,5,6
KH3109HUM	Foundation Academic English 1 for Design and Media	1	20	LO 1,4,5,6
KH3136AAD	Art, Design and Media 2: Transition	2	40	LO 1,2,3,4,5,6
KH3110HUM	Foundation Academic English 2 for Design and Media	2	20	LO 1,4,5,6

Sections 15-18

Sections 15-18 can be found in the BA (Hons) International Fashion Business Course Specification Part A.2





Course Specification Part A.2

BA (Hons) International Fashion Business – Level 4, 5 and 6

TKH School of Design and Media

Academic Year: 2023/2024

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 they take full advantage of the learning opportunities that are provided.

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Section A.2 Contents Course Specification Level 4, 5, 6 Page 1 Introduction 11 2 - 11 Basic Course Information 12 12 Outline and Educational Aims of the Course 13 13 Learning Outcomes at Levels 4, 5, 6 14 14 Course Structure and Requirements, Modules, Credits and Awards 15 19 15 Support for students and their learning 16 Criteria for Admission and Selection Procedure 19 17 Method for evaluating and enhancing the quality and standards of teaching and learning 20 18 Regulation of Assessment 20 21 19 Indicators of Quality Enhancement 21 20 Additional information

PART A Course Specification (Published Document) BA (Hons) International Fashion Business

1. Introduction

The BA (Hons) International Fashion Business course is designed to appeal to students that are passionate about fashion business and are looking to explore and develop creative and intellectual skills needed to enter into the fast-paced and highly dynamic fashion industry. This course is unusual in that it is a business course that is taught within an Art and Design environment rather than in a Business School; this gives the students an insight into fashion design in the making and enables them to develop a level of visual literacy which is essential for anyone working in the fashion industry.

The future fashion-business graduate will need a broad understanding of the world around them, cultivating innovation and collaborative approaches to drive the global fashion industry forward with a new responsible directive. The course nurtures individual creativity, business acumen and future employability aspirations and goals. Students on this course will benefit from collaborating with Art and Design students. This will help them to build relevant networks and understand the myriad nature of disciplines embedded in art and design cultures and industries.

Throughout the BA (Hons) International Fashion Business course, students will cover topics such as innovation in fashion global arenas; marketing, sustainability, trend forecasting, data analytics in business environments; operational strategies including digital branding, entrepreneurship and organisational development to help students think about the dynamic nature of global fashion business environment in order to reshape current and future business models and identify new opportunities. Students will also be introduced to a broad range of creative digital software used within the industry.

Students will have the opportunity to take part in industry-led competitions and are encouraged to take part in course study visits; the optional opportunity to travel overseas to Paris to attend Premiere Vision (the World's Premiere Textile Trade Fair), and Copenhagen Fashion Week. In their final stage of study students are encouraged to professionally promote themselves on a range of different platforms and take part in a number of different outwards facing events, including the Coventry University student Showcase.

Students are assessed on skills and components reflecting industry expectations and requirements. The assessment strategy ensures that students are assessed against requirements which demonstrate increasing complexity and intricacy as they progressed through the course. Beginning with demonstrations of sound understanding, and application of basic knowledge and skills at level 4 and increasing to more independent and specialised work in level 6 ensures students work towards a graduate ready portfolio.

The course draws upon well-established contacts within the creative industries both in the UK and abroad and is directly informed by both research and professional practitioners, benefiting from visiting guest speakers from various aspects of the industry. As part of the course students should also have the opportunity to take part in Collaborative Online International Learning (COIL) projects.

Students on the BA (Hons) International Fashion Business course have the option to take a sandwich year after Year 2 / Level 5. This offers the students an opportunity to gain further employability and / or international experience.

This course is designed to allow students to develop the graduate attributes to enter numerous career paths within the fashion industry and beyond. International Fashion Business graduates will be creative, informed, entrepreneurial and ethical influencers able to drive the innovations vital to the Fashion and wider creative industries.

2 Available Award(s) and Modes of Study			
Title of Award		Mode of attendance	FHEQ Level	
BA (Hons) Internation	al Fashion Business	F/T 3 years	Level 6	
Fallback Awards: BA International Fash	ion Business	F/T 3 years	Level 6	
Diploma of Higher Edu	ucation in International Fashion Business	F/T 2 years	Level 5	
Certificate of Higher E	ducation in Fashion	F/T 1 year	Level 4	
3 Awarding Institution/Body	Coventry University			
4 Collaboration	Autonomous Franchise			
5 Teaching Institution and Location of delivery	Coventry University Branch at TKH The Knowledge Hub Universities Campus New Administrative Capital, Residential Area 7, R7, Cairo Governorate			
6 Internal Approval/Review Dates	Date of approval: 07/2021 Date for next review: Academic year 2027/2028			
7 Course Accredited by	Not Applicable			
8 Accreditation Date and Duration	Not Applicable			
9 QAA Subject	QAA Art and Design Benchmark Statemen	t, 2017:		
Benchmark Statement(s) and/or other external factors	qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf			
10 Date of Course Specification	May 2023			
11 Course Directors	Coventry University Course Directors: TBA The Knowledge Hub Course Director: TBA Link Tutor Level 3: Amy O'Donnell Link Tutor Levels 4, 5, 6: TBA			

12 Outline and Educational Aims of the Course

The aims of the Programme are to:

 Enable students from a range of backgrounds to develop, or enhance, careers in the global fashion industry.

- Provide a creative, flexible, and inspiring learning environment, that facilitates the development of advanced knowledge and comprehension of the international fashion industry.
- Enable students to apply theory confidently to practice in fashion business and marketing. Nurture independent thinking and sound critical judgement on ethical and sustainable business practice within a global fashion context.
- Encourage an active approach to learning through collaboration, research, study and applied skills within a global fashion context.
- Promote the development of innovation, individual creativity, and the exercise of informed aesthetic to operate effectively in the global fashion industry.
- Foster the capabilities of enterprise and innovation, initiative, resourcefulness, and resilience so that graduates have the independence and skills to work in a diverse and ever shifting fashion environments.
- Develop and support exploration, investigation, and analysis of economic, environmental, cultural, ethical, legal, and regulatory, political, sociological, digital, and technological changes, in relation to fashion retail markets, on a local, national, and international level.
- 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, emotional intelligence, and empathy to enable effective communication within the global fashion industry.

13 Course Learning Outcomes

On successful completion of the course a student will be able to

- 1. Demonstrate innovation, aesthetic sensibility, creativity, and entrepreneurial skills relevant to generating new products, service excellence, and driving responsible organisations within a global fashion context.
- 2. Navigate, retrieve, and manage information and experiences to make independent judgements and apply solutions to complex problems within a global fashion context.
- 3. Formulate effective ideas, proposals and solutions independently and or collaboratively, within a fashion context.
- 4. Critically analyse and evaluate historical, cultural, ethical, and commercial aspects of the global fashion industry to distinguish drivers of change and areas of growth.
- 5. Demonstrate personal effectiveness in the delivery of interpersonal skills, pertaining to digital literacy, verbal and written communication, self- reflection, self-analysis, and an intercultural awareness to diversity in terms of people, and societies.
- 6. Demonstrate a sophisticated breadth and depth of knowledge and understanding on how organisations manage business models and frameworks responsibly in relation to ethical, social, cultural, economic, and environmental issues.
- 7. Demonstrate the ability to critically consider and evaluate sustainable and technological approaches toward the management of resources, the supply chain, procurement, logistics, outsourcing and quality systems within the global the fashion system.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

14.1 Attendance

According to The Knowledge Hub Regulations.

Monitoring of Attendance

According to The Knowledge Hub Regulations.

14.2 Professional Enhancement Year

Students successfully completing Level 5 of their course will be permitted on the optional Professional Enhancement Year route, which allows students to spend a year on a professional placement between Level 5 and Level 6 of their course.

Students opting to take this route will secure and undertake a work placement and will register on 5011AAD. 5011AAD is a zero-credit module and will be assessed as pass/fail only. It cannot replace any course credits in the final award or be included in the overall award classification. Students who successfully complete the assessment associated with this module will receive the addition of "with Professional Enhancement" on their degree title.

14.3 Semester of Study at Coventry University (Optional)

The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study/one academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student's performance at the end of each level and used in the calculation of the final degree classification.

Typical pattern of delivery for full-time attendance

Credit level	Module Code	Title	Semester
4	KH4075AAD	Fashion Communities	1
4	KH4076AAD	Fashion Futures	1
4	KH4077AAD	Reshaping Fashion	1
4	KH4078AAD	Disruptive Practice	2
4	KH4079AAD	Fashion Activators	2
4	KH4080AAD	Creative Revolutions	2
5	KH5109AAD	Innovative Entrepreneurs	1
5	KH5110AAD	Digital Frontiers	1
5	KH5103AAD	Fashion Futures: Industry Ready	1
5	KH5104AAD	Global Campaign Co-Lab	2
5	KH5111AAD	Fashion Interceptors	2
5	KH5112AAD	Frictionless Futures	2
5	KH5011AD	Professional Experience Year	1 & 2
6	KH6094AAD	Industry Activists	1
6	KH6092AAD	Fashion Futures: Graduate Ready	1
6	KH6095AAD	Hyper-Entrepreneurs	1
6	KH6100AAD	Fashion Innovators	2

BA International Fashion Business

Diploma of Higher Education in International Fashion Business Certificate of Higher Education in Fashion

Credit and outcomes map

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit values are identified in the table below.

Key: Blue = semester 1 | Orange = semester 2

Credit level	Module Code	Title	Credit value	Mandatory Optional	Course Learning Outcomes
4	KH4075AAD	Fashion Communities	20	М	CL2, CL3, CL4, CL5, CL6
4	KH4076AAD	Fashion Futures	20	М	CL1, CL2 CL3, CL4, CL5, CL6, CL7
4	KH4077AAD	Reshaping Fashion	20	М	CL1, CL2, CL3, CL4, CL5
4	KH4078AAD	Disruptive Practice	20	М	CL1, CL2, CL3, CL4, CL6 CL7
4	KH4079AAD	Fashion Activators	20	М	CL1, CL2, CL3, CL4, CL6, CL7
4	KH4080AAD	Creative Revolutions	20	М	CL1, CL2, CL3, CL4, CL6
5	KH5109AAD	Innovative Entrepreneurs	20	M	CL1, CL2, CL3, CL4, CL5, CL6
5	KH5110AAD	Digital Frontiers	20	M	CL1, CL2, CL3, CL5
5	KH5103AAD	Fashion Futures: Industry Ready	20	М	CL1, CL2, CL3, CL4, CL5, CL6
5	KH5104AAD	Global Campaign Co-Lab	20	М	CL1, CL2, CL3, CL4, CL5
5	KH5111AAD	Fashion Interceptors	20	М	CL1, CL2, CL3, CL4, CL5, CL7
5	KH5112AAD	Frictionless Futures	20	M	CL2, CL4, CL5, CL7
	•	Optional Enhancemer	nt Year		
5	KH5011AAD	Professional Experience Year	0	0	
	•	,			
6	KH6094AAD	Industry Activists	20	М	CL1, CL2, CL3, CL4, CL5, CL6, CL7
6	KH6092AAD	Fashion Futures: Graduate Ready	20	M	CL1, CL2, CL3, CL5
6	KH6095AAD	Hyper-Entrepreneurs	20	М	CL1, CL2, CL3, CL4, CL5
6	KH6100AAD	Fashion Innovators	60	М	CL1, CL2, CL3, CL4, CL5, CL6, CL7

15 Support for students and their learning

Induction

At enrolment, all students attend an Induction. The induction consists of:

- An overview of the Knowledge Hub and Coventry University
- An overview of the course in terms of programme learning outcomes and course structure
- Detailed information about each module they will study and the assessment strategy.

Module guides

Students are provided with module guides to support their learning which include features such as aims, module learning outcomes; readings; (and where appropriate) additional readings; teaching schedule and activities to be undertaken.

Coventry University Collaborative Student Portal

Students have access to Coventry University Collaborative Student Portal which provides a convenient virtual platform for students to access academic information including academic writing skills, referencing style guide, useful links to learning English as well as regulations, policies and principles of teaching and learning adopted by Coventry University

Library and Coventry University Partner Student E-Resources

In addition to the Library resources available at the Knowledge Hub students have access to Coventry University Partner Student E-Resources.

16 Criteria for Admission and Selection Procedure

Design and Media applicants must have a minimum cumulative Grade Point Average (GPA) of 3.0, and score **1100** in **SAT 1** (no less than 550 in each band), or to take **2 APs** with a minimum score of **3.0**.

For Design and Media Programmes: One Math course is required to be taken during the last years of study.

A level **BBC Pearson BTEC Level 3 National Extended Diploma DMM** (first teaching from September 2016) The Access to HE Diploma. Plus GCSE English and **Access to HE Diploma** Mathematics at grade 4 / C or above. **International Baccalaureate** 29 points **Diploma Programme GCSE/National 4/National 5** 5 GCSEs at grade 4 / C or above to include English 6.0 overall with a minimum of 5.5 in each component OR **IELTS** equivalent

Portfolio Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Non-standard applications will be reviewed on a case by case basis by the Link tutor.

17. 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.

The results of student assessment on each module are considered and approved by a Subject Assessment Board (SAB). The Programme Assessment Board (PAB) will consider the overall results for each individual student. Any mitigating circumstances affecting them are considered prior to PAB and the Board will be informed of which students have had a deferral of their assessment approved. An Examinations Board (comprising SAB and PAB) should include the External Examiner, a representative of the Faculty of Arts and Humanities at Coventry and representatives of staff who teach on the programme and is held twice each year to fully determine the student module results and awards. The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the programme.

External Examiners report annually on the programme and their views are considered as part of the annual quality monitoring process, known as CQEM (Collaborative Quality Enhancement Monitoring). Details of the CQEM process can be found on the Registry's web site.

Student views are also sought through module and course evaluation questionnaires.

Link Tutors

A Link Tutor will be appointed by the FAH.

18. Regulation of Assessment

Academic staff will set and mark student assessments on the programme. Draft briefs for coursework assignments will be submitted to Coventry University and be commented upon by subject advisors from the Faculty of Arts and Humanities and by the External Examiner who is appointed by Coventry University. The final version will be collected by the Programme Coordinator who will check the comments written by the moderators to ensure that the briefs have been properly modified.

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.

This Course conforms to the <u>Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.</u>

Any changes to the Academic Regulations at Coventry University will also be reflected in the documentation.

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.

19 Indicators of Quality Enhancement

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 2017

The UK's Quality Assurance Agency undertook the Higher Education Review of Coventry University in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University.

- The setting and maintenance of the academic standards of awards 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.

The course has been designed in accordance with the Quality Assurance Agency for Higher Education (QAA) benchmark statements for Art and Design for UG February 2020 https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_22

20 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Academic Course Director(s) who are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters;
- Student Handbook;
- Module Descriptors;
- CCOEM Reports;
- The Knowledge Hub Study Support Information.