



FASHION DESIGN & BUSINESS

BACHELOR, 3 YEARS

Fashion Design & Business

Bachelor, 3 years

Perhaps on first consideration the worlds of Fashion Design and Business may not appear to share much in common. However, the more you think about it, the more it becomes obvious that to become a successful Fashion Designer you need good business acumen.

Our innovative and unique Bachelor in Fashion Design & Business will introduce you to the exciting world of fashion, encouraging you to be creative. But it will also teach you to be business-conscious. As a designer, you will have opportunities to exhibit your talent, while, as a business student, you will learn how to set up your own manufacturing or export unit.

The course combines Fashion with Business to produce an ideal blend for those with an eye for colour, a business sense and, above all, bold, creative vision.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Fashion Design & Business.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Fashion Design & Business.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor in Fashion Design & Business.

Core Modules for each year

Year 1

1. Elements of Fashion & Apparel Design
2. Marketing Management
3. Fashion Design & Production Illustration
4. Distribution & Retailing
5. Business English
6. Business Organisation

Year 2

1. Design Development & Style Selection
2. Garment Manufacturing
3. Fashion Forecasting
4. Textile Science & Quality Control
5. Consumer Behaviour
6. Financial & Management Accounting

Year 3

1. Fashion Marketing
2. Styling & Visual Merchandising
3. International Marketing
4. Executive Skills
5. Public Relations
6. Design Portfolio – Project

Assessment

Written exam (unseen) - 100%