



BA FASHION BUSINESS & BUYING

LONDRES

01 de outubro de 2024

27 de janeiro de 2025

inglês

FASHION BUSINESS & BUYING

Preveja as tendências da próxima temporada. Esses programas de graduação são projetados para participantes que desejam entrar no mundo da moda, proporcionando uma educação completa que permite adquirir o conhecimento e as habilidades necessárias para seguir uma carreira na área escolhida. **Especialize-se em compra de moda** e decida o que estará nas lojas na próxima temporada. Compradores de moda profissionais sabem como selecionar uma combinação equilibrada de produtos e marcas que atendam plenamente às metas de vendas da empresa, às demandas dos consumidores e às necessidades do mercado, planejando e seguindo processos de compra estratégicos essenciais ao levar uma coleção do showroom de design para a loja. Este **curso de três anos, em período integral**, forma profissionais de negócios com habilidades essenciais em compras de moda, abrangendo todos os setores dos mercados de moda e luxo.

Um programa de Bacharelado em Negócios & Compras de Moda **foca no lado comercial da indústria da moda**. Neste programa, os alunos aprenderão sobre os processos envolvidos em compras e merchandising, bem como os fundamentos para gerir um negócio de moda de sucesso. O currículo normalmente inclui cursos em marketing, comportamento do consumidor, previsão de tendências, branding e publicidade, merchandising, gestão da cadeia de suprimentos, e-commerce e gestão de varejo.

Além disso, os alunos terão a oportunidade de fazer cursos especializados em áreas como **sustentabilidade, tecnologia de moda e negócios inovadores**. Os graduados deste programa podem seguir carreiras como compradores, merchandisers, gerentes de marketing e vendas, desenvolvedores de produtos e gerentes de varejo na indústria da moda.

Além das aulas teóricas, a maioria dos programas de Bacharelado em Negócios de Moda oferece experiência prática por meio de estágios e projetos de consultoria. Ao final do programa, os alunos estarão bem preparados com as habilidades e o conhecimento necessários para ter sucesso em diversas carreiras relacionadas à moda.

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POSSÍVEIS CARREIRAS

- Comprador de Moda
- Gerente de Produto
- Gerente de Varejo
- Gerente de Projetos
- Gerente de Distribuição
- Gerente de Operações e Logística

FOCO DE APRENDIZAGEM

- Compras contemporâneas e e-commerce
- Gestão de compras de moda e desenvolvimento de produtos
- Gestão de marketing de moda
- Orçamentos de compras e planejamento de coleções
- Gestão da cadeia de suprimentos e distribuição
- Gestão de estoque e mix de merchandising
- Comunicação, gestão de tempo, liderança
- Métodos de pesquisa e apresentação profissional
- História da moda e perspectivas culturais contemporâneas.

PROGRAMME INFORMATION

STUDY PLAN

This is a guide to the overall structure of your course, mandatory elements, modules and periods of assessment.

Level 4 – October intake

| TERM ONE | TERM TWO | TERM THREE |
|---|------------------------------|---|
| Introduction to Fashion Business (30 credits) | Alpha Marketing (30 credits) | The Luxury Fashion Product (30 credits) |
| Principles of Business (30 credits) | | |

Level 4- February Intake

| TERM ONE | TERM TWO | TERM THREE |
|---|------------------------------|---|
| Introduction to Fashion Business (30 credits) | Alpha Marketing (30 credits) | The Luxury Fashion Product (30 credits) |
| Principles of Business (30 credits) | | |

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

Level 5

| TERM ONE | TERM TWO | TERM THREE |
|--|---------------------------------------|---------------------------|
| Visual and Emotional Branding (30 credits) | The Contemporary Product (30 credits) | Fashion Next (30 credits) |
| Finance & Management Control (30 credits) | | |

Placement Year (Sandwich only; optional)

| TERM ONE | TERM TWO | TERM THREE |
|-------------------------|----------|------------|
| Placement (120 credits) | | |

Level 6

| Omnichannel Distribution (30 credits) | Honours Project Fashion Business (60 credits) | |
|--|---|--|
| Future of Fashion (30 credits) | | |

Assessment periods:

| | | |
|---------------------|------------------|---|
| October intake | February intake: | Class times: Monday – Friday: 08.30-20.00 |
| Term 1: December | Term 1: April | Lesson duration: 2.5 hours |
| Term 2: March/April | Term 2: June | |
| Term 3: June | Term 3: August | |

Sandwich year (optional)

The Sandwich Year is a period of work placement experience in the fashion industry that students will undertake during the third year of their studies. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned during the first two years at Istituto Marangoni London. Under the close supervision and guidance of the School as well as of the company where students will be undertaking the placement, during the Sandwich Year they are required to complete a 36-week industry placement relevant to the learning outcomes of their programme and relatable to their career objectives and professional development. The skills learned will give students practical knowledge of the nature of the business, its functions, and operations. Students will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting their employability and enhancing your professionalism. The School ensures that students have access to all academic / regulatory information that students should familiarise with at the start of each academic year. Those include (but not limited to):

- Yearly re-enrolment and payment of enrolment fee
- Active academic engagement (at least 80% attendance (termly))
- Timely notification of absences

The Sandwich year will be graded as a Pass/Fail and students who complete the 120 credits for the Sandwich year will receive a Certificate of Completion for the Placement, which is credit bearing, upon completion of their degree or when leaving with an exit award.

Units

The course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6. On an undergraduate degree course students are expected to study 120 credit per level (or year) with no more than 60 credits per term.

CONTENTS' OVERVIEW

Curriculum

Fashion Business and Buying is a course that provides skills for business professionals with advanced fashion buying knowledge. Students complete the course fully equipped to select and purchase fashion and luxury products for retail and e-commerce using existing and contemporary business models encapsulating innovation, new media, and technology in the global buying process. This course allows students to explore trends, stock mix, the buying calendar, range planning, pricing strategies and profitability, all crucial when planning the purchase of a seasonal fashion collection. With a clear focus on the role and responsibilities of professional buyers and merchandisers in fashion and luxury, students will be obtaining solid grounding in the profession. The sound knowledge of merchandising and product development enables them, to accurately read and predict sales, within a high level of numerical literacy and commercial skills. The students' educational path includes learning how to anticipate fashion trends through trend forecasting and careful analysis of fashion weeks, shows, and current issues in the fashion industry including sustainability and new media influences that effect consumer taste and therefore, buying habits. They are exposed to an advanced and detailed analysis of sales records in order to predict sales and decide on product mix and pricing structures. Graduates of this course will cultivate both creative and business minds, with strong analytical skills in order to understand and successfully manage the supply chain of the fashion product and excellent negotiation techniques. Students learn the technical and theoretical aspects of a buying campaign, and the impact of marketing and merchandising and visual display on sales, seeing how collections and launches are commercially viable both in store, and via online retailing.

TEACHING AND LEARNING METHODS

The Teaching and Learning Strategy is central to the overall objectives of the programme. The emphasis is placed on achieving an appropriate balance between deepening your academic knowledge and business acumen and building creative, practical, and transferable skills. This Strategy places the "you" at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process.

Istituto Marangoni London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Business studies and its areas of specialisation, which are also applicable to the wider skills required in the workplace. At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the cohorts, our classes have a cultural richness which offers a global perspective within every session. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals. Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, labs and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Tutors are used to communicate key theories and practices of the subject
- Practice based workshops are key to communicate, demonstrate and acquire tools and techniques, in physical and digital expression
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.
- Lectures are used to communicate key theories and practices of the subject.
- Labs are used for development of physical work through synergic confluence of 2D and 3D research recreating Industry practice

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors. This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills. The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects. Fashion has traditionally been taught in lab environments, while theory-based degrees have been taught through formal lectures. Your programme combines the best of both traditions, giving you a good combination of lecture-based teaching with tutorial support, and lab-based teaching with individual and group critiques and activities.

It also combines the best in terms of the forms that your work will take, spanning project-based learning, essays, fashion industry practice, presentations, and hands-on experiential learning such as physical and digital (video promotions) When considering the digital learning environment, you not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. In the specific students will have access to the following resources, for specific skills:

- Resources for using the MS Office tools
- Tools and resources for video, image and audio editing, and video conferencing ADOBE tools
- A collection of resources for web editing, mobile apps, mobile devices and social media ADOBE tools
- Digital resources for tools for presentations, digital publishing and academic posters MS OFFICE & ADOBE tools
- A collection of resources for tools that enable sharing, collaboration and note-taking MS OFFICE & ADOBE tools
- Resources for tools that aid statistical and data analysis MS OFFICE tools

When considering the digital learning environment, you not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. Industry projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with the profession and ensure that your learning is constantly updated with regard to industry currency. At the beginning of each Unit, you will be given a Unit Handbook and other materials (such as Projects/Assessment Briefs) by your lecturer(s). These set out everything you need to know about your learning on that module, for example: what form learning and teaching will take, the module content, the aims and learning outcomes for the module, and the ways in which you will be assessed, deadlines for submission of work and how the module will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: lab-based work, lectures, workshops, digital, field trips). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective self-evaluations, learning journals, physical research and/or design books, portfolios).

Students in the BA programme have the opportunity to work on live projects with industry partners, allowing them to make valuable contacts while also improving their transferable skills of industry-led scenarios and feedback via live brief. Examples from 2015 include Mc Kinsey, Eco Age, Balenciaga, Celine, BCG, Bicester Village Value Retail, Selfridges, Harrods, Rinascente, Marni, Tank magazine, Dust magazine, Dior, and many more. Students on the programme make extensive use of our careers service, which is staffed by department specialists who are dedicated to meeting the needs of students. They use Symplicity, a student experience software, to distribute career-related information, such as placement and job opportunities, to students and alumni. Contextualising is an ideal scenario for the business BA course because it allows us to adapt course content with industry-specific information that is relevant to our learners. In each unit, briefs and projects are linked to the real scenarios of companies and businesses of the London market. These industry projects provide students with valuable connections to the profession while also ensuring that their learning is constantly updated in terms of industry currency.

Students also benefit from active practitioners as tutors, who deliver lessons that provide insight into the modern and dynamic fashion industry. During the sandwich year, students have the opportunity to be embedded in the industry, with the option of doing up to three internships. The placement unit allows them to develop workplace skills relevant to the course and improve their chances of future employment in the sector. During this time, they are supported by the Career Services Manager and assigned an Academic tutor. We highly recommend that you complete the internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable networking within the profession. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break. Industry Work Placement (Sandwich Year) – gives you the opportunity to develop the appropriate skill sets for the workplace relevant to your course and to enhance your prospects of future employment in the sector. You are supported by the Career Services Manager and an allocated Academic tutor during this period. You are required to keep a reflective journal, which forms part of the assessment, once on placement. The practical skills you gain across the course is a key focus point. We aim to have you develop a great cultural awareness, skills, and craftsmanship to successfully enter the global labour market. The heart of central London, a true fashion capital, offers a plethora of field visits and trips that are offered to our classes.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

COURSE SPECIFIC ADMISSION REQUIREMENTS

- Copy of a high-school diploma or school certificates
- UCAS points equal to 80 tariff points.
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Business, provided they have the required L4 English entry requirement.

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.

- Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.

The academic staff is being supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment
- PgCert

Istituto Marangoni also financially supports, partly or fully, academics costs to attend conferences and training that can benefit both the staff and the institution. The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality. Staff members are invited to an array of regular training sessions facilitated by DOE, PL and ULs, covering tutor induction at the beginning of the Academic Year and stretching through formal faculty meetings several times during the academic year and specific support on assessment activities. Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience.

The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- Course validation or revalidation: the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- Annual programme / unit modifications: the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.
- Programme Continuous Improvement Plans: the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- Unit performance reports: the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- Student engagement and feedback: student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, industry engagement, monthly events, Student Representative meetings and formal Committees and academic related activities.