



## **BACHELOR OF ARTS (HONOURS) IN INTERNATIONAL FASHION BUSINESS (TOP UP)**

**Awarded by** : Coventry University, United Kingdom  
**Intakes** : January and July  
**Duration** : 1 Year (Full-time)

### **Core Modules**

#### **Future Fashion Innovators**

This double module offers students the opportunity to appraise their individual strengths and abilities in preparation for independent study and graduation. Students will be expected to engage with and apply strategic thinking, problem solving, project management and teamwork skills learned in previous modules.

Students will be encouraged to build on previous experience and focus on an area of creative business development appropriate to their career intentions and suitable for any future fashion-related employer, business or self-employment practice.

This may involve the students electing to follow a range of possible fashion business activities that will inform their future practice. Possible activities may include live project briefs/competitions, designing a brand and creating a marketing plan, and the development of personal fashion projects appropriate to their professional ambitions.

Students will be expected to evaluate the commercial and intellectual contexts that affect the fashion industry and that demand effective leadership, communication, team working, and strategic thinking in order to innovate in new fashion marketplaces. It is envisaged that the module will stimulate greater awareness of the contemporary and global fashion industries, providing students with the opportunity to explore an area of the fashion industry which they may have not previously considered.

Credit Points: 40

#### **Final Major Project**

This triple module offers students the opportunity through negotiation with staff and mentors from the fashion industry, where appropriate, to select a suitable format in which to produce a body of work forming the basis of their professional potential.

Students will be required to identify, research and define independently their areas of interest relevant to the global and contemporary fashion arenas. Students will be expected to evidence their 'real' business experience, and their understanding of the needs, desires and demands of the market place. Students may choose to exhibit their work in the form of a business launch, fashion event, public relations campaign or other negotiated forms of presentation. Students may also consider developing a body of work within a professional environment.

Students will be encouraged to work with independence, initiative and confidence in preparation for graduation and employment. They will be expected to apply business skills, organisational skills and independent critical thinking.



This module enables students to express and evaluate their full potential in terms of the knowledge and insight gained throughout their course, and to develop areas of personal focus through the development of a business plan to support their ambitions.

Credit Points: 60

### **FutureProof: Personal Development Planning**

In this module, students will build on the skills and reflection developed in earlier years. They will continue to collate, curate and reflect on the interpretation and context of their current career development. Students will be expected to consider and identify their career aims and ambitions and to consider their own body of work within the context of their chosen field.

At the conclusion of their final year, students present themselves and their work at an event to the fashion industry. This presentation must be relevant, appropriate and considered. Individual, group and class work may be presented and must be organized and coordinated.

Credit Points: 10

### **Elective Modules**

Choose any 1 elective module



## Elective Modules

### Design Promotion

Students will be introduced to established methods of promoting design work. The use of public relations specialists, media agents, web based marketing and other promotional agencies will be discussed. The aim of the module is to introduce students to methods of promoting themselves and their work.

Credit Points: 10

### Global Experience in Art and Design

This module is designed for students studying on courses within the School of Art and Design participating in a short-term international field trip (1 to 2 weeks) organised by the School of Art and Design. Students interested in this opportunity must look at the entry requirements section below for further information and application details.

In the increasingly global context of trade and recruitment, competition for graduate jobs has become fiercer than ever. Students and graduates with an international profile are favourably positioned to seize the best employment opportunities.

Coventry University aspires to be a global University both in terms of the students it recruits from around the world and the international experiences offered to students during and at the end of their course. Many students are able to participate in field trips, either as a formally accredited part of the degree course or as an additional option. These international experiences help students to broaden their horizons, become more culturally aware, understand how business is conducted in other countries, and develop language and other competencies that are sought in the global job market.

Students taking this module will reflect on their practice, experiences, and analyse and record the employability benefits gained by engaging in the experience and how this can be used to enhance their employability.

The module will help students to recognise, reflect on and articulate the important personal and professional development gained as a result of taking part in an international experience.

Credit Points: 10

### How to set up a Freelance Business

The aim of this module is to gain the knowledge necessary to practice as a freelance professional especially in creative industries such as design. It will equip you with the skills to negotiate with clients and potential clients and help you develop skills to write a professional and workable business proposal. During this module you will write a proposal document for a creative client and create responses in answer to a business simulation. You will learn the relevant laws and regulations relevant to free-lance consultancy and learn about the preparation of business proposal development. You will also explore practical and analytical techniques for planning and analysis such as Gantt chart production and SWOT analysis/milestone programming. This module will be completed with a self-evaluation document to reflecting upon your understanding and experiences of preparing a professional and workable creative business proposal.

Credit Points: 10