



## Higher National Project-based Graded Unit Specification

### General information

This graded unit has been validated as part of the HNC Fashion Business award. Centres are required to develop a project-based assessment in accordance with this validated specification.

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

**Graded unit code:** HJ14 34

**Type of Project:** Investigation

**Publication date:** June 2017

**Source:** Scottish Qualifications Authority

**Version:** 02

### Graded unit purpose

This graded unit is designed to provide evidence that the learner has achieved the following specific aims of the HNC Fashion Business award:

- ◆ develop the application of knowledge and skills in buying, merchandising and Public Relations (PR)
- ◆ develop an understanding of business management
- ◆ provide and apply knowledge of textile properties for garment selection
- ◆ develop an understanding of fashion forecasting
- ◆ develop knowledge of public relations
- ◆ provide the opportunity to acquire communication, study and research skills and a variety of fashion business skills by accessing specialist units from the framework
- ◆ equip learners with a range of skills and competencies which will enable them to embark on a career in the fashion business

### Credit points and level

1 Higher National unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7) 40 notional hours

## Higher National Project-based Graded Unit Specification: General information (cont)

### Recommended entry to the graded unit

It is recommended that the learner should have completed or be in the process of completing the following units relating to the above principal aims prior to undertaking this graded unit:

F18C 34	Fashion Forecasting: Research and Development
FH2R 34	Fashion Merchandising
H31D 34	Fashion: Textile Technology
DL30 34	Principles of Retail Buying
HC2P 34	Public Relations: Principles and Practice

### Core Skills

Achievement of this graded unit gives automatic certification of the following:

Complete Core Skill                      Problem Solving at SCQF level 6

Core Skill component                      None

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this graded unit specification.

### Equality and inclusion

This graded unit has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on SQA's website:  
**[www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)**

# Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

## Assessment

This graded unit will be assessed by the use of a project-based investigation developed by centres. The project should provide the learner with the opportunity to produce an investigative report and visual evidence for a 'retail client' on a themed seasonal trend forecast and will explore a potential buying, merchandising and Public Relations (PR) strategy to demonstrate that she/he has met the aims of this graded unit.

The project undertaken by the learner must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be unfamiliar to the learner

The project must require the learner to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this graded unit has been designed to cover

## Investigation

The learner will produce a project-based investigative report with visual evidence for a 'retail client' on a seasonal trend forecast. Utilising knowledge and skills from the mandatory units, the learner will analyse the client needs, provide detailed written and visual information conclusions and recommendations. Seasonal fabric recommendations and a justification will be incorporated in the themed buying, merchandising and Public Relations (PR) investigative strategy. Learners will provide evidence which displays knowledge of the fashion retail industry, and the elements which govern the selection of garments appropriate to the client needs.

The response will be in a format appropriate for use in a visual presentation and should show evidence of:

- ◆ Interpretation of the brief
- ◆ Planning the investigation
- ◆ Investigating and gathering information in response to the brief
- ◆ Demonstrating the ability to integrate research into a coherent format, which shows evidence of the evaluation of findings that can be used when communicating with the client
- ◆ Preparation of a presentation to the client
- ◆ Evaluation of the investigation

## **Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)**

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

### **Conditions of assessment**

The learner should be given a date for completion of the project. However, the instructions for the project should be distributed to allow the learner sufficient time to assimilate the details and carry out the project.

During the time between the distribution of the project instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The project should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the learner's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any re-assessment of stages must be undertaken before proceeding to the next stage.

If a learner fails the project overall or wishes to upgrade, then this must be done using a substantially different project, ie all stages undertaken using a new project theme, client group and trend forecast. In this case, a learner's grade will be based on the achievement in the re-assessment, if this results in a higher grade.

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

### Evidence requirements for this graded unit

The project undertaken by learners will consist of three stages: planning, developing and evaluating. The following table specifies the minimum evidence required to pass each stage.

The learner should spend approximately 8 hours on planning, 24 hours on development and 8 hours on the evaluation stages.

Project stage	Minimum evidence requirements	% Mark allocation
Stage 1 — Planning	<p>Evidence of an action plan which will enable the learner to explore the brief in a logical and organised manner, making the best use of time and resources.</p> <p>The plan will include:</p> <ul style="list-style-type: none"> <li>◆ an analysis of the client brief</li> <li>◆ appropriate buying, merchandising and Public Relations (PR) objectives</li> <li>◆ identification of fabric requirements</li> <li>◆ identification of research and sources of information required</li> <li>◆ a plan for managing and completing the project within a reasonable timescale</li> <li>◆ identification of the most appropriate format for use in a visual presentation to the client</li> </ul> <p>Evidence for the above should be presented in any acceptable format and may be supplemented by oral, video or audio evidence after consultation with the assessor. If oral evidence is used, notes or a tape covering the points discussed should be kept.</p> <hr/> <p>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Planning stage.</p>	20%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

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Project stage	Minimum evidence requirements	% Mark allocation
Stage 2 — Developing	<p>Evidence of the learner carrying out the project, based on their plan, through the preparation of a report and presentation of visual evidence which includes:</p> <ul style="list-style-type: none"> <li>◆ an introduction</li> <li>◆ an interpretation and analysis of client needs</li> <li>◆ constraints and considerations</li> <li>◆ development of appropriate buying, merchandising and Public Relations (PR) objectives</li> <li>◆ relevant research sources and findings</li> <li>◆ visual evidence of the selection and development of appropriate buying, merchandising and Public Relations (PR) for the retail outlet/store</li> <li>◆ conclusions and recommendations based on analysis of information gathered</li> <li>◆ mentoring feedback</li> </ul> <p>The report should be presented in the format of a business report, which includes a title, contents page, list of acknowledgements of sources and references. The presentation of the learner's findings may supplement the evidence. A record of the main points discussed should be recorded or alternatively the conversations could be taped or videoed.</p> <p>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Developing stage.</p>	60%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

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Project stage	Minimum evidence requirements	% Mark allocation
Stage 3 — Evaluating	<p>Learners will provide an evaluation of the effectiveness of the approach adopted for each stage of the activity. The evaluation should include:</p> <ul style="list-style-type: none"> <li>◆ a brief outline of the project and points identified for consideration</li> <li>◆ a review of the action plan, with reference to any modifications made during the course of the project, or any alternative methods, which could have been adopted, identifying strengths and weaknesses of the approach taken at each stage</li> <li>◆ assessment of the effectiveness of the plan with special reference to areas of research, suitability of the strategy identified for the client, sources of information, methods of gathering it, and best use of resources</li> <li>◆ recommendations for improved methods of carrying out a similar project in future</li> <li>◆ critical self-evaluation of strengths and weaknesses identified during the project, in terms of development or gaps in knowledge/skills</li> <li>◆ identification of what was learnt during the course of the graded unit</li> <li>◆ inclusion of the results of the presentation to the panel</li> </ul> <p>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Evaluating stage.</p>	20%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

### Assessing and grading learners

The overall project will be marked out of **100**. Only whole marks should be used.

The percentage of marks allocated to each stage of the project is outlined in the **evidence requirements**.

It is a requirement that learners must meet the minimum evidence requirements for the Planning stage before progressing to the Developing stage and likewise before progressing to the Evaluating stage. Learners may produce evidence over and above that specified in the minimum evidence requirements and deserve more than half the available marks for that stage. Assessors should use the Grade Related Criteria outlined below to judge learner performance.

Learners are required to work independently to meet the evidence requirements of the graded unit. At the same time, learners need appropriate support. SQA uses the term reasonable assistance to describe the balance between supporting learners in their project and not providing too much assistance.

At the end of each stage there should be opportunities for remediation and re-assessment of learners for that particular stage. This includes the final Evaluation stage. Any re-assessment should be carried out in line with the centre's own assessment policy.

Grade Related Criteria	
Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> <li>◆ has sufficient evidence for the three essential phases of the project, is produced to a high standard, and is quite clearly inter-related</li> <li>◆ demonstrates an accurate and insightful interpretation of the project brief</li> <li>◆ is highly focused and relevant to the tasks associated with the project brief</li> <li>◆ is clear and well-structured throughout and language used is of a high standard in terms of level, accuracy and technical content</li> <li>◆ effectively consolidates and integrates required knowledge and skills</li> <li>◆ demonstrates the learner's ability to work autonomously</li> </ul>	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> <li>◆ has sufficient evidence of the three essential phases of the project, is produced to an adequate standard</li> <li>◆ demonstrates an acceptable interpretation of the project brief</li> <li>◆ is focused and relevant to the tasks associated with the project brief</li> <li>◆ is satisfactorily structured and language used is adequate in terms of level, accuracy and technical content</li> <li>◆ consolidates and integrates knowledge and skills but this may lack some continuity and consistency</li> <li>◆ demonstrates independent learning with minimum support and revision during project</li> </ul>



## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

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The marks allocated to each stage will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the learner for this graded unit based on the following grade boundaries.

A = 70%–100%  
B = 60%–69%  
C = 50%–59%

These grade boundaries are fixed and must **not** be amended.

If a learner does not achieve a pass or wishes to upgrade, then this must be done using a substantially different project, ie all stages are undertaken using a new project (investigation). In these circumstances, the highest grade achieved should be awarded.

More information on reasonable assistance, remediation and re-assessment may be found in the SQA publication Guidance for the Implementation of graded units in Higher National Certificates and Diplomas (SQA, 2008, Publication code: CA4405).



## Higher National Project-based Graded Unit Support Notes

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

### Guidance on approaches to delivery and assessment of this graded unit

The course team will agree on various topics for investigation before the delivery of the graded unit. The topic titles will vary but the evidence requirements will be the same for each. The topic headings will be unfamiliar to the learner and will not be investigated in other units, however the principles will be similar.

Prior to undertaking the graded unit, it is recommended that the learner should have completed or be in the process of completing the following units

F18C 34	Fashion Forecasting: Research and Development
FH2R 34	Fashion Merchandising
H31D 34	Fashion: Textile Technology
DL30 34	Principles of Retail Buying
HC2P 34	Public Relations: Principles and Practice

Study and investigation techniques could be explored with learners prior to commencement. Planning tools such as the development of mind maps, timelines, scheduling, a reflective log, critical path analysis and referencing will help learners plan, develop and evaluate their investigation.

A clear schedule of key dates of topics and mentoring sessions for the various stages will help learners to plan and meet the required timescales. Learners can include these dates and topics in their planning schedule. At progress interviews learners can match, review and evaluate their actual performance to their intended planning schedule.

Deliverers should ensure that learners understand;

- ◆ how to plan within a course team
- ◆ the sequence of delivery of the graded unit in relation to the subject units that underpin it.
- ◆ the importance of progress interviews with learners.

### Opportunities for developing Core and other essential skills

This unit has the Core Skill of Problem Solving embedded in it, so when learners achieve this Unit their Core Skills profile will be updated to show that they have achieved Problem Solving at SCQF Level 6.

As the learner works through this unit a range of Core Skills will be developed. A range of learning and teaching approaches could be used such as: tutor led discussion with feedback from learners, learner centered learning and individual mentoring sessions.

Learners will investigate the client's needs and explore a suitable fashion trend forecast for the retail outlet using relevant research sources and findings.

## **Higher National Project-based Graded Unit Support Notes (cont)**

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

Learners will develop Communication skills through; discussions with the lecturer, making a client presentation and communicating these ideas.

Information and Communication Technology (ICT) skills will be developed through researching on the internet, using presentation software, using word processing software and using digital images.

All of these skills are essential in broader skills development in the areas of enterprise and employability.

### **Progression**

This is a mandatory unit in the HNC Fashion Business award. It is anticipated that successful completion of this unit and other mandatory and optional units will lead to progression to the HND Fashion Business award.

## History of changes to graded unit

Version	Description of change	Date
02	Core Skill Problem Solving at SCQF level 6 embedded.	06/06/2017

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## General information for learners

### Graded unit title: Fashion Business: Graded Unit 1 (SCQF level 7)

The purpose of this unit is to bring together many of the different skills you have learnt throughout the Fashion Business course.

This graded unit also reflects the main aims of the award. These are to:

- ◆ develop the application of knowledge and skills in buying, merchandising and Public Relations (PR).
- ◆ develop an understanding of business management.
- ◆ provide and apply knowledge of textile properties for garment selection.
- ◆ develop an understanding of fashion forecasting.
- ◆ develop knowledge of public relations.
- ◆ provide the opportunity to acquire communication, study and research skills and a variety of fashion business skills by accessing specialist units from the framework.
- ◆ equip learners with a range of skills and competencies which will enable them to embark on a career in the fashion business.

You will already have completed, or be in the process of studying the following units when you start the graded unit:

F18C 34	Fashion Forecasting: Research and Development
FH2R 34	Fashion Merchandising
H31D 34	Fashion: Textile Technology
DL30 34	Principles of Retail Buying
HC2P 34	Public Relations: Principles and Practice

About halfway through your course you will start the graded unit. You will be asked to apply some of the skills and knowledge you have learnt in these units to a practical investigation.

As part of the graded unit, you will be asked to produce an investigative report and visual evidence for a 'retail client' on a themed seasonal trend forecast. You will explore a potential buying, merchandising and Public Relations (PR) strategy and will be assessed on how you planned your assignment, how you developed your ideas and how you evaluated what you had produced. Throughout the graded unit you will meet with your lecturer who will advise you and make sure you are on the right track to achieve within the given timescale for the completion of the unit.

The investigation will be out of 100 and you have to pass 50% of each stage of the project to pass the unit. The planning stage is worth 20%, the development stage is worth 60% and the evaluation stage is worth 20% of the total marks allocated.

The marks you gain for each part will be added up and you will be given a grade for the unit. The grade you receive is based on the following:

- A = 70% — 100%
- B = 60% — 69%
- C = 50% — 59%

## **General information for learners**

**Graded unit title:** Fashion Business: Graded Unit 1 (SCQF level 7)

If you pass, you will not only achieve the unit but you will also achieve the Core Skill of Problem Solving at SCQF level 5. As you work through this unit, you will also develop your Communication skills through discussions with your lecturer, making a client presentation and communicating your ideas.

You will develop your Information and Communication (ICT) skills through researching on the internet, using presentation software, using word processing software and using digital images.

Throughout the unit you will meet with your lecturer who will advise you and make sure you are on the right track to achieve your unit within the given timescale.

This unit has the Core Skill of Problem Solving embedded in it, so when you achieve this unit your Core Skills profile will be updated to show that you have achieved Problem Solving at SCQF Level 6.