



Higher National Project-based Graded Unit Specification

General information

This graded unit has been validated as part of the HND 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 2 (SCQF level 8)

Graded unit code: HJ15 35

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 principal aims of the HND Fashion Business award:

- ◆ develop key knowledge and skills of fashion business in more diverse settings, different market levels and global business
- ◆ enhance business skills and competencies appropriate to the fashion industry and develop a depth of understanding from a managerial perspective
- ◆ develop entrepreneurial approaches to engaging customers and maximising retail profits
- ◆ provide knowledge of textiles, garment production and processes to enhance business communication with suppliers
- ◆ enhance professional communication and presentation skills in a fashion business related setting
- ◆ develop analytical research and presentation skills for forecasting
- ◆ carry out complex project work involving research, analysis, planning and budgeting in a fashion business context
- ◆ provide the opportunity to acquire and enhance a range of specialised skills and knowledge in a chosen area related to career aspirations through choices made from the framework

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

Credit points and level

2 Higher National unit credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

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
HJ14 34	Fashion Business: Graded Unit 1
F1RJ 34	Business Management: An Introduction
F1P6 34	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
HH4L 34	Fashion Range Planning
DL37 35	Store Design and Layout
HC4A 35	Marketing: Brand Management

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

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

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

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 evidence that demonstrates 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.

Project

The learner will produce a business presentation to promote an enterprising initiative/venture for retailing a fashion range. The learner will research target markets in order to select and plan the initiative/venture for retailing a specific fashion range.

From diverse, in depth, contextual, research the learner will make professional decisions and conclusions in order to form innovative ideas for presentations for retailing, effective to a specific client profile, market level and season.

The learner will provide evidence that they have applied prior knowledge and skills of the key elements required for the promotion of a fashion range. The presentation should be in a format appropriate to conclusions made and should show evidence of:

- ◆ Interpretation of the brief
- ◆ Planning required research
- ◆ Gathering wide ranging information to analyse key elements in fashion promotion
- ◆ Demonstrating the ability to integrate research into a coherent format which shows evidence of contextual evaluation which can be used to communicate decisions which are enterprising to a specific fashion market
- ◆ Presentation of an initiative/venture for promotion of specified fashion retailing
- ◆ Evaluation of the initiative/venture

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

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

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.

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

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

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.

Project stage	Minimum evidence requirements	% Mark allocation
Stage 1 — Planning	<p>Evidence of an action plan which will enable the learner to investigate 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"> ◆ an analysis of target fashion markets ◆ analysis of context related to market levels, customer profiles, consumer culture, trends, seasonal requirements, ensembles or specific garments. ◆ identification of research and sources of information required ◆ a plan for managing and completing the project within a reasonable timescale ◆ estimated costs and budgeting for the project ◆ identification of the most appropriate format for creating a business promotion for an enterprising initiative/venture for retailing a fashion range. <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> <p>The learner must 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)

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

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 creation of a business presentation to promote their enterprising initiative/venture for retailing a fashion range which includes:</p> <ul style="list-style-type: none"> ◆ options for methods of presentation ◆ an interpretation and analysis of contextual market research ◆ constraints and considerations to include costs and budgeting to the specific chosen initiative/venture ◆ relevant research sources and findings ◆ selection and development of an appropriate presentation which could include illustrations of the range, forecasts, fabrics swatches, colour palettes, predicted impacts, profits ◆ conclusions and recommendations based on analysis of information gathered ◆ mentoring feedback <p>The presentation should be presented in a professional format appropriate to the initiative/venture to show creative enterprising skills for example: actual or digital mood boards, look books, web mock ups.</p> <p>The presentation should have a concept title and can include key contextual words or themes.</p> <p>Acknowledgements of sources and references should be included in a professional manner. 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 must 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"> ◆ a brief outline of the project and points identified for consideration ◆ 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 ◆ assessment of the effectiveness of the plan with special reference to areas of research, sources of information, methods of gathering it, costs and budgeting and best use of resources ◆ evaluation of the strengths and weaknesses of the presentation detailing how effective this was in relation to making the intended impact in relation to promoting a specific fashion range. ◆ Evaluation of how enterprising the initiative/venture actually was in promoting a particular fashion range with recommendations for improved methods of carrying out a similar project in future ◆ critical self-evaluation of strengths and weaknesses identified during the project, in terms of development or gaps in knowledge/skills ◆ identification of what was learnt during the course of the graded unit <p>The learner must 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 (cont)

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

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 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"> ◆ has sufficient evidence for the three essential phases of the project, is produced to a high standard, and is quite clearly inter-related ◆ demonstrates a high level of innovation and diversity in investigation techniques ◆ demonstrates a high level of innovation and enterprising skills in interpretation of the project brief ◆ demonstrates a high level of innovation in presentation skills towards an intended impact. ◆ is highly focused and relevant to the tasks associated with the project brief ◆ is clear and well-structured throughout and language used is of a high standard in terms of level, accuracy and technical content 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ has sufficient evidence of the three essential phases of the project, is produced to an adequate standard ◆ demonstrates acceptable investigation techniques ◆ demonstrates an acceptable level of enterprise to show learner is aware of these skills in interpretation of the project brief ◆ demonstrates acceptable presentation skills towards an intended impact. ◆ is focused and relevant to the tasks associated with the project brief ◆ is satisfactorily structured and language used is adequate in terms of level, accuracy and technical content

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

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

Grade Related Criteria (cont)	
Grade A	Grade C
<ul style="list-style-type: none"> ◆ effectively consolidates and integrates required knowledge and skills ◆ demonstrates the learner's ability to work autonomously 	<ul style="list-style-type: none"> ◆ consolidates and integrates knowledge and skills but this may lack some continuity and consistency ◆ demonstrates independent learning with minimum support and revision during project

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 should **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 2 (SCQF level 8)

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.

It is recommended that the learner should have completed or be in the process of completing the subject units that underpin the graded unit prior to commencement of 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
- HJ14 34 Fashion Business: Graded Unit 1
- F1RJ 34 Business Management: An Introduction
- F1P6 34 Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
- HH4L 34 Fashion Range Planning
- DL37 35 Store Design and layout
- HC4A 35 Marketing: Brand Management

Study and investigation techniques could be explored with learners prior to commencement. Planning tools such as the development of mind maps, timelines, scheduling, 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.

As this graded unit aims to engage learners in enterprising initiatives/ventures, they could be given topic options to present to actual clients.

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

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

Opportunities for developing Core and other essential skills

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 centred and individual mentoring sessions.

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.

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

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 2 (SCQF level 8)

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

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

- ◆ develop key knowledge and skills of fashion business in more diverse settings, different market levels and global business
- ◆ enhance business skills and competencies appropriate to the fashion industry and develop a depth of understanding from a managerial perspective
- ◆ develop entrepreneurial approaches to engaging customers and maximising retail profits
- ◆ provide knowledge of textiles, garment production and processes to enhance business communication with suppliers
- ◆ enhance professional communication and presentation skills in a fashion business related setting
- ◆ develop analytical research and presentation skills for forecasting
- ◆ carry out complex project work involving research, analysis, planning and budgeting in a fashion business context
- ◆ provide the opportunity to acquire and enhance a range of specialised skills and knowledge in a chosen area related to career aspirations through choices made from the framework

You will already have studied 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
HJ14 34	Fashion Business: Graded Unit 1
F1RJ 34	Business Management: An Introduction
F1P6 34	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
HH4L 34	Fashion Range Planning
DL37 35	Store Design and Layout
HC4A 35	Marketing: Brand Management

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.

You should reflect on your experience of Graded Unit 1 and evaluate your personal strengths and weaknesses in planning for Graded Unit 2.

As part of this unit you will be asked to demonstrate enterprising skills for the promotion of a fashion initiative/venture, but you will also have to show how you planned your assignment, investigated potential approaches, how you have investigated costs and budgeting, how you developed your ideas and how you evaluated what you had produced. 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. You will be given a timescale for the completion of the unit.

General information for learners (cont)

Graded unit title: Fashion Business: Graded Unit 2 (SCQF level 8)

At the start of the unit you will be given a client brief and you will be asked to plan, and develop a response then evaluate your response and your solution — just as you would for a client.

You will develop and produce a business presentation to promote an enterprising initiative/venture for retailing a fashion range.

The project will be marked out of 100 and you have to pass each part of the project to pass the unit. 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%

As you work through this unit, you will also develop your communication skills through discussions with your lecturer by preparing a business presentation and communicating your ideas;

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

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.