



Group Award Specification for: HNC/HND Fashion Business

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GM15 16**

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1 Introduction

This document was previously known as the Arrangements document. The purpose of this document is to:

- ◆ assist centres to implement, deliver and manage the qualification
- ◆ provide a guide for new staff involved in offering the qualification
- ◆ inform course managers teaching staff, assessors, learners, employers and higher education institutes (HEIs) of the aims and purpose of the qualification
- ◆ provide details of the range of learners the qualification is suitable for and progression opportunities

The award title HNC/HND Fashion Business reflects the sum of the competences of the qualifications. It provides a specialist qualification for employment at team leader/supervisor/manager level positions, engaging in entrepreneurial activities or to progress to further study in fashion business.

The award is suitable for school leavers, adult returners, those who have completed college-devised National Certificate courses in fashion or business, SVQ/NVQ level 3 in a related subject, those in employment who have work experience in the Fashion Retail or a related industry. For learners where English is not their first language, it is recommended that they possess English for Speakers of other Languages (ESOL) level 5, or a score of 5.5 in IELTS.

Possible employment opportunities for learners who gain either the HNC/D, or both, include fashion retail management, fashion merchandising, fashion buyer, fashion public relations (PR) or fashion marketing. Other careers such as brand development manager or fashion marketing manager would normally have entry at degree level. It is therefore important that articulation to university is taken into account when optional units are chosen.

The qualifications are designed to articulate to 2nd or 3rd year Fashion Management/Marketing/Retailing/Business degree programmes.

Currently the award does not have any professional recognition.

2 Qualification structure

This HNC group award is made up of 12 SQA unit credits. It comprises 96 SCQF credit points of which 80 are at SCQF level 7 in the mandatory section including a graded unit of 8 SCQF credit points at SCQF level 7. This meets the design principles for an HNC.

The HND group award is made up of 30 SQA unit credits. It comprises 240 SCQF credit points of which 80 credits are at SCQF level 8 in the mandatory section including a graded unit of 16 SCQF credit points at SCQF level 8. This meets the design principles for an HND.

NB: A mapping of Core Skills development opportunities is available in Section 5.3.

2.1 Structure

To achieve the qualification, the learner must achieve the mandatory and optional units as indicated.

HNC Fashion Business

To achieve the HNC in Fashion Business, learners must achieve all mandatory units below (80 SCQF credits/10 SQA credits) and 2 SQA credits/16 SCQF credits from the optional section.

Mandatory units

4 code	2 code	Unit title	SQA credit	SCQF credit points	SCQF level
HJ3M	34	Fashion Merchandising	2	16	7
F1RJ	34	Business Management: An Introduction	1	8	7
HC2P	34	Public Relations: Principles and Practice	1	8	7
H31D	34	Fashion: Textile Technology	1	8	7
HJ3L	34	Principles of Retail Buying	2	16	7
F18C	34	Fashion Forecasting: Research and Development	1	8	7
HH4L	34	Fashion Range Planning	1	8	7
HJ14	34	Fashion Business: Graded Unit 1	1	8	7
			10	80	

HND Fashion Business

To achieve the HND in Fashion Business, learners must achieve all mandatory units below (192 SCQF credits/24 SQA credits) and 6 SQA credits/48 SCQF credits from the optional section.

Mandatory units

4 code	2 code	Unit title	SQA credit	SCQF credit points	SCQF level
HJ3M	34	Fashion Merchandising	2	16	7
F1RJ	34	Business Management: An Introduction	1	8	7
HC2P	34	Public Relations: Principles and Practice	1	8	7
H31D	34	Fashion: Textile Technology	1	8	7
HJ3L	34	Principles of Retail Buying	2	16	7
F18C	34	Fashion Forecasting: Research and Development	1	8	7
HH4L	34	Fashion Range Planning	1	8	7
HJ14	34	Fashion Business: Graded Unit 1	1	8	7
F18E	34	Production Processes in the Clothing Industry: An Introduction	2	16	7
F1P6	34	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	1	8	7
H7V4	34	Preparing to Start a Business	1	8	7
HJ3T	35	Store Design	2	16	8
HJ3N	35	Retail Corporate Image	1	8	8
H91M	35	Managing an Event	2	16	8
HC4A	35	Marketing: Brand Management	1	8	8
HH4M	35	Fashion Public Relations and Journalism	2	16	8
HJ15	35	Fashion Business: Graded Unit 2	2	16	8
			24	192	

Optional units in HNC/HND Fashion Business award

4 code	2 code	Unit title	SQA credit	SCQF credit points	SCQF level
HP8E	34	Copywriting*	1	8	7
DV74	35	Advertising: Developing a Campaign	1	8	8
HC2M	34	Advertising: Media Sales	1	8	7
HK55	34	Advertising: The Advertising Industry	1	8	7
A6HE	35	Assessing Small Business Ventures	2	16	8
F7J7	35	Business Culture and Strategy	2	16	8
F18D	34	Clothing: Production, Trimming and Finishing Techniques	2	16	7
D7LW	34	Communication: Using Information Technology and Desktop Publishing	1	8	7
H7TK	34	Communication: Business Communication	1	8	7
HJ3R	35	Contemporary Issues in Retailing	2	16	8
DG6L	34	Consumer Behaviour and the Marketing Process	1	8	7
H1F0	34	Creating a Culture of Customer Care	1	8	7
DF4E	34	Developing Skills for Personal Effectiveness	1	8	7
DF4F	35	Developing Skills for Personal Effectiveness	1	8	8
F870	34	Developing the Individual within a Team	1	8	7
F86Y	35	Developing the Individual within a Team	1	8	8
F86P	34	Digital Culture: Online Communication	1	8	7
FD69	34	Digital Imaging	1	8	7
DV6F	34	e-commerce: Introduction	1	8	7
F7J8	34	Economic Issues: An Introduction	1	8	7
F7J6	35	Economics 1: Micro and Macro Theory and Application	1	8	8
D7HJ	34	Employment Experience 1	1	8	7
D77H	34	Employment Experience 2	1	8	7
D7MD	35	European Media: Analysis and Investigation	1	8	8
DX04	34	Exhibition Design: Creative Concept	1	8	7
F26W	34	Fashion Illustration: An Introduction	1	8	7
F18V	34	Fashion: Textiles	1	8	7
F93K	34	Financial Accounting Statements: An Introduction	1	8	7
F18X	33	Garment Construction Techniques: An Introduction	2	16	6
F188	34	Garment Pattern Construction: Blocks, Manipulations and Production	2	16	7
HW04	35	Marketing Communications: Investigation	2	16	8
D75X	34	Information Technology: Applications Software 1	1	8	7
D7CY	35	Information Technology: Applications Software 2	1	8	8
DV8J	35	Integrated Marketing Communications	2	16	8

*Refer to History of Changes for revision changes.

Optional units in HNC/HND Fashion Business award (cont)

4 code	2 code	Unit title	SQA credit	SCQF credit points	SCQF level
F7R3	35	International Marketing: The Mix	1	8	8
HJ3P	35	International Retailing	1	8	8
DH39	34	Internet: Introducing e-Commerce	1	8	7
D7XF	35	Interpersonal and Group Skills	1	8	8
HW06 35*	35	Marketing Research Applications	1	8	8
H1F2	34	Management: Leadership at Work	1	8	7
H91M	35	Managing an Event	2	16	8
H1F4	34	Managing and Working with People	2	16	7
DV8L	34	Managing Distribution: An Introduction	1	8	7
FK8K	35	Managing Marketing Resources	1	8	8
F7BX	34	Marketing: An Introduction	1	8	7
FK92	35	Marketing Communications: Using Digital Media	1	8	8
DV8P	35	Marketing Relationships	1	8	8
HH9T	34	Marketing Research Theory	1	8	7
HC4A	35	Marketing: Brand Management	1	8	8
DV8R	34	Organisational Buyer Behaviour	1	8	7
F1MF	34	Organisations and Management	1	8	7
DE3R	34	Personal Development Planning	1	8	7
F3HT	34	Personal Enterprise Skills	1	8	7
H7V5	34	Preparing a Formal Business Plan	2	16	7
F84R	35	Preparing Financial Forecasts	1	8	8
F18E	34	Production Processes in the Clothing Industry: An Introduction	2	16	7
F186	34	Professional Design Practice	1	8	7
DG6K	34	Promotional Mix	1	8	7
HC49	35	Public Relations: 2: Strategic Analysis, Planning and Application	2	16	8
F60A	34	Research Skills	1	8	7
HJ3F	34	Retail Environment	1	8	7
HJ3H	34	Retail Law	1	8	7
HJ3K	34	Retail Security	1	8	7
FK8G	35	Sales Planning	1	8	8
DV8F	34	Services Marketing	1	8	7
F84K	35	Statistics for Business	1	8	8
DL37	35	Store Design and Layout	2	16	8
F93H	34	Using Financial Accounting Statements	1	8	7
D85F	34	Using Software Application Packages	1	8	7
HJ3J	34	Visual Merchandising Techniques	1	8	7
H383	34	Web Design: An Introduction	1	8	7
DH21	34	Working within a Project Team	1	8	7

*Refer to History of Changes for revision changes.

The graded units for these awards are both projects:

Graded Unit 1 — An Investigation (8 SCQF level points at SCQF level 7)

Graded Unit 2 — A Business Presentation (16 SCQF level points at SCQF level 8)

The choice of projects in the form of an investigation and a business presentation fit well with these awards which have both practical and knowledge-based units. Both the Qualifications Design Team and those consulted felt it was appropriate to have project-based activities which reflected the competencies required in the industry.

In addition to the recognised Core Skills, the awards, and in particular the graded units, will develop the learner's ability to manage their time and organise their activities. Learners who achieve the mandatory units will have the opportunity to develop their Core Skills to the following levels.

Exit levels for Core Skills

HNC Fashion Business

Communication	SCQF level 6 (signposted)
Numeracy	SCQF level 5 (signposted)
Information and Communication Technology (ICT)	SCQF level 5 (signposted)
Problem Solving	SCQF level 6 (embedded)
Working with Others	SCQF level 6 (signposted)

HND Fashion Business

Communication	SCQF level 6 (signposted)
Numeracy	SCQF level 6 (signposted)
Information and Communication Technology (ICT)	SCQF level 6 (signposted)
Problem Solving	SCQF level 6 (embedded)
Working with Others	SCQF level 6 (embedded)

3 Aims of the qualification

The aims of both awards are shown below. The main aims of the HNC and HND Fashion Business Awards are to enable learners to acquire the skills and knowledge needed to progress to a higher level of study in the fashion business subject area, or to take an exit route into related employment within a Fashion Business environment. The qualification provides a breadth of study including; fashion marketing, fashion retailing, fashion branding, fashion public relations (PR), fashion promotion and fashion communication. This will offer quality provision and breadth of opportunity for students.

3.1 General aims of the qualification

The general aims for the HNC Award are to:

- 1 develop transferable skills including the Core Skills of *Communication, Numeracy, ICT, Problem Solving* and *Working with Others*.
- 2 develop study and research skills appropriate to fashion business.
- 3 develop knowledge and skills such as planning, analysing and synthesising.
- 4 create an awareness of the skills required for employment in a fashion business environment.
- 5 develop employment skills and enhance employment prospects.
- 6 enable progression within the SCQF framework.
- 7 provide academic stimulus and challenge, and foster an enjoyment of the subject.

The general aims for the HND Award (in addition to the general aims of the HNC) are to:

- 1 develop learners' knowledge and skills required for employment in a fashion business environment.
- 2 prepare learners in specialist skills for progression to further studies and employment.
- 3 develop transferable skills including Core Skills to the levels demanded by employers and for progression to University Degree courses.

3.2 Specific aims of the qualification

The specific aims of the HNC Award are to:

- 1 develop the application of knowledge and skills in buying, merchandising and promotion.
- 2 develop an understanding of business management and retail buying principles.
- 3 provide and apply knowledge of textile properties for garment selection.
- 4 develop an understanding of fashion forecasting.
- 5 develop knowledge of public relations.
- 6 provide the opportunity to acquire communication, study and research skills and a variety of fashion business skills by accessing specialist units from the framework.
- 7 equip learners with a range of skills and competencies which will enable them to embark on a career in the fashion business.

The specific aims of the HND Award (in addition to the specific aims of the HNC) are to:

- 1 develop key knowledge and skills of fashion business in more diverse settings, different market levels and global business.
- 2 enhance business skills and competencies appropriate to the fashion industry and develop a depth of understanding from a managerial perspective.
- 3 develop entrepreneurial approaches to engaging customers and maximising retail profits.
- 4 provide knowledge of textiles, garment production and processes to enhance business communication with suppliers.
- 5 enhance professional communication and presentation skills in a fashion business related setting.
- 6 develop analytical research and presentation skills for forecasting.
- 7 carry out complex project work involving research, analysis, planning and budgeting in a fashion business context.

- 8 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.
- 9 equip learners with a range of transferable business, management, communication and interpersonal skills by accessing appropriate units from the framework.
- 10 provide advanced level of entry to further academic or professional qualification or employment within an organisation.

3.3 Graded Units

The graded units for the HNC and HND Fashion Business awards are projects and reflect the general and specific aims of the HNC and HND awards. The assessment brief reflects Fashion Business employment tasks and opportunities within the industry.

The HNC Graded Unit will be assessed by the use of a project-based investigation report. The learner will produce an investigative report and visual evidence that demonstrates she/he has met the aims of this graded unit. It will give the learner an opportunity to explore a themed seasonal trend forecast and devise a potential buying, merchandising and PR strategy for a retail client. In the HND Graded Unit the learner will produce a more complex business presentation to promote an enterprising initiative/venture for retailing a fashion range.

4 Recommended entry to the qualification

Entry to this qualification is at the discretion of the centre. The following information on prior knowledge, skills, experience or qualifications that provide suitable preparation for this qualification has been provided by the Qualification Design Team as guidance only.

It is anticipated that the awards will be delivered through a full-time or part-time course of study. Some learners may come from school while others may be returnees or adults who wish a change of career.

Learners would benefit from having attained the skills, knowledge and understanding required by one or more of the following or equivalent qualifications and/or experience:

- ◆ a minimum of one SQA Higher (SCQF level 6) pass at grade C
- ◆ an existing HNC award
- ◆ appropriate National Certificates at SCQF level 5 or 6
- ◆ appropriate groupings of National Units
- ◆ an SVQ/NVQ at level 3 in a related subject
- ◆ different combinations of relevant National Qualifications, Vocational Qualifications and equivalent qualifications from other awarding bodies may also be acceptable
- ◆ relevant work experience in the Fashion Retail or a related industry
- ◆ equivalent overseas qualifications which are relevant to the award
- ◆ For learners where English is not their first language, it is recommended that they possess English for Speakers of other Languages (ESOL) level 5, or a score of 5.5 in IELTS

4.1 Core Skills entry profile

The Core Skill entry profile provides a summary of the associated assessment activities that exemplify why a particular level has been recommended for this qualification. The information should be used to identify if additional learning support needs to be put in place for learners whose Core Skills profile is below the recommended entry level or whether learners should be encouraged to do an alternative level or learning programme.

Core Skill	Recommended SCQF entry profile	Associated assessment activities
Communication	5	Report writing, researching, evaluating, presenting information
Numeracy	5	Developing graphs, budgeting, preparing a business plan
Information and Communication Technology (ICT)	5	Use of Microsoft and digital applications
Problem Solving	5	Investigating, developing and analysing
Working with Others	5	Planning, organising and evaluating an event

5 Additional benefits of the qualification in meeting employer needs

This qualification was designed to meet a specific purpose and what follows are details on how that purpose has been met through mapping of the units to the aims of the qualification. Through meeting the aims, additional value has been achieved by linking the unit standards with those defined in National Occupational Standards (NOS) and/or trade/professional body requirements. In addition, significant opportunities exist for learners to develop the more generic skill, known as Core Skills through doing this qualification.

5.1(a) Mapping of qualification specific aims to HNC Units

Code	Unit title	Aims						
		1	2	3	4	5	6	7
HJ3M 34	Fashion Merchandising	x		x	x		x	x
F1RJ 34	Business Management: An Introduction		x				x	x
HC2P 34	Public Relations: Principles and Practice					x	x	x
H31D 34	Fashion: Textile Technology	x		x				
HJ3L 34	Principles of Retail Buying	x						
F18C 34	Fashion Forecasting: Research and Development	x		x	x		x	x
HH4L 34	Fashion Range Planning	x		x			x	x
HJ14 34	Fashion Business: Graded Unit 1	x	x	x	x		x	x

5.1(b) Mapping of qualification specific aims to HND Units

Code	Unit title	Aims									
		1	2	3	4	5	6	7	8	9	10
F18E 34	Production Processes in the Clothing Industry: An Introduction	x	x		x	x		x	x		x
F1P6 34	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	x	x	x		x	x	x	x		x
H7V4 34	Preparing to Start a Business	x		x		x		x	x	x	x
HJ3T 35	Store Design		x	x				x		x	x
HJ3N 35	Retail Corporate Image	x	x	x		x		x	x	x	x
H91M 35	Managing an Event	x	x	x		x			x		
HC4A 35	Marketing: Brand Management	x	x	x		x	x	x		x	x
HH4M 35	Fashion Public Relations and Journalism	x				x			x	x	
HJ15 35	Fashion Business: Graded Unit 2	x	x	x	x	x	x	x	x	x	x

5.2 Mapping of National Occupational Standards (NOS) and/or trade body standards

Whilst there are no National Occupational Standards (NOS) which encapsulate the knowledge, skills and competences within the HNC and HND Fashion Business Awards, some of the **SVQ Retail NOS** are relevant:

Code	Unit title	National Occupational Standard						
HJ3M 34	Fashion Merchandising	Elements of SKSD21 — Develop Final Design Proposals.	Elements of SKSD20 — Assess Design Options	SKSAMTC4 Maximise product sales in a retail environment				
F1RJ 34	Business Management: An Introduction	SKSD 12 Develop, produce and present design responses	IMIARBG13 Business Management	CFAPE1 Prepare yourself for enterprise	CFAUE4 Making successful deals	CFAPE3 Promote yourself and your ideas		
HC2P 34	Public Relations: Principles and Practice	SFHGEN48 Promote your organisation and its services to stakeholders	Elements of CFAMAR17 — Identify market segments	CFAPRE004 Develop public relations plans				
H31D 34	Fashion: Textile Technology	SKSMMF1 Prepare for start up in processing of man-made fibres	SKSMMF2 Start up and monitor the processing of man-made fibres	SKSMMF3 Finishing the processing of man-made fibres	SKSMMF12 Analyse and interpret the results of tests on process, products or equipment	AMT34 Apply fabric knowledge	SKSTEX19 Perform textile testing operations	
HJ3L 34	Principles of Retail Buying	SSR.A404 Develop a buying strategy	SSR.B306 Choose suppliers and order stock for retail sale	SSR.B403 Evaluate options for retail products	SKSAMTC4 Maximise product sales in a retail environment			

Code	Unit title	National Occupational Standard						
F18C 34	Fashion Forecasting: Research and Development	Elements of AMT1 — Research markets, materials and styles	SSR.A401 Forecast trends and developments impacting on range management and buying	SKSAMT1 Research markets, materials and styles				
HH4L 34	Fashion Range Planning	Elements of AMT1 — Research markets, materials and styles	SSR.A401 Forecast trends and developments impacting on range management and buying					
HJ14 34	Fashion Business: Graded Unit 1	Elements of AMT1 — Research markets, materials and styles	SSR.A401 Forecast trends and developments impacting on range management and buying	SKSAMT1 Research markets, materials and styles	CCSDES16 Identify and understand your client's' brand strategy			
F18E 34	Production Processes in the Clothing Industry: An Introduction	Elements of SKSD26 Review, refine and finalise design products	Elements of SKSMSP4 Carry out the sewing process	Elements of AMT3 — Identify and agree product construction	Elements of AMT6 — Contribute to the production of outsourced products	Elements of AMT20 — Oversee the quality of sample production		
F1P6 34	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	AMT1 — Research markets, materials and styles	SKSAMT35 Source materials and components for apparel production	SKSAMT1 Research markets, materials and styles				

Code	Unit title	National Occupational Standard						
H7V4 34	Preparing to Start a Business	CFAPE2 Find out about business	CFAPE1 Prepare yourself for enterprise	CFAUE4 Making successful deals	CFAPE3 Promote yourself and your ideas			
HJ3T 35	Store Design	SSR.C001 Devise effective retail unit layouts	PPL TT47 Display stock and materials					
HJ3N 35	Retail Corporate Image	PPLTT05 Set up and Maintain Promotional Displays	Elements of CFAMAR15 — Manage brand and corporate reputation					
H91M 35	Managing an Event	PPLEVA2 Research and agree the scope of an event	PPLEMTSA1 Develop and agree the concept for an event	CFABAA312 Organise and co-ordinate events	PPLEMTSD10 Manage the running of an event	PPLEVC9 Manage the setup and breakdown of an event		
HC4A 35	Marketing: Brand Management	CFAMAR17 Identify market segments	SSR.C403 Contribute to promotional and marketing campaigns for retail products	CCSDES16 Identify and understand your client's brand strategy	CFAMAR14 Manage brand identity			
HH4M 35	Fashion Public Relations and Journalism	SFHGEN48 Promote your organisation and its services to stakeholders	Elements of CFAMAR17 — Identify market segments	CFAPRE004 Develop public relations plans	SKSJ1 Understand the practice of journalism in the UK media			
HJ15 35	Fashion Business: Graded Unit 2	CCSDES17	SKSD 12 Develop, produce and present design responses	SKSD 20 Assess Design Options	SKSD21 Develop Final Design Proposals	SKSAMT1 Research markets, materials and styles	Elements of AMT1 — Research markets, materials and styles	SSR.A401 Forecast trends and developments impacting on range management and buying

5.3 Mapping of Core Skills development opportunities across the qualification

Unit code	Unit title	Communication			Numeracy		ICT		Problem Solving			Working with Others	
		Written (Reading)	Written (Writing)	Oral	Using Number	Using Graphical Information	Accessing Information	Providing/Creating Information	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working Co-operatively with Others	Reviewing Co-operative Contribution
HJ3M34	Fashion Merchandising	S5	S5	S5	S5	S5	S5	S5	S6	S6	S6		
F1RJ34	Business Management: An Introduction		S6			S5			S5	S5	S5		
HC2P34	Public Relations: Principles and Practice	S6	S6				S6	S6	S6	S6	S6		
H31D34	Fashion: Textile Technology		S5				S5	S5		S5		S5	
HJ3L34	Principles of Retail Buying	There may be opportunities to gather evidence towards Core Skills in this unit, although there is no automatic certification of Core Skills or Core Skills components.											
F18C34	Fashion Forecasting: Research and Development	S5	S5	S5			S5	S5					
HH4L34	Fashion Range Planning	S6	S6				S6	S6	E6	E6	S6		
HJ1434	Fashion Business: Graded Unit 1	S5	S5	S5			S5	S5	E5	E5	E5		
F18E34	Production Processes in the Clothing Industry: An Introduction	S6	S6									S6	S6
F1P634	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5
H7V434	Preparing to Start a Business	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5
HJ3T35	Store Design												
HJ3N35	Retail Corporate Image	There may be opportunities to gather evidence towards Core Skills in this unit, although there is no automatic certification of Core Skills or Core Skills components.											
H91M35	Managing an Event		S6						E6	E6	E6	E6	E6
HC4A35	Marketing: Brand Management				S5	S5			S6	S6	S6		
HH4M35	Fashion Public Relations and Journalism	S5	S5	S5			S5	S5	E6	E6	E6	S5	S5
HJ1535	Fashion Business: Graded Unit 2	S5	S5	S5			S5	S5	S5	S5	S5		

5.4 Assessment Strategy for the qualification

Unit	Assessment					
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6
HJ3M 34 Fashion Merchandising	Open-book — restricted response	Report	Closed-book — case study	Report		
F1RJ 34 Business Management: An Introduction	Open-book — report					
HC2P 34 Public Relations: Principles and Practice	Open-book — extended response	Case study — portfolio of evidence				
H31D 34 Fashion: Textile Technology	Restricted response/portfolio of evidence		Portfolio/report			
HJ3L 34 Principles of Retail Buying	Closed-book — extended response	Advert/question	Closed-book — extended response	Open-book — case study	Closed-book restricted response and open- book case study	Open-book — extended response
F18C 34 Fashion Forecasting: Research and Development	Holistic approach — report, portfolio of visuals and mood board					
HH4L 34 Fashion Range Planning	Holistic approach — portfolio of evidence and presentation					
HJ14 34 Fashion Business: Graded Unit 1	Project based investigation — planning stage	Project based investigation — developing stage	Project based investigation — evaluating stage			

Unit	Assessment					
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6
F18E 34 Production Processes in the Clothing Industry: An Introduction	Holistic approach — report, portfolio of evidence					
F1P6 34 Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	Investigative report/presentation	Open-book extended response questions	Portfolio of evidence			
H7V4 34 Preparing to Start a Business	Holistic approach — portfolio of evidence					
HJ3T 35 Store Design	Holistic approach — open-book assignment			Case study	Assignment	
HJ3N 35 Retail Corporate Image	<i>Holistic approach — open-book assignment/case study</i>					
H91M 35 Managing an Event	Report and presentation	Portfolio of evidence	Observation checklist	Individual report		
HC4A 35 Marketing: Brand Management	Open-book — structured questions	Open-book — structured questions	Formal report and oral presentation			
HH4M 35 Fashion Public Relations and Journalism	Extended response questions	Produce a communications pack	Extended response questions	Evaluative report		
HJ15 35 Fashion Business: Graded Unit 2	Project based enterprising investigation — planning stage	Project based enterprising investigation — developing stage	Project based enterprising investigation — evaluating stage			

6 Guidance on approaches to delivery and assessment

The fashion business industry is diverse and varied and this is reflected in the number of units and routes to certification available to learners studying these courses. The skills developed in both the HNC and the HND will include planning and organisational skills as well as research and communication skills. Additionally fashion trend analysis and presentation skills, skills involved in working with and co-operating with others and using ICT will be developed throughout the study of these group awards.

Different approaches can be taken towards delivery. Units can be delivered as free-standing individual units or they can be delivered in a holistic way which integrates the content and assessment. The following sections indicate some suggested approaches to delivery.

6.1 Sequencing/integration of Units

The Qualification Design Team recognised that there were opportunities for the integration of delivery both within, as well as between units for those who wanted to offer a project-based course which still reflected their particular specialisms.

Some suggestions for integration:

1st year mandatory and (possible) optional units

Unit Number	Unit name	Links to other Units
F18C 34	Fashion Forecasting: Research and Development	H7TK 34 Communication: Business Communication H31D 34 Fashion: Textile Technology
HJ3M 34	Fashion Merchandising	HJ3L 34 Principles of Retail Buying DV6F 34 e-commerce: Introduction
F1RJ 34	Business Management: An Introduction	HC2P 34 Public Relations: Principles and Practice DF4E 34 Developing Skills for Personal Effectiveness
HJ14 34	Fashion Business: Graded Unit 1	HH4L 34 Fashion Range Planning

2nd year mandatory and (possible) optional units

Unit Number	Unit name	Links to other Units
F18E 34	Production Processes in the Clothing Industry: An Introduction	F1P6 34 Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
HJ3T 35	Store Design	HJ3N 35 Retail Corporate Image
H91M 35	Managing an Event	HH4M 35 Fashion Public Relations and Journalism
H7V4 34	Preparing to Start a Business	HC4A 35 Marketing: Brand Management
HJ15 35	Fashion Business: Graded Unit 2	

6.2 Recognition of prior learning

SQA recognises that learners gain knowledge and skills acquired through formal, non-formal and informal learning contexts.

In some instances, a full group award may be achieved through the recognition of prior learning. However, it is unlikely that a learner would have the appropriate prior learning and experience to meet all the requirements of a full group award.

The recognition of prior learning may **not** be used as a method of assessing in the following types of units and assessments:

- ◆ HN Graded Units
- ◆ Course and/or external assessments
- ◆ Other integrative assessment units (which may or not be graded)
- ◆ Certain types of assessment instruments where the standard may be compromised by not using the same assessment method outlined in the unit
- ◆ Where there is an existing requirement for a licence to practice
- ◆ Where there are specific health and safety requirements
- ◆ Where there are regulatory, professional or other statutory requirements
- ◆ Where otherwise specified in an Assessment Strategy

More information and guidance on the *Recognition of Prior Learning* (RPL) may be found on our website www.sqa.org.uk.

The following sub-sections outline how existing SQA unit(s) may contribute to this group award. Additionally, they also outline how this group award may be recognised for professional and articulation purposes.

6.2.1 Articulation and/or progression

There are no formal articulation agreements in place for these awards. However it may be possible to articulate into the 2nd or 3rd year of a variety of fashion business degree courses. Entry qualifications and articulation requirements for degree courses vary significantly and learners should be advised by centres to investigate articulation possibilities prior to choosing optional units.

Each centre may already have articulation opportunities with local higher education institutions or universities which should be revisited for the new awards.

Learners articulating to Year 2 of the HND Fashion Business award would normally be expected to have attained 120 SCQF credit points (15 SQA credits) which include the mandatory units for the HNC. Those learners articulating from an HNC Fashion Business award with the 96 SCQF credit points (12 SQA credits) would require to undertake an additional 24 SCQF credit points (3 SQA credits) in Year 2. Where learners are not articulating with 120 SCQF credit points (15 SQA credits) centres are advised to negotiate an individual learning plan for the learner.

6.3 Opportunities for e-assessment

Currently SOLAR assessments for Outcomes 1 and 2 are available for H31D 34 *Fashion: Textile Technology*.

6.4 Support materials

A list of existing ASPs is available to view on SQA's website. Currently the following ASPs are available on the SQA website:

HJ3M 34	Fashion Merchandising
F1RJ 34	Business Management: An Introduction
HC2P 34	Public Relations: Principles and Practice
HJ3L 34	Principles of Retail Buying
F18C 34	Fashion Forecasting: Research and Development
F1P6 34	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
H7V4 34	Preparing to Start a Business
HJ3T 35	Store Design
DL2V 35	Retail Corporate Image

6.5 Resource requirements

Staff must be qualified for the subject areas they are delivering. This could be through qualifications and/or experience in the subject area. Learners will need access to IT facilities with industry-standard software which would cope with word processing and presentations; have access to fashion forecasting, fashion merchandising and store design software. Digital cameras and software that copes with digital images should also be readily available to learners.

7 General information for centres

Equality and inclusion

The unit specifications making up this group award have been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners will be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Internal and external verification

All instruments of assessment used within this/these qualification(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* (www.sqa.org.uk/GuideToAssessment).

8 Glossary of terms

Embedded Core Skills: is where the assessment evidence for the unit also includes full evidence for complete Core Skill or Core Skill components. A learner successfully completing the unit will be automatically certificated for the Core Skill. (This depends on the unit having been successfully audited and validated for Core Skills certification.)

Finish date: The end of a group award's lapsing period is known as the finish date. After the finish date, the group award will no longer be live and the following applies:

- ◆ learners may not be entered for the group award
- ◆ the group award will continue to exist only as an archive record on the Awards Processing System (APS)

Graded Unit: Graded units assess learners' ability to integrate what they have learned while working towards the units of the group award. Their purpose is to add value to the group award, making it more than the sum of its parts, and to encourage learners to retain and adapt their skills and knowledge.

Lapsing date: When a group award is entered into its lapsing period, the following will apply:

- ◆ the group award will be deleted from the relevant catalogue
- ◆ the group award specification will remain until the qualification reaches its finish date at which point it will be removed from SQA's website and archived
- ◆ no new centres may be approved to offer the group award
- ◆ centres should only enter learners whom they expect to complete the group award during the defined lapsing period

SQA credit value: The credit value allocated to a unit gives an indication of the contribution the unit makes to an SQA group award. An SQA credit value of 1 given to an SQA unit represents approximately 40 hours of programmed learning, teaching and assessment.

SCQF: The Scottish Credit and Qualification Framework (SCQF) provides the national common framework for describing all relevant programmes of learning and qualifications in Scotland. SCQF terminology is used throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk.

SCQF credit points: SCQF credit points provide a means of describing and comparing the amount of learning that is required to complete a qualification at a given level of the Framework. One National Unit credit is equivalent to 6 SCQF credit points. One National Unit credit at Advanced Higher and one Higher National Unit credit (irrespective of level) is equivalent to 8 SCQF credit points.

SCQF levels: The level a qualification is assigned within the framework is an indication of how hard it is to achieve. The SCQF covers 12 levels of learning. HNCs and HNDs are available at SCQF levels 7 and 8 respectively. Higher National Units will normally be at levels 6–9 and graded units will be at level 7 and 8. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

Subject Unit: Subject units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

Signposted Core Skills: refers to opportunities to develop Core Skills arise in learning and teaching but are not automatically certificated.

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

NOTE: Where a unit is revised by another unit:

- ◆ No new centres may be approved to offer the unit which has been revised.
- ◆ Centres should only enter learners for the unit which has been revised where they are expected to complete the unit before its finish date.

Version Number	Description	Date
03	Revision of Units: FK8L 35 Marketing Research Applications (finish date: 31/07/2021) has been replaced by HW06 35 Marketing Research Applications (start date: 01/08/2017). DV79 35 Industrial Investigation (finish date: 31/07/2021) has been replaced by HW04 35 Marketing Communications: Investigation (start date: 01/08/2017)	19/10/17
02	Revision of Unit: DV73 34 Advertising: Copywriting has been replaced by HP8E 35 Copywriting and will finish on 31/07/2020.	05/07/17

Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of this qualification.

9 General information for learners

This section will help you decide whether this is the qualification for you by explaining what the qualification is about, what you should know or be able to do before you start, what you will need to do during the qualification and opportunities for further learning and employment.

The HNC and HND in Fashion Business are intended for those wishing to follow a vocational course in fashion. The qualification will provide a breadth of study including fashion forecasting, fashion buying, fashion merchandising, fashion public relations (PR) and fashion communication. This will provide quality provision and breadth of opportunity for progression and employment.

Both the HNC and the HND have mandatory units and optional units. The mandatory section of each award covers those topics essential to a career in fashion business. Any specialism you follow, whether in business, management or retail aspects of the fashion industry, will be determined by the optional units you study.

The course comprises a series of SQA Higher National Units devised to reflect the needs of the fashion industry. You will have to successfully complete 96 SCQF credit points (12 SQA credits) to achieve the HNC qualification. The HNC requires you to achieve 80 SCQF credit points (10 mandatory SQA credits) and an additional 16 SCQF credit points (2 SQA credits) will be chosen from a list of optional choices offered by your college.

You will have to complete 240 SCQF credit points (30 SQA credits) for the HND qualification. This diploma will require you to achieve 192 SCQF credit points (24 mandatory SQA credits) with the additional 48 SCQF credit points (6 SQA credits) being chosen from a list of optional choices offered by your centre and related to your chosen specialism.

The mandatory section of both the HNC and the HND includes a graded unit which is designed to integrate the knowledge and skills you have learnt throughout the course. Both graded units are projects. You will be graded on your submission for these units and will receive an A, B or C grade if you pass the unit. The HND graded unit will also allow you to develop entrepreneurial skills relating to fashion business.