

## **Group Award Specification for:**

**SQA Advanced Certificate in  
Fashion Business  
Group Award code — GV3M47**

**SQA Advanced Diploma in  
Fashion Business  
Group Award code — GV3N48**

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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 institutions of the aims and purpose of the qualification
- provide details of the range of learners that the qualification is suitable for and the progression opportunities

The award title SQA Advanced Certificate / Diploma in 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 SQA Advanced Certificate or Diploma, 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 or Business degree programmes.

Currently the award does not have any professional recognition.

## 2 Qualifications structure

This SQA Advanced Certificate 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 SQA Advanced Certificate.

The SQA Advanced Diploma 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 SQA Advanced Diploma.

**Note:** 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.

#### SQA Advanced Certificate in Fashion Business

To achieve the SQA Advanced Certificate 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
HT5T	47	Fashion Merchandising	2	16	7
J1E4	47	Business Management: An Introduction	1	8	7
J26P	47	Public Relations: Principles and Practice	1	8	7
J7SN	47	Fashion: Textile Technology	1	8	7
HT5R	47	Principles of Retail Buying	2	16	7
J7SH	47	Fashion Forecasting: Research and Development	1	8	7
J7SM	47	Fashion Range Planning	1	8	7
J7TD	47	Fashion Business: Graded Unit 1	1	8	7
			<b>10</b>	<b>80</b>	

**SQA Advanced Diploma in Fashion Business**

To achieve the SQA Advanced Diploma 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**

<b>4 code</b>	<b>2 code</b>	<b>Unit title</b>	<b>SQA credit</b>	<b>SCQF credit points</b>	<b>SCQF level</b>
HT5T	47	Fashion Merchandising	2	16	7
J1E4	47	Business Management: An Introduction	1	8	7
J26P	47	Public Relations: Principles and Practice	1	8	7
J7SN	47	Fashion: Textile Technology	1	8	7
HT5R	47	Principles of Retail Buying	2	16	7
J7SH	47	Fashion Forecasting: Research and Development	1	8	7
J7SM	47	Fashion Range Planning	1	8	7
J7TD	47	Fashion Business: Graded Unit 1	1	8	7
J7SR	47	Production Processes in the Clothing Industry: An Introduction	2	16	7
J7SP	47	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	1	8	7
HR3E	47	Preparing to Start a Business	1	8	7
HT5X	48	Store Design	2	16	8
HT5V	48	Retail Corporate Image	1	8	8
HT3C	48	Managing an Event	2	16	8
J3J5	48	Marketing: Brand Management	1	8	8
J7SS	48	Fashion Public Relations and Journalism	2	16	8
J7TE	48	Fashion Business: Graded Unit 2	2	16	8
			<b>24</b>	<b>192</b>	

**Optional units in SQA Advanced Certificate and SQA Advanced Diploma in Fashion Business awards**

<b>4 code</b>	<b>2 code</b>	<b>Unit title</b>	<b>SQA credit</b>	<b>SCQF credit points</b>	<b>SCQF level</b>
J7S3	47	Copywriting	1	8	7
J78M	48	Advertising: Developing a Campaign	1	8	8
HT5Y	47	Advertising: The Advertising Industry	1	8	7
HT3L	48	Assessing Small Business Ventures	2	16	8
HP6R	48	Business Culture and Strategy	2	16	8
J7SX	47	Clothing: Production, Trimming and Finishing Techniques	2	16	7
J26M	47	Communication: Using Information Technology and Desktop Publishing	1	8	7
HP75	47	Communication: Business Communication	1	8	7
HT8E	48	Contemporary Issues in Retailing	2	16	8
J5MB	47	Consumer Behaviour and the Marketing Process	1	8	7
HP73	47	Creating a Culture of Customer Care	1	8	7
HR0G	47	Developing Skills for Personal Effectiveness	1	8	7
HR0K	48	Developing Skills for Personal Effectiveness	1	8	8
HR13	47	Developing the Individual within a Team	1	8	7
HP3C	48	Developing the Individual within a Team	1	8	8
HR81	47	Digital Culture: Online Communication	1	8	7
HT5G	47	Digital Imaging	1	8	7
HR1T	47	e-commerce: Introduction	1	8	7
J461	47	Economic Issues: An Introduction	1	8	7
J5AX	48	Economics: Micro and Macro Theory and Application	1	8	8
HR08	47	Employment Experience 1	1	8	7
HR1D	47	Employment Experience 2	1	8	7
J7TH	48	European Media: Analysis and Investigation	1	8	8
J7TL	47	Exhibition Design: Creative Concept	1	8	7

<b>4 code</b>	<b>2 code</b>	<b>Unit title</b>	<b>SQA credit</b>	<b>SCQF credit points</b>	<b>SCQF level</b>
J7SB	47	Fashion Illustration: An Introduction	1	8	7
J7T6	47	Fashion: Textiles	1	8	7
HT5F	47	Financial Accounting Statements: An Introduction	1	8	7
J7T7	46	Garment Construction Techniques: An Introduction	2	16	6
J7T9	47	Garment Pattern Construction: Blocks, Manipulations and Production	2	16	7
J7S5	48	Marketing Communications: Investigation	2	16	8
HP6L	47	Information Technology: Applications Software 1	1	8	7
HP12	48	Information Technology: Applications Software 2	1	8	8
J7S4	48	Integrated Marketing Communications	2	16	8
HP0P	48	International Marketing: The Mix	1	8	8
HT5W	48	International Retailing	1	8	8
HT22	47	Internet: Introducing e-Commerce	1	8	7
J77R	48	Applying Interpersonal Communication Theory	1	8	8
HW93	48	Marketing Research Applications	1	8	8
HV2C	47	Management: Leadership at Work	1	8	7
HT3C	48	Managing an Event	2	16	8
J1NG	47	Managing and Working with People	2	16	7
HR31	48	Managing Marketing Resources	1	8	8
HP6N	47	Marketing: An Introduction	1	8	7
HR32	48	Marketing Communications: Using Digital Media	1	8	8
J7S6	48	Marketing Relationships	1	8	8
HP0F	47	Marketing Research Theory	1	8	7
J3J5	48	Marketing: Brand Management	1	8	8
J7S7	47	Organisational Buyer Behaviour	1	8	7
HT3T	47	Organisations and Management	1	8	7

<b>4 code</b>	<b>2 code</b>	<b>Unit title</b>	<b>SQA credit</b>	<b>SCQF credit points</b>	<b>SCQF level</b>
HP6M	47	Personal Development Planning	1	8	7
HR0X	47	Personal Enterprise Skills	1	8	7
HR19	47	Preparing a Formal Business Plan	2	16	7
J5B0	48	Preparing Financial Forecasts	1	8	8
J7SR	47	Production Processes in the Clothing Industry: An Introduction	2	16	7
J7TB	47	Professional Design Practice	1	8	7
J26R	48	Public Relations: 2: Strategic Analysis, Planning and Application	2	16	8
J1NB	47	Research Skills	1	8	7
HT5K	47	Retail Environment	1	8	7
HT5M	47	Retail Law	1	8	7
HT5P	47	Retail Security	1	8	7
HT5V	48	Retail Corporate Image	1	8	8
HR30	48	Sales Planning	1	8	8
J7S8	47	Services Marketing	1	8	7
J45Y	47	Statistics for Business	1	8	7
HT5X	48	Store Design and Layout	2	16	8
HT5E	47	Using Financial Accounting Statements	1	8	7
HR0A	47	Using Software Application Packages	1	8	7
HT5N	47	Visual Merchandising Techniques	1	8	7
HT5J	47	Web Design: An Introduction	1	8	7
HT3P	47	Working within a Project Team	1	8	7

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



## SQA Advanced Certificate / Diploma

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

#### SQA Advanced Certificate in 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)

#### SQA Advanced Diploma in 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 qualifications**

The aims of both awards are shown below. The main aims of the SQA Advanced Certificate and Diploma in 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 qualifications**

The general aims for the SQA Advanced Certificate 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 SQA Advanced Diploma award (in addition to the general aims of the SQA Advanced Certificate) 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 qualifications**

The specific aims of the SQA Advanced Certificate 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 SQA Advanced Diploma award (in addition to the specific aims of the SQA Advanced Certificate) 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 SQA Advanced Certificate and Diploma in Fashion Business awards are projects and reflect the general and specific aims of the SQA Advanced Certificate and Diploma awards. The assessment brief reflects Fashion Business employment tasks and opportunities within the industry.

The SQA Advanced Certificate 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 SQA Advanced Diploma Graded Unit the learner will produce a more complex business presentation to promote an enterprising initiative or venture for retailing a fashion range.

## 4 Recommended entry to the qualifications

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 SQA Advanced Certificate award
- appropriate National Certificates at SCQF level 5 or 6
- appropriate groupings of National Units
- an SVQ or 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 would be used to identify whether additional learning support needs should 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 or trade and professional body requirements. In addition, significant opportunities exist for learners to develop more generic skills, known as Core Skills, through this qualification.

**5.1(a) Mapping of qualification specific aims to SQA Advanced Certificate Units**

Code	Unit title	Aims						
		1	2	3	4	5	6	7
HT5T 47	Fashion Merchandising	x		x	x		x	x
HW9H 47	Business Management: An Introduction		x				x	x
J26P 47	Public Relations: Principles and Practice					x	x	x
J7SN 47	Fashion: Textile Technology	x		x				
HT5R 47	Principles of Retail Buying	x						
J7SH 47	Fashion Forecasting: Research and Development	x		x	x		x	x
J7SM 47	Fashion Range Planning	x		x			x	x
J7TD 47	Fashion Business: Graded Unit 1	x	x	x	x		x	x

**5.1(b) Mapping of qualification specific aims to SQA Advanced Diploma Units**

Code	Unit title	Aims									
		1	2	3	4	5	6	7	8	9	10
J7SR 47	Production Processes in the Clothing Industry: An Introduction	x	x		x	x		x	x		x
J7SP 47	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	x	x	x		x	x	x	x		x
HR3E 47	Preparing to Start a Business	x		x		x		x	x	x	x
HT5X 48	Store Design		x	x				x		x	x
HT5V 48	Retail Corporate Image	x	x	x		x		x	x	x	x
HT3C 48	Managing an Event	x	x	x		x			x		
J3J5 48	Marketing: Brand Management	x	x	x		x	x	x		x	x
J7SS 48	Fashion Public Relations and Journalism	x				x			x	x	
J7TE 48	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 standards

While there are no National Occupational Standards (NOS) which encapsulate the knowledge, skills and competences within the SQA Advanced Certificate and SQA Advanced Diploma in Fashion Business awards, some of the **SVQ Retail NOS** are relevant:

Code	Unit title	National Occupational Standard						
HT5T 47	Fashion Merchandising	Elements of SKSD21 — Develop Final Design Proposals	Elements of SKSD20 — Assess Design Options	SKSAMTC4 Maximise product sales in a retail environment				
HW9H 47	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		
J26P 47	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				
J7SN 47	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	
HT5R 47	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						
J7SH 47	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				
J7SM 47	Fashion Range Planning	Elements of AMT1 — Research markets, materials and styles	SSR.A401 Forecast trends and developments impacting on range management and buying					
J7TD 47	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			
J7SR 47	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		
J7SP 47	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						
HR3E 47	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			
HT5X 48	Store Design	SSR.C001 Devise effective retail unit layouts	PPL TT47 Display stock and materials					
HT5V 48	Retail Corporate Image	PPLTT05 Set up and Maintain Promotional Displays	Elements of CFAMAR15 — Manage brand and corporate reputation					
HT3C 48	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		
J3J5 48	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			
J7SS 48	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			
J7TE 48	Fashion Business: Graded Unit 2	CCSDES17 Writing a design brief	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 qualifications

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
HT5T 47	Fashion Merchandising	S5	S5	S5	S5	S5	S5	S5	S6	S6	S6		
HW9H 47	Business Management: An Introduction		S6			S5			S5	S5	S5		
J26P 47	Public Relations: Principles and Practice	S6	S6				S6	S6	S6	S6	S6		
J7SN 47	Fashion: Textile Technology		S5				S5	S5		S5		S5	
HT5R 47	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.											
J7SH 47	Fashion Forecasting: Research and Development	S5	S5	S5			S5	S5					
J7SM 47	Fashion Range Planning	S6	S6				S6	S6	E6	E6	S6		
J7TD 47	Fashion Business: Graded Unit 1	S5	S5	S5			S5	S5	E5	E5	E5		
J7SR 47	Production Processes in the Clothing Industry: An Introduction	S6	S6									S6	S6

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	
J7SP 47	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	
HR3E 47	Preparing to Start a Business	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	S5	
HT5X 48	Store Design	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.												
HT5V 48	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.												
HT3C 48	Managing an Event		S6							E6	E6	E6	E6	E6
J3J5 48	Marketing: Brand Management				S5	S5				S6	S6	S6		
J7SS 48	Fashion Public Relations and Journalism	S5	S5	S5			S5	S5	E6	E6	E6	S5	S5	
J7TE 48	Fashion Business: Graded Unit 2	S5	S5	S5			S5	S5	S5	S5	S5			

### 5.4 Assessment strategy for the qualifications

Unit	Assessment					
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6
HT5T 47 Fashion Merchandising	Open-book — restricted response	Report	Closed-book — case study	Report		
HW9H 47 Business Management: An Introduction	Open-book — report					
J26P 47 Public Relations: Principles and Practice	Open-book — extended response	Case study — portfolio of evidence				
J7SN 47 Fashion: Textile Technology	Restricted response/portfolio of evidence		Portfolio / report			
HT5R 47 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
J7SH 47 Fashion Forecasting: Research and Development	Holistic approach — report, portfolio of visuals and mood board					
J7SM 47 Fashion Range Planning	Holistic approach — portfolio of evidence and presentation					
J7TD 47 Fashion Business: Graded Unit 1	Project-based investigation — planning stage	Project-based investigation — developing stage	Project-based investigation — evaluating stage			
J7SR 47 Production Processes in the Clothing Industry: An Introduction	Holistic approach — report, portfolio of evidence					

Unit	Assessment					
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6
J7SP 47 Apparel Industry: UK and Global Manufacturing and Sourcing Decisions	Investigative report/presentation	Open-book extended response questions	Portfolio of evidence			
HR3E 47 Preparing to Start a Business	Holistic approach — portfolio of evidence					
HT5X 48 Store Design	Holistic approach — open-book assignment			Case study	Assignment	
HT5V 48 Retail Corporate Image	Holistic approach — open-book assignment/case study					
HT3C 48 Managing an Event	Report and presentation	Portfolio of evidence	Observation checklist	Individual report		
J3J5 4848 Marketing: Brand Management	Open-book — structured questions	Open-book — structured questions	Formal report and oral presentation			
J7SS 48 Fashion Public Relations and Journalism	Extended response questions	Produce a communications pack	Extended response questions	Evaluative report		
J7TE 48 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 SQA Advanced Certificate and the SQA Advanced Diploma 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 code	Unit title	Links to other units
J7SH 47	Fashion Forecasting: Research and Development	HP75 47 Communication: Business Communication J7SN 47 Fashion: Textile Technology
HT5T 47	Fashion Merchandising	HT5R 47 Principles of Retail Buying HR1T 47 e-commerce: Introduction
HW9H 47	Business Management: An Introduction	J26P 47 Public Relations: Principles and Practice HR0G 47 Developing Skills for Personal Effectiveness
J7TD 47	Fashion Business: Graded Unit 1	J7SM 47 Fashion Range Planning

#### 2nd year mandatory and (possible) optional units

Unit code	Unit title	Links to other units
J7SR 47	Production Processes in the Clothing Industry: An Introduction	J7SP 47 Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
HT5X 48	Store Design	HT5V 48 Retail Corporate Image
HT3C 48	Managing an Event	J7SS 48 Fashion Public Relations and Journalism
HR3E 47	Preparing to Start a Business	J3J5 48 Marketing: Brand Management
J7TE 48	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:

- SQA Advanced 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 license 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 may be found on our website: [www.sqa.org.uk](http://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 SQA Advanced Diploma in Fashion Business award would normally be expected to have attained 120 SCQF credit points (15 SQA credits) which include the mandatory units for the SQA Advanced Certificate. Those learners articulating from an SQA Advanced Certificate in 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 J7SN 47 Fashion: Textile Technology.

## 6.4 Supporting materials

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

HT5T 47	Fashion Merchandising
HW9H 47	Business Management: An Introduction
J26P 47	Public Relations: Principles and Practice
HT5R 47	Principles of Retail Buying
J7SH 47	Fashion Forecasting: Research and Development
J7SP 47	Apparel Industry: UK and Global Manufacturing and Sourcing Decisions
HR3E 47	Preparing to Start a Business
HT5X 48	Store Design
HT5V 48	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](http://www.sqa.org.uk/assessmentarrangements).

### Internal and external verification

All instruments of assessment used within these group awards 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](http://www.sqa.org.uk)).

## 8 Glossary of terms

**Embedded Core Skills:** 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:

- Candidates 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 candidates 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](http://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 SQA Advanced unit credit (irrespective of level) is equivalent to 8 SCQF credit points.

**SCQF levels:** The level a qualification assigned within the framework is an indication of how hard it is to achieve. The SCQF covers 12 levels of learning. SQA Advanced Certificates and SQA Advanced Diplomas are available at SCQF levels 7 and 8, respectively. SQA Advanced 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:** These contain vocational/subject content and are designed to test a specific set of knowledge and skills.

**Signposted Core Skills:** These refer to opportunities to develop Core Skills in learning and teaching, but are not automatically certificated.

## 9 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 Connect to confirm that they are using the most 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 candidates for the unit which has been revised where they are expected to complete the unit before its finish date.

Version number	Description	Date

### Acknowledgements

SQA acknowledges the valuable contribution that Scotland’s colleges have made to the development of SQA Advanced Qualifications.

### Further information

Call SQA’s Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our [Centre Feedback Form](#).

## 10 General information for learners

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

The SQA Advanced Certificate and Diploma 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 SQA Advanced Certificate and the SQA Advanced Diploma 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 Advanced 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 SQA Advanced Certificate qualification. The SQA Advanced Certificate 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 SQA Advanced Diploma 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 SQA Advanced Certificate and the Diploma includes a graded unit which is designed to integrate the knowledge and skills you have learned 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 SQA Advanced Diploma graded unit will also allow you to develop entrepreneurial skills relating to fashion business.