

STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

BACHELOR OF COMMERCE IN FASHION

NQF 7 | 373 CREDITS | SAQA ID: 117858 | MIN. 3 YEARS

CAMPUSES: HATFIELD & RANDBURG

CAREER OPPORTUNITIES

- | | |
|------------------------------------|------------------------|
| • PRODUCT MANAGER | • BRAND MANAGER |
| • MERCHANDISE PLANNER & CONTROLLER | • RESEARCHER |
| • MERCHANDISE BUYER | • SUPPLY CHAIN MANAGER |
| • KEY ACCOUNT MANAGER | • BRAND OWNER |
| • RETAIL MANAGER | • BUSINESS STRATEGIST |

DESCRIPTION

Our Bachelor of Commerce in Fashion (BCOM) is the only qualification of its kind that effectively merges the skills of fashion retail management, buying, merchandising, fashion practice and trend analysis, with the traditional in-demand commercial modules aligned to this kind of qualification. This includes micro-and macroeconomics, strategic business management, law and supply chain management.

This qualification is designed to produce skilled graduates who can move into specific roles in the fashion retail industry, which are prestigious and potentially lucrative but always fail to attract candidates with the right combination of skills and knowledge. Young South Africans genuinely love fashion and have a fine appreciation of trends and textiles, but there is a smaller, more niche grouping emerging from the fashion tribe – these are the fashion nerds who analyse the shelves and instinctively understand and take an interest in the development of the product of fashion.

These students will hone their skills in managing the brands of designers, owning their own lines of brands, or taking up the distinct roles offered by fashion retailers. In the pressurised global fashion markets, retailers are seeking fresh graduates who are energetic and passionate about fashion, but also have strong analytical skills and business acumen, understand merchandising and retail management, and understand the fundamentals of business strategy.

As a graduate of the B.COM in Fashion at STADIO, you will be able to compile and present, range reviews and post seasonals to retail heads supported by sales and trend data (which you will be able to expertly analyse thanks to skills developed in Trend Analysis and Merchandise Planning and Buying modules). Your understanding of Supply Chain principles will help drive your decision-making in managing assortments and suppliers, while your knowledge of Strategic Business Management will ensure that you understand the fundamentals of your company's business strategy and deliver on key performance indicators. In our own meetings with industry stakeholders, professional veterans of the industry have emphasised that more than ever that they seek to employ graduates who demonstrate passion, commercial awareness and business acumen, but also strong problem-solving and analytical skills. These skills are developed in graduates' understanding of the local and global business environment, from the economic principles of the fashion markets to the consumer itself (who our graduates are trained to analyse using theories, ideas and research found in consumer psychology).

You will benefit from studying a B.COM that is bespoke and designed to meet the requirements demanded by employers in the fashion industry while simultaneously equipping you with skills that unlock various career pathways in other industries and commercial arenas. It is, therefore, a highly versatile qualification. The B.COM's focus on fashion specifically means that you will utilise skills and knowledge sets that are directly relevant to the contexts of niche and mainstream fashion markets – from underground sneaker culture and its inverted scarcity-based economy to consumer data analytics and omnichannel retailing; from the unpacking of African luxury and symbolic consumer psychology to e-commerce business model innovation – The School of Fashion lives at the cutting edge of the fashion business, and it is here that future fashion business leaders will foster partnerships (and friendships) with the leading up-and-coming fashion designers while also gaining access to work experience opportunities in fashion-related environments.

MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's Blended Contact mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.

- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

OUTCOMES

This learning programme is designed to develop theoretical competency and entry-level procedural knowledge to operate as a commercial fashion practitioner in a broad range of commercial fashion contexts. The programme balances the need for vocational or professional specialisation with the requirement to extend a student's capacity beyond a single area of competency, thereby providing broader opportunities for employment and/or lifelong learning. Upon completion of this learning programme, students will have been exposed to the combined theories and practices of the artisan disciplines: fashion practice, textiles and trends, the essential business disciplines, management accounting and computer literacy; presented against a contextual backdrop that influences all aspects of a business. This programme seeks to prepare students for a career in fashion or in the various industries related to fashion retail and for entry into employment in more generic business practices.

ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Commerce in Fashion are:

- A Senior Certificate (SC) with degree endorsement and a minimum of E in Mathematics HG, or D in Mathematics SG; or
- A National Senior Certificate (NSC) with a minimum of 50% in four 20-credit subjects; a minimum of 45% in English Home Language or First Additional Language; a minimum of 55% in Mathematics or 75% in Mathematical Literacy, or 50% in Accounting; or
- A National Certificate – Vocational Level 4 (NC(V)) with a minimum of 60% in three fundamental subjects including English and Mathematics; and a minimum of 70% in four vocational subjects; or
- The STADIO, formerly LISOF, Higher Certificate in Fashion Retail (NQF 5); or Higher Certificate in Fashion (NQF 5); Higher Certificate in Digital Marketing Practice (NQF 5); Higher Certificate in Photography (NQF 5); or
- A Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of fashion or commerce
- Candidates with an NSC may be required to produce a National Benchmark Test (NBT) for diagnostic purposes.
Mature Age Exemption:
- Candidates who do not meet the requirements for degree studies listed above but who have reached the ages of 23 or 45, respectively, may apply for Mature Age Exemption via the USAF Matriculation Board
(<https://mbit-application.usaf.ac.za/assessment/>)



STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Applicants who do not meet the selection criteria for the BCOM in Fashion will be required to complete the following bridging programme successfully:

1. Business Numeracy (as a part of the STADIO Literacies Module)

The purpose of this module is to provide students with the essential business numeracy skills and knowledge to be successful with entry-level degree studies in modules that require these skills and knowledge. The course is divided into two weeks. Topics 1 and 2 focus on the basic numerical skills such as integers, fractions, decimals, notation, percentage, ratio and proportion. Topics 3 and 4 focus on business-related applications such as equations and formulae, representation and analysis of data, measurement and tax calculations. Applicants who complete this module successfully will be credited towards this component of the STADIO Literacies Module (compulsory for all students)

2. Business Mathematics

The purpose of this module is to provide students with an understanding of and an ability to apply a range of mathematical techniques to real-world situations in a quantitative manner. The module emphasises the use of basic principles of mathematics to summarise and analyse data from diagrams and distributions. Students are also introduced to basic forecasting techniques, including time-series analysis, and furthermore, to perform calculations of simple and compound interest. This component will take the applicant approximately 6 weeks to complete in the online environment.

ARTICULATION POSSIBILITIES

Students graduating from the Bachelor of Commerce in Fashion may articulate into an Honours programme in a cognate field. Applicants will be required to meet the selection criteria of the programme.

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- Reliable broadband internet access (Wi-Fi available at all our campuses, but you may prefer access from home as well)
- Firefox/Internet Explorer/Chrome web browser
- Microsoft Word
- PDF Viewer
- Ability to scan and upload documents
- Have access to a device
- Email/cellphone for notification and communication

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), discussion opportunities and several administrative services via its student administration and learning environments. Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and accessing and submitting some assessments.

EQUIPMENT REQUIREMENTS

- Smart Device for Online Learning
- USB

STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

C4SS - CENTRE FOR STUDENT SUCCESS

The Centre for Student Success supports students with academic, psychological and financial wellness.

SSS - STUDENT SUPPORT SERVICES

Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

THE BUDDY PROGRAMME

The Buddy programme exists to help first year students to make the transition between secondary and tertiary studies.

CURRICULUM OUTLINE

	YEAR 1	YEAR 2	YEAR 3
Compulsory (All)	Business Studies & Management BST01 (18)	Operations & Human Resources Management OHR262 (9)	Strategic Business Management SBM372 (11)
	Marketing & Brand Management BMRT151 (18)	Business Statistics BSA262 (9)	Business Model Innovation BMI372 (11)
	Consumer Buying Behaviour CBB01 (18)	Marketing & Brand Management BMRT261 (18)	Marketing & Brand Management BMRT371 (22)
	Fashion Practice FPR01 (16)	Consumer Buying Behaviour CBB02 (18)	Consumer Behaviour and Sociology CBS372 (11)
	Trend Analysis BTAN151 (14)	Fashion Practice FPR02 (16)	Consumer Behaviour and Netnography CBN372 (11)
	Computer Literacy and Design BCLD152 (7)	Trend Analysis BTAN261 (10)	Supply Chain Management SCM372 (10)
	Textiles and Fashion BTAF152 (14)	Supply Chain Management SCM02 (8)	Experiential Learning BEXL372 (8)
	Financial Accounting & Management FAM01 (18)	Experiential Learning EXL02 (6)	Project Management PRM03 (18)
		Company Law CML262 (14)	Industrial Psychology IPS372 (10)
		Microeconomics MIE262 (9)	Merchandise Planning & Buying Practice MPB372 (12)
		Macroeconomics MAE262 (9)	
CREDITS P/YEAR	123	126	124

* Some of the modules are semesterised and will be communicated at Registration

MODULE DESCRIPTIONS

BUSINESS STUDIES & MANAGEMENT

Students are introduced to the fundamentals of business management contextualised in the fashion industry. Students will develop an understanding of how factors in the external environment impact the internal environment of organisations (influencing their design, finances and operations). Students are provided with an outline of the key business management constructs using the planning, organising, leadership, control framework and other business aspects related to fashion production.

MARKETING & BRAND MANAGEMENT

Marketing and Brand Management provides a learning opportunity for students to engage with the marketing world of work whilst exploring prevalent theoretical constructs in the field of Marketing. Theoretical constructs include environmental analysis, services marketing, social media marketing, marketing research and integrated marketing communication to create various industry-related plans and strategies for Fashion Businesses in South Africa.

CONSUMER BUYING BEHAVIOUR

Consumer Buying Behaviour introduces students to the attitudes, motivations and personality traits that inform shoppers when making fashion buying decisions. The subject introduces students to the theoretical constructs of consumer psychology in the context of marketing functions of segmenting, targeting and positioning fashion offerings for buyers. Students will be able to construct marketing plans for campaigns centred around relationship marketing platforms and fashion decision-making behaviour.

FASHION PRACTICE

Students explore the garment production cycle at an introductory level, starting with basic garment terminology and an overview of the apparel supply chain. Other key knowledge constructs include fabric treatment, a merchandiser's role in the supply chain, garment costing, and fast, ethical and sustainable fashion. The students are trained in the practical skills as well as theoretical principles required to support their future careers in the fashion manufacturing industry.

TREND ANALYSIS

In Trend Analysis, students are guided to contextualise the multiplicity and diversity of the field in terms of creative, technological, sociological, cultural, economic and philosophical influences in an era of extreme globalisation. Students explore how these impulses are impacting the evolution of, dissemination of and development of both fashion micro and fashion macro trends in order to be able to provide strategic insights to fashion businesses in South Africa.

COMPUTER LITERACY AND DESIGN

This module develops the student's ability to apply and understand key terms, concepts and principles relating to computer-aided design (CAD). Students will be able to apply their knowledge and skills in Microsoft® Office (Word, Excel and PowerPoint) and Adobe® Illustrator. The objectives of the module include the development of students' competence and confidence when working digitally, and these skills can be directly applied in the world of work.

BUSINESS STATISTICS

The student will identify and apply basic concepts in statistics within a problem-based learning environment. The student will use visualisations in MS Excel to illustrate and interpret statistical calculations based on business problems. The student will be able to apply and interpret various statistical methods and techniques, including probability and sampling distribution. The student will use spreadsheets and statistical analysis to support decision-making and problem-solving in the business environment.

TO SUPPORT DECISION-MAKING AND PROBLEM-SOLVING IN THE BUSINESS ENVIRONMENT.

The module includes technical topics (logistics, distribution channels, supply chain systems and techniques, supply chain design and omnichannel fulfilment), but it also includes broader themes of business that consider SCM activities in the context of overarching strategic decision-making (globalisation and the importance of sustainability and CSR (Corporate Social Responsibility)). The student will be able to use these skills and knowledge sets as complimentary in a fashion planner role.

MODULE DESCRIPTIONS CONTINUED

EXPERIENTIAL LEARNING

The students acquire skills for the occupational field of fashion and retail practice in well-defined, managed contexts through a partnership arrangement with fashion retailers. The students are placed with a suitable fashion-related host company where they will be exposed to and complete forty hours in the second year of study and eighty hours in the third year of study of reflective experiential learning directly situated in real fashion-related environments, which is where they will develop relevant skills and make industry contacts.

TEXTILES AND FASHION

Textiles and Fashion combine the theory of textiles with practical applications through the form of workshops, class demonstrations and exercises. The key focus is on enabling students to recognise fabric types and the use of textiles for suitable applications through the study of compositions, constructions, characteristics and textile finishes of basic fabric categories. Ethical issues including labour practices, sustainability and fair-trade are also addressed as priority concerns in this module.

FINANCIAL ACCOUNTING & MANAGEMENT

The student applies generally accepted accounting principles and related knowledge constructs that are well known in the professional practice of financial accounting. Students will learn to use the T-accounting method, balance ledgers, reconcile various accounts and interpret and update financial journals that deal with the day-to-day running of a business. Students will analyse the financial health and performance of a company based on certain financial data and indicators.

OPERATIONS & HUMAN RESOURCES MANAGEMENT

The student analyses operations and human resource management models. The student will apply various systematic operations design principles to support the grand business strategy and evaluate operations design, control, and improvement elements. Students will interrogate systems for the recruitment, training, management and compensation of staff. Students will analyse the impact of the various labour regulations on the management of human resources and identify strategies to influence employee behaviour.

COMPANY LAW

Students will develop a broad understanding of the commercial, legal context of their business environments. They will come to recognise legal norms and standards of commercial conduct in South Africa, and they should be empowered to manage their own affairs, even in the case of the appointment of legal practitioners where necessary. This includes the ability to recognise the importance of legal instruments that support business in its commercial activities.

MICROECONOMICS

Students will describe and apply concepts in economic theory relating to microeconomic decision-making, including opportunity cost, scarcity, supply, demand, and elasticity of cost and prices. They will articulate and utilise the technical language of economics in problem-solving utility and apply the basic concepts of microeconomic analysis using appropriate tools and techniques. Students develop the ability to recognise the consequences of government intervention to the functioning of markets.

MACROECONOMICS

Students will describe and analyse economic conditions in quantitative terms using published statistics such as employment and income statistics. Students will analyse and compare various monetary systems and the role and systems of money, credit and monetary policy in achieving economic goals. Furthermore, students should be able to describe the role of international trade and finance in domestic activity relating to the productivity of local industries, including the fashion industries.

STRATEGIC BUSINESS MANAGEMENT

Students will conduct a high-level evaluation of a business's strengths and weaknesses in relation to the specific industry conditions as a prerequisite to crafting a strategy that is well matched to its external situation. Students will conduct an internal analysis of the organisation's financial resources and critically discuss the strategic development of companies in the fashion industries specifically. Students will apply the major drivers of competitive advantage to differentiate an organisation's product or service.

MODULE DESCRIPTIONS CONTINUED

BUSINESS MODEL INNOVATION

Students will evaluate the principles of business modelling in the context of omnichannel fashion retail and conceptualise and design -commerce- based business model for niche fashion product selling. Students will analyse the impact of e-commerce on business models and strategies and make ethical decisions related to e-commerce, including aspects of business law, privacy, security and copyright. The module requires students to engage with e-commerce software platforms and related web tools.

CONSUMER BEHAVIOUR AND SOCIOLOGY

Students will identify and apply the main sociological theoretical frameworks to analyse social stratification as based on expressions of fashion consumerism and expression. Students will evaluate the role of culture in the development of consumer beliefs and values and use sociological theories to analyse the social constructions of race and ethnicity and interactions with different aspects of society (such as fashion consumerism) and its impact on the experiences of different groups.

CONSUMER BEHAVIOR AND NETNOGRAPHY

Students will utilise practices around data gathering operations processes in online social media spaces. Students will create procedures to transform data collection into organised information and evaluate and interpret netnographic data. Students completing this module will demonstrate the ability to make professionally relevant, constructive and realistic recommendations that are useful to a client in a real world scenario based on observable consumer behaviour data compiled from social media interactions.

PROJECT MANAGEMENT

Project management aims to develop the students' theoretical and practical knowledge of project management constructs. The student develops the ability to relate theoretical constructs to practical project situations. The students are motivated to acquire fundamental competencies and knowledge that they need to calculate and process core project management planning and control tools and techniques. The practical component requires the students to plan, execute and evaluate a "project event" on campus.

INDUSTRIAL PSYCHOLOGY

This module provides students with a foundational knowledge of important psychological concepts while illustrating how psychology influences behaviour in the workplace. This module combines conceptual and practical methods of managing human capital. The module provides the student with insight into human behaviour which provides them with the necessary knowledge and skills to understand how human potential is developed or squandered, depending on a range of behavioural and cognitive variables.

MERCHANDISE PLANNING & BUYING

This module introduces students to buying and merchandising from the perspective of fashion retailers. It equips students with knowledge and skills in fashion buying and merchandising while simultaneously exploring the current global issues and challenges in retail buying. The module includes market and merchandise planning, legal implications in merchandising, sourcing and supply chain management, stock management and distribution, retail formats and visual merchandising, and future trends in buying and merchandising.

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STADIO

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