

MODULE DESCRIPTIONS

DESIGN THINKING FOR PROBLEM-SOLVING

The purpose of this module is to enable students to creatively solve problems and capitalise on opportunities through the application of human-centred design-thinking principles. Students will explore ways of understanding and framing problems and the principles of testing and prototyping products, even before they are perfected. They will analyse the feedback until new and innovative solutions are found.

FASHION BUSINESS STUDIES

This module equips students with critical skills in fashion retailing, fashion branding, fashion marketing and fashion business. This includes a solid understanding of the theoretical business models – both historical and current – that have formed the mechanisation of understanding consumer behaviour and responding to the consumer's needs in an ever-increasing global marketplace. Fashion Business Studies integrates theoretical knowledge with practical project-based learning

FASHION CULTURAL STUDIES

Fashion Cultural Studies formalises an understanding of and sensitivity to prevailing socio-cultural conditions and how fashion responds. Topics covered in this module include psychoanalysis and the entanglement between past and present and global and local fashion and experiences. Students develop the ability to contextualise, analyse, apply and argue their understanding of selected fashion theories.

RESEARCH DISSERTATION

Students must demonstrate the ability to utilise their accumulated skills (theoretical, applied/practical, attitudinal) to produce a research dissertation that reflects their ability to work independently, think critically and theoretically and solve problems inductively through a legitimate academic research process. The research outcome must demonstrate the students' vocational/professional competency and readiness to enter the vocational/professional context with the confidence to apply research practices to their chosen field and to participate in advanced/further postgraduate studies (Masters, NQF level 9).

RESEARCH METHODOLOGY

Research Methodology addresses the 'how' of a research project and refers to the study of research design, methodology and techniques used to conduct empirical research. This module introduces students to the concept of research at a postgraduate level. This module aims to prepare the student for further study in their selected research area and equip them with the knowledge, skills and tools necessary to conduct quality empirical research