

MODULE DESCRIPTIONS

DESIGN THINKING FOR PROBLEM-SOLVING

The purpose of this module is to introduce students to a human-centred, iterative approach to solving complex and ill-defined problems within the fashion industry. Through the application of design thinking principles, students will learn to identify and prioritise the needs of consumers, develop innovative and sustainable solutions, and translate these into feasible, viable, and desirable products and business strategies. The module equips students with the skills to create market-ready solutions that respond effectively to user needs and industry challenges.

FASHION BUSINESS STUDIES

This module equips students with critical skills in fashion retailing, fashion branding, fashion marketing and fashion business. This includes an understanding of fashion business's best practice locally and globally. The module equips students with advanced critical thinking skills to evaluate and solve problems in a real-world situation and be able to establish good business practices in their own fashion label or complete projects in the fashion retail environment.

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.