

STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

BACHELOR OF COMMERCE IN FASHION

NQF 7 | 382 CREDITS | SAQA ID: 117858 | MIN. 3 YEARS | MODE: CONTACT LEARNING
CAMPUS: CENTURION (PRETORIA)

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 economics, 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 generally fail to attract candidates with the right combination of skills and knowledge. While young South Africans genuinely love fashion and have a fine appreciation of trends and textiles, there is a smaller, 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 graduates who are energetic and passionate about fashion, who 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, they seek to employ graduates who demonstrate passion, commercial awareness, business acumen, as well as 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, sociology and anthropology.

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. You will, therefore, be exposed to 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:

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.

CURRICULUM OUTLINE

	YEAR 1	YEAR 2	YEAR 3
Compulsory (All)	Accounting 1 ACC152 (20 credits)	Business Statistics BSA262 (9 credits)	Business Model Innovation BMI372 (11 credits)
	Business Studies & Management BST01 (18 credits)	Company Law CML262 (14 credits)	Consumer Behaviour and Netnography CBN372 (11 credits)
	End-User Computing EUC152 (10 credits)	Consumer Buying Behaviour CBB02 (18 credits)	Consumer Behaviour and Sociology CBS372 (11 credits)
	Consumer Buying Behaviour CBB01 (18 credits)	Economics I for Managers MEC152 (20 credits)	Experiential Learning BEXL372 (10 credits)
	Fashion Practice FPR01 (16 credits)	Experiential Learning EXL02 (6 credits)	Industrial Psychology IPS372 (10 credits)
	Marketing & Brand Management BMRT151 (18 credits)	Fashion Practice FPR02 (16 credits)	Marketing & Brand Management BMRT371 (22 credits)
	Textiles and Fashion BTAF152 (14 credits)	Marketing & Brand Management BMRT261 (18 credits)	Merchandise Planning & Buying Practice MPB372 (12 credits)
	Trend Analysis BTAN151 (14 credits)	Operations & Human Resources Management OHR262 (9 credits)	Project Management PRM03 (18 credits)
		Supply Chain Management SCM02 (8 credits)	Strategic Business Management SBM372 (11 credits)
		Trend Analysis BTAN261 (10 credits)	Supply Chain Management SCM372 (10 credits)
CREDITS P/YEAR	128	128	126

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

MODULE DESCRIPTIONS

ACCOUNTING

This module introduces students to the basic principles of accounting. The double entry principle and accounting equation are addressed. In addition, students are introduced to different types of journal entries, ledger accounts and bank reconciliation statements. Different types of financial statements are also introduced.

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.

BUSINESS STATISTICS

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

MODULE DESCRIPTIONS CONTINUED

BUSINESS STUDIES & MANAGEMENT

Students are introduced to the fundamentals of business management contextualised in the fashion industry. Students develop an understanding of how factors in the external environment impact on 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.

COMPANY LAW

Students develop a broad understanding of the commercial and 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.

END USER COMPUTING

Microsoft Office Suite, equipping them with the necessary skills to proficiently utilise standard MS Office practices relevant to the fashion industry.

CONSUMER BEHAVIOR AND NETNOGRAPHY

Students utilise practices around data gathering operations processes in online social media spaces. Students will create procedures to transform data collected into organised information 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 from social media interactions.

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 construct marketing plans and content for campaigns using the theories learned throughout the module.

CONSUMER BUYING BEHAVIOUR

Consumer Buying Behaviour introduces students to the attitudes, motivations and personality traits that influence consumers when making fashion buying decisions. The module 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 construct marketing plans and content for campaigns using the theories learned throughout the module.

ECONOMICS FOR MANAGERS

This module introduces key concepts of Economics to the student. Amongst other things, students will be exposed to what Economics is, the concept of the market, demand and supply and the utility function. Students will be able to better understand their firms by being grounded in the concepts of production and costs. Their understanding will be further bolstered when they are exposed to the circumstances under which their companies operate i.e., in the context of monopolies or oligopolies.

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.

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.

MODULE DESCRIPTIONS CONTINUED

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.

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.

MERCHANDISE PLANNING & BUYING

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

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.

PROJECT MANAGEMENT

The Project Management module 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 and evaluate a "project event" on campus in collaboration with associated modules introducing students to the STADIO module eco-system.

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.

SUPPLY CHAIN MANAGEMENT

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.

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.

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.

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