

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)
Module Title	The Fashion Entrepreneur
Module Syllabus no. (if any)	MKT2033
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ✓ Recognise the role and nature of entrepreneurship as a mechanism for creating new ventures within the fashion industry ✓ Appreciate the range and nature of emergent business opportunities within the fashion industry ✓ Appreciate the challenges of managing the new 'fashion' venture at start-up and through further growth stages <p>Subject - specific Skills</p> <ul style="list-style-type: none"> ✓ Research a range of industry trends and identify emerging entrepreneurial opportunities within the broader fashion / style sectors ✓ Develop a convincing business plan, including proof of market, financial feasibility and operational requirements <p>Key Skills</p> <ul style="list-style-type: none"> ✓ Collect and analyse a range of industry data, developing a logical and coherent proposition (Information skills) ✓ Identify the critical success factors for commercial success of a new venture (Problem solving)
No. of teaching hours	Lectures and seminars: 48 hours Opportunity search / research: 30 hours Preparing the business plan: 30 hours Entrepreneur Report: 20 hours Directed study: 72 hours Total: 200 hours
Teaching Methods	The module focuses on developing students' understanding of the entrepreneurial skills and business knowledge needed to realise commercial success in the fashion industry. To this end, the first part of the programme will enable students and tutor to engage in an exploration of the structure of the industry, the role of entrepreneurs and research areas of emergent opportunities. Students will then create an independent business proposal for a concept of their own choosing and develop a robust and justified business plan, which will incorporate learning across the full range of business issues
Assessment Methods and Weighting	AS1- Business plan / 60% AS2- Entrepreneur Report / 40%

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	-
Additional reference texts (if any)	-
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	Fashion industry: structure, sectors and roles. Fashion entrepreneurs: high profile successes
2	Types and characteristics of entrepreneurs Innovation: the 'tool' of entrepreneurs
3	Entrepreneurial skills and you Sources of opportunity: creativity vs analysis
4	Types of new venture: products, services, bricks'n'mortar, on-line, social enterprises New venture formation: starting a business
5	Customer and market research: the foundation for successful marketing Sources of funding: raising finance and finding investors
6	Financial forecasting: planning the business The extended business: suppliers, contractors, distributors, agents Staffing the business
7	Managing the new venture: role of the founder Launching the new venture: creating a noise
8	Developing / growing the business: the road to success Exit strategies: making a fortune

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