

# STADIO

## HIGHER EDUCATION

### SCHOOL OF FASHION

#### BACHELOR OF ARTS (HONOURS) IN FASHION

NQF 8 | 120 CREDITS | SAQA ID: 117857 | MIN. 1 YEARS | MODE: CONTACT LEARNING  
CAMPUSES: HATFIELD (PRETORIA) & RANDBURG (JOHANNESBURG)

##### CAREER OPPORTUNITIES

- |                       |                        |
|-----------------------|------------------------|
| • RETAIL BUYER        | • MERCHANDISER         |
| • BRAND DEVELOPER     | • DESIGNER             |
| • MERCHANDISE PLANNER | • MARKETING MANAGER    |
| • ACADEMIC (LECTURER) | • FASHION ENTREPRENEUR |

##### DESCRIPTION

The BA in Fashion (Honours) is a postgraduate learning programme that will prepare you for entry into a fashion career or further research-based programmes such as a Masters in a cognate field.

The learning programme has been developed by leaders in fashion and retail with the focus of providing you with the most progressive and relevant education in the industry. The Bachelor of Arts (Honours) in Fashion aims to enable students to foster critical and creative thinking strategies to identify, evaluate, and solve problems in a complex world in light of the 4th Industrial Revolution.

This programme balances research with real-world case studies. Modules covered require students to engage with higher-order cognitive processes and apply theory to practice within the realm of fashion. Students are required to complete a research project founded on the principles of action research.

## 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

Students must demonstrate an advanced, theoretically-driven understanding of fashion as a lens of social scientific enquiry, incorporating complex human ethnographies in both historical and contemporary contexts. This programme further equips the student to use the process of research for knowledge production that will be informed by the fashion industry (and simulated through the host company). Students will apply design thinking for complex problem solving and ultimately produce a coherent research report that demonstrates vocational competence and readiness to enter a professional academic context.



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

## ARTICULATION POSSIBILITIES

The BA Honours Degree may allow successful students to access a Master's Degree in a cognate field.

## ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Arts (Honours) in Fashion degree are:

- The STADIO, formerly LISOF, Bachelor of Arts in Fashion or the Bachelor of Commerce in Fashion degree; or
- a Bachelor degree (NQF 7) in a cognate field, such as fashion, buying, merchandising, planning, business, supply chain, marketing or design; and
- Candidates must have achieved an overall grade average of 65% across all the final year modules at undergraduate degree level.

- Candidates applying for access to the BA Honours in Fashion are required to submit a piece of academic writing for evaluation and are further required to attend an admissions interview with the Programme Coordinator.

## ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

In the past, there have been applicants who have applied to enrol for the STADIO (previously Lisof) BA Honours in Fashion but have not achieved the minimum selection criteria for the programme. The selection criteria require the applicants to have a cognate undergraduate degree with an overall average of 65% across all their final year modules at NQF level 7. While not all applicants meet this requirement, some may demonstrate the potential to succeed in a postgraduate programme. Applicants (who achieve an overall average of between 58% and 64% in their final year modules, at NQF level 7) will be allowed to complete an accelerated bridging course which, if successfully completed, will allow them unconditional access to the BA Honours in Fashion.

The course consists of four modules and a portfolio of evidence, all to be completed in four weeks before the commencement date of the Honours Programme. Applicants who successfully complete this course by achieving 50%+ for their final Portfolio of Evidence will be granted unconditional access to the BA Honours in Fashion.

## 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**
- **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.

## 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

	MODULES
Compulsory (All)	Design Thinking For Problem-Solving DT182 (20 credits)
	Fashion Business Studies FBS182 (30 credits)
	Fashion Cultural Studies FCS182 (30 credits)
	Research Dissertation RD182 (30 credits)
	Research Methodology RM182 (10 credits)
CREDITS P/YEAR	120

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

## 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

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FEES & PAYMENT  
OPTIONS



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