



香港學術及職業資歷評審局  
Hong Kong Council for Accreditation of  
Academic & Vocational Qualifications

**SUMMARY ACCREDITATION REPORT**

**SCHOOL FOR HIGHER AND PROFESSIONAL  
EDUCATION, VOCATIONAL TRAINING COUNCIL**

**AND**

**NOTTINGHAM TRENT UNIVERSITY**

**LEARNING PROGRAMME RE-ACCREDITATION**

**BA (HONS) FASHION DESIGN**

**BA (HONS) INTERNATIONAL FASHION BUSINESS**

**FEBRUARY 2019**

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

## **1. Introduction**

1.1 The School for Higher and Professional Education (SHAPE) is a member institution of Vocational Training Council (VTC), incorporated in 2006 as a limited company under Cap 32. Since 1999, VTC has been offering top-up degree programmes in collaboration with overseas universities well before the establishment of SHAPE in 2003.

1.2 The Nottingham Trent University (NTU), formerly the Trent Polytechnic, was given degree awarding status under the United Kingdom Further and Higher Education Act (1992). NTU is granted the authority to approve programmes conducted at an external institution.

1.3 NTU has entered into a collaborative agreement with SHAPE to offer the BAFD and BAIFB since 2006. The two programmes were accredited by HKCAAVQ with a validity period of four years from 1 September 2011 to 31 August 2015 and re-accredited with a validity period of four years from 1 September 2015 to 31 August 2019 at HKQF Level 5. To further renew the validity period of the BAFD and BAIFB programmes, the HKCAAVQ has been commissioned by the Operator to conduct a Learning Programme Re-accreditation exercise.

1.4 HKCAAVQ was commissioned by SHAPE and NTU, jointly as the Operator, to conduct an accreditation exercise with the following Terms of Reference:

- (a) To determine whether the BA (Hons) Fashion Design and the BA (Hons) International Fashion Business programmes of the School for Higher and Professional Education and the Nottingham Trent University (the Operator) meet the stated objectives and QF standard and can continue to be offered as accredited programmes.

BA (Hons) Fashion Design  
NCR Registration/Reference No: 251504

BA (Hons) International Fashion Business  
NCR Registration/Reference No: 251505

- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.5 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place 12-13 December 2018.

## 2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

### 2.1 Learning Programme Re-accreditation

- Approval

<b>Name of Local Operator</b>	School for Higher and Professional Education, Vocational Training Council 職業訓練局 才晉高等教育學院	
<b>Name of Non-local Operator</b>	Nottingham Trent University	
<b>Name of Award Granting Body</b>	Nottingham Trent University	
<b>Title of Learning Programme</b>	BA (Hons) Fashion Design	BA (Hons) International Fashion Business
<b>Title of Qualification (Exit Award)</b>	BA (Hons) Fashion Design	BA (Hons) International Fashion Business
<b>Primary Area of Study and Training</b>	Arts, Design and Performing Arts	Arts, Design and Performing Arts
<b>Sub-area (Primary Area of Study and Training)</b>	Design and Other Creative Industries	Design and Other Creative Industries
<b>Other Area of Study and Training</b>	Not applicable	Not applicable

<b>Sub-area (Other Area of Study and Training)</b>	Not applicable	Not applicable
<b>HKQF Level</b>	Level 5	Level 5
<b>HKQF Credit</b>	120	120
<b>Mode of Delivery and Programme Length</b>	Full-time, 1 year	Full-time, 1 year
<b>Start date of Validity Period</b>	1 September 2019	1 September 2019
<b>End date of Validity Period</b>	31 August 2023	31 August 2023
<b>Number of Enrolments</b>	One enrolment per year	One enrolment per year
<b>Maximum Number of New Students</b>	35 per year	40 per year
<b>Address of Teaching Venue</b>	(1) 3 King Ling Road, Tseung Kwan O, New Territories, Hong Kong (2) 25 Hiu Ming Street, Kwun Tong, Kowloon, Hong Kong	

### 3. Programme Details

3.1 The following information on Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) are provided by the Operator:

#### BA (Hons) Fashion Design (BAFD)

3.1.1 The BA (Hons) Fashion Design programme aims to provide students with the opportunity for in-depth study of the fashion design process and the appropriate theoretical and practical knowledge and skills required to become a fashion designer. Students are encouraged to develop the communication skills to be able to engage confidently, professionally and successfully within the global fashion industry. The programme is designed to enable students to incorporate critical and analytical problem solving skills together with general transferable skills and prepare them for a broad range of related employment opportunities and/or postgraduate study. The programme also encourages the

promotion of values and attitudes that demonstrate awareness of 'design responsibility' and an understanding of social and ethical issues surrounding the fashion business.

- 3.1.2 Upon successful completion of the programme, students should be able to:

### **Knowledge & Understanding (KU)**

- KU1 Critically analyse fashion design (social, political, economic and industrial) and the impact on contemporary consumer culture and apply to your work
- KU2 Evaluate the industry structure and apply relevant skills and principles to your work
- KU3 Develop research skills and methods of analysis in order to produce fashion products relevant to design briefs
- KU4 Evaluate fashion products, markets and issues that surround the creation of fashion brands and apply to your own product development
- KU5 Critically analyse the application of contemporary design and imagery in relation to your own practice
- KU6 Evaluate 'fashionability' in the global market and assess how this has influenced your designs
- KU7 Evaluate design responsibility attitudes and values in your practice, including social and ethical ideals

### **Skills, Qualities and Attributes (SQ)**

- SQ1 Create concepts appropriate to the design briefs and develop in the form of 2D to 3D fashion products using appropriate technologies
- SQ2 Develop innovative and creative responses to problem solving in relation to the design brief, market level and technologies, either as an individual or as part of a team
- SQ3 Justify your design methods employing creative and questioning approaches to trends and influences
- SQ4 Evaluate and manage your own learning as an individual and as part of a team
- SQ5 Evaluate your professionalism and interpersonal skills, demonstrating the use of decision-making and design responsibility in support of your career development
- SQ6 Critically evaluate the use of appropriate technologies, using 2D and 3D skills to create your design work

## BA (Hons) International Fashion Business (BAIFB)

- 3.1.3 The programme aims are international in content and perspective enabling students to develop an understanding of design, product development, marketing and retailing of fashion products within the global context. Students will enhance their academic and professional skills through the use of related fashion research, enquiry and the embedding of theoretical principles. Development of independent learning is essential to forming the qualities and attributes required to gain a Bachelor of Arts degree. Students will learn how to apply their own creative, analytical and critical abilities to a fashion related context and to develop communication and management skills to promote the development of ideas and fashion concepts across international cultures and markets.
- 3.1.4 Upon successful completion of the programme, students should be able to:

### **Knowledge & Understanding (KU)**

- KU1 Critically evaluate appropriate research methods which apply to the theory and practice of international fashion business
- KU2 Analyse and develop innovative fashion concepts and practice relevant to an international fashion business topic
- KU3 Evidence knowledge and understanding of trends relevant to international fashion business theories, contexts and markets
- KU4 Formulate a fashion buying, marketing or business strategy through the application of relevant research and business concepts
- KU5 Evaluate and apply an appropriate range of creative communication strategies for the promotion of an international fashion business
- KU6 Apply an informed view of sustainability in making international fashion business decisions
- KU7 Critically discuss how visual identity and design aesthetics inform fashion business viewpoints

### **Skills, Qualities and Attributes (SQ)**

- SQ1 Apply critically informed cognitive and problem solving skills in the creation of international fashion business solutions
- SQ2 Communicate effectively through appropriate professional and interpersonal skills

SQ3 Apply fashion business concepts using appropriate visual, verbal, written skills and technologies

SQ4 Initiate and manage your own autonomous learning and work effectively in teams evaluating your own and others progress

### 3.2 Programme Structure

3.2.1 The BAFD and BAIFB offered at SHAPE are 120 credits full-time top-up bachelor degree programmes, mirroring the final year programme content and structure of their UK counterpart.

3.2.2 The content and structure of the two programmes are summarised as follows:

BAFD Module Title	Credits	Lectures (Hours)	Tutorials (Hours)	Laboratory (Hours)	Independent Learning (Hours)
Negotiated Fashion Design: Portfolio & Research Projects	120	20	75	20	1,085

BAIFB Module Title	Credits	Lectures (Hours)	Tutorials (Hours)	Independent Learning (Hours)
Lifestyle & Trend Prediction	20	10	17.5	172.5
Fashion Buying	20	10	17.5	172.5
Fashion Brand Marketing & Promotion	20	8	18	174
Fashion Concepts & Innovation Project	60	18	45.5	536.5
Subtotal:	120	46	98.5	1055.5

### 3.3 Graduation Requirements

- To be eligible for graduation, a student should have successfully completed the above prescribed modules.

### 3.4 Admission Requirements

Target students	Graduates from relevant VTC Higher Diplomas (HDs) who are already equipped with a good foundation of fashion theories and practical technical skills
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<p>Minimum Admission Requirements</p>	<ol style="list-style-type: none"> <li>1. A VTC HD in relevant subject areas recognised by NTU.   For BAFD: <ul style="list-style-type: none"> <li>• HD in Fashion Design Menswear</li> <li>• HD in Fashion Design (General)</li> <li>• HD in Fashion Design (Knitwear Design)</li> <li>• HD in Fashion Design (Accessories Design)</li> </ul> For BAIFB: <ul style="list-style-type: none"> <li>• HD in Fashion Branding and Buying (Branding and Communication)</li> <li>• HD in Fashion Branding and Buying (Buying and Retail Management)</li> <li>• HD in Fashion Branding and Buying (Product Development and Sourcing)</li> <li>• HD in Fashion Branding and Buying (Visual Merchandising)</li> <li>• HD in Fashion Design (General)</li> <li>• HD in Fashion Design (Knitwear Design)</li> <li>• HD in Fashion Design (Accessories Design)</li> <li>• HD in Fashion Design Menswear</li> <li>• HD in Fashion Media Design</li> </ul> </li>   <li>2. All applicants are required to submit a written personal statement (300-400 words for BAFD and around 1000 words for BAIFB) which outlines their reasons for undertaking the programme; and also to obtain satisfactory results in the selection interview.</li>   <li>3. A minimum of IELTS 6.5 or TOEFL 550 or CBTOEFL 213. Applicants holding a VTC HD are not required to have a separate English language qualification.</li>   <li>4. All applicants are required to submit a written personal statement (300-400 words for BAFD and around 1000 words for BAIFB) which outlines their reasons for undertaking the programme; and also to obtain satisfactory results in the selection interview.</li> </ol>
<p>Non-Feeder Programmes / Special / Alternative</p>	<p>Mature applicants (of age above 21) or applicants with alternative qualifications will be considered according to their prior professional experience</p>

Admission Requirements and Arrangements	spanning a period of no less than three years, with accompanying qualifications, if any. These applicants must achieve a satisfactory result at the selection interview.
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#### 4. Substantial Change

- 4.1 HKCAAVQ may vary or withdraw the Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website. The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of the Accreditation Report.

#### 5. Qualifications Register

- 5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Hong Kong Qualifications Framework (HKQF). The Operator should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the HKQF.

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