

## **Subject Description Form**

<b>Subject Code</b>	<b>SFT328FB</b>
<b>Subject Title</b>	<b>Fashion Buying</b>
<b>Credit Value</b>	<b>3</b>
<b>Level</b>	<b>3</b>
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Exclusion: ITC3046R Fashion Retail Buying
<b>Objectives</b>	The subject imparts knowledge of fashion buying and discusses current global and local issues in retail buying.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> <li>(a) demonstrate integrated knowledge of the fundamentals of the buying process and the principles of fashion retailing;</li> <li>(b) critically analyse and interpret buying principles, procedures, and techniques to improve merchandising/buying decisions and to creatively solve fashion buying-related problems in practice, individually and as an effective team member;</li> <li>(c) formulate, professionally present and implement strategies for effective fashion buying to contribute to the success of the fashion retailer;</li> <li>(d) apply critical and analytical thinking and methodologies in successfully undertaking projects and case studies and presenting the outcomes professionally and competently.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>(I) Introduction to Fashion Buying</b></p> <ul style="list-style-type: none"> <li>-- Basic concepts and overview of retail buying : Retail industry's demands and expectations, : Fashion market and Retail Formats</li> <li>-- The role of the fashion buyer : Qualifications, qualities, and abilities of a successful buyer</li> </ul> <p><b>(II) The Fundamentals &amp; Practices of Fashion Buying</b></p> <ul style="list-style-type: none"> <li>-- The buying cycles</li> <li>-- Predicting fashion trends and demands</li> <li>-- Assortment planning and sourcing</li> <li>-- Own label, Mail order, Branded merchandise buying</li> <li>-- Advanced excel as a tool for decision making in the buying process</li> <li>-- Fashion buying strategies</li> </ul>

<b>Subject Synopsis/ Indicative Syllabus</b>	<b>(III) The Global Market Trends and Competition</b> -- The global marketplace -- Evaluating and buying from domestic or foreign markets -- Fashion buying: Case study  <b>(IV) Contemporary Issues in Fashion Buying</b> -- Contemporary issues in fashion buying -- Case study & Group project : Analyse and develop innovative fashion buying strategy																																													
<b>Teaching/Learning Methodology</b>	<p>The problem-based learning approach will be adopted to facilitate the problem-solving skills and analytical ability of the students. Students will be required to do projects and case studies to help them integrate their learned knowledge of the industry.</p> <p>Lectures will be structured to convey theories and concepts for the discipline of fashion buying. Tutorials will be designed to supplement lectures to facilitate learning so as to develop critical thinking ability with the consideration of practical issues of fashion buying. Based on an interactive teaching and learning approach, students will be assessed individually using continuous coursework and project assignments.</p>																																													
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weightin g</th><th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th></tr><tr><td><b>Continuous Assessment</b></td><td><b>50%</b></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><i>1. Group</i></td><td><i>30%</i></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><i>2. Case Studies</i></td><td><i>20%</i></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><b>Examination</b></td><td><b>50%</b></td><td>✓</td><td>✓</td><td></td><td></td></tr><tr><td>Total</td><td>100%</td><td colspan="4"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assessment methods will enable students to learn the fundamentals, theories, and practices of the subject.</p>						Specific assessment methods/tasks	% weightin g	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	<b>Continuous Assessment</b>	<b>50%</b>	✓	✓	✓	✓	<i>1. Group</i>	<i>30%</i>	✓	✓	✓	✓	<i>2. Case Studies</i>	<i>20%</i>	✓	✓	✓	✓	<b>Examination</b>	<b>50%</b>	✓	✓			Total	100%				
Specific assessment methods/tasks	% weightin g	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																												
		a	b	c	d																																									
<b>Continuous Assessment</b>	<b>50%</b>	✓	✓	✓	✓																																									
<i>1. Group</i>	<i>30%</i>	✓	✓	✓	✓																																									
<i>2. Case Studies</i>	<i>20%</i>	✓	✓	✓	✓																																									
<b>Examination</b>	<b>50%</b>	✓	✓																																											
Total	100%																																													

	<p>The group projects and case studies will develop their skills, individually and working in groups, thus meeting the criteria of the intended learning outcomes. Specifically, the group project aims to cultivate students' ability to analyse the buying process and strategy, evaluate the impacts and influences of the strategy, and develop innovative and effective fashion buying strategies. The case study will deepen students' understanding of the current fashion market and fashion buying practices from both views of theoretical and practical.</p> <p>The final examination will be used to assess students' knowledge of key concepts and theories on consumer behaviour, and their ability to apply knowledge learned to analyse and devise proper strategies to solve problems concerning fashion buying practices.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	• Lecture	26 Hrs
	• Tutorial	12 Hrs
	Other student study effort:	
	• Assignments	21 Hrs.
	• Class group projects	46 Hrs.
	Total student study effort	105 Hrs.
<b>Reading List and References</b>	<p><b><u>Books: Essential</u></b></p> <p>Goworek, H. (2007), <i>Fashion Buying</i>. 2<sup>nd</sup> Edition, Blackwell Publishing.</p> <p>Jacobsen, M. L. (2012), <i>The Art of Retail Buying: An Insider's Guide to the Best Practices from the industry</i>. John Wiley &amp; Sons.</p> <p>Mehta, M. (2021), <i>Microsoft Excel Functions Quick Reference: For High-Quality Data Analysis, Dashboards, and More</i>. Apress.</p>	

**Books: supplementary**

Cash R. P., Thomas, C., Wingate J. W. & Friedlander J. S. (2006), *Management of Retail Buying*. John Wiley & Sons.

Diamond, J. & Pintel, G. (2013), *Retail Buying*. 9<sup>th</sup> Edition, Prentice

Hall, NJ. Donnellan, J. (2014), *Merchandise Buying and Management*. 4<sup>th</sup> Edition, Fairchild Publications, NY.

Shaw, D. (2014), *Fashion Buying: from trend forecasting to shop floor*. Fairchild Books, NY.

Tepper, B. K. (2020), *Mathematics for Retail Buying*. 9<sup>th</sup> Edition, Fairchild Publications, NY.

**Journals**

*Journal of Fashion Marketing and Management*

*Journal of Marketing*

*Journal of Retailing*

**Periodicals**

Vogue / Elle / Marie Claire / GQ

Milk / Monocle / Draper's Record / Wallpaper

**Websites**

WGSN [www.wgsn.com](http://www.wgsn.com)

WWD [www.wwd.com](http://www.wwd.com)

Stylesight [www.stylesight.com](http://www.stylesight.com)

Thesartorialist [www.thesartorialist.com](http://www.thesartorialist.com)

Doneger [www.doneger.com](http://www.doneger.com)