

MANCHESTER  
1824

The University of Manchester



# Fashion Business and Technology

UNDERGRADUATE BROCHURE



Get ready to join a global community that helps brilliant thinkers turn inspiration into reality; encouraging innovation, experimentation, creative and critical thinking. Discover the exciting industry of fashion business, with a complementary and collaborative mix of creative, practical, technical, and business elements that contribute to the fashion industry. Explore how textiles and products are created, tested, sourced, manufactured, managed, marketed, promoted, and retailed.

Our students graduate with the experience and understanding of the science and technology behind the fabrics and garments they work with, as well as gaining critical and analytical understanding of the processes, procedures and aspects that make up the fashion industry. We equip our students with the skills to interpret the creative and technical elements that contribute to product development, as well as manage and market commercially viable fabrics and garments worldwide.



# Why Manchester



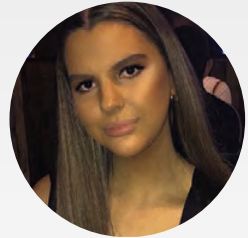
We have strong industry links with organisations such as The Hut Group, ASOS, and Gucci.



We offer an extensive programme of career development to ensure our students and graduates have access to a wide range of opportunities.



Our courses are accredited by The Textile Institute and/or The Chartered Institute of Marketing.



*I was given a great deal of independence during my internship – from choosing my own imagery, to voicing my own opinions, creating my own meetings and being asked for input on numerous things.*

**Amy Hardy / BSc Fashion Marketing final year student**

Read more about why Manchester should be your first choice here:  
[uom.link/ug-fashion-why-mcr](https://uom.link/ug-fashion-why-mcr)



## Our campus

Come to our new home for Engineering and Materials; a place like no other. This is where engineers, material scientists and fashion students collaborate, innovate and make their mark on the world. Unleash your potential in our creative, academic playground that signals the evolution of a proud history of innovation spanning almost 200 years.

In this very special place, we're ripping up the rule book, offering you a truly innovative teaching and learning experience. As well as our creative classrooms, you'll also have access to world-leading sustainable research facilities. There are a world of possibilities, whether you are interested in aerospace, robotics, or sustainable fashion, there's a home for you here.

Manchester is synonymous with the Worker Bee and our Makerspace will be the hive of activity. It's led by students, for students, as the place to connect and tackle real-life challenges together with support from across our disciplines.

Our new home for Engineering and Materials is equipped and ready for students to unleash their potential.

[uom.link/ug-fashion-campus](https://uom.link/ug-fashion-campus)



## Our courses

Studying Fashion Business and Technology at Manchester will help you meet the growing demand for professionals who combine creative and business awareness, technology and fashion knowledge with marketing and management skills.

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Fashion Buying and Merchandising BSc

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Fashion Management BSc

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Fashion Marketing BSc

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Fashion Technology BSc

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## FLEXIBLE OPTIONS

All our Fashion Business and Technology courses share a common first year, giving you the flexibility to change courses at the start of the second year when you have gained a wider appreciation of each area.

Find out more about the different courses and options on offer on our department website: [uom.link/ug-fashion](http://uom.link/ug-fashion)







## What you'll learn

The course covers creative and business fundamentals during the first year and you'll study a range of core units such as fashion buying, fashion marketing and management and the apparel pipeline, as well as complementary units that focus on practical and technical elements such as the understanding of the raw materials of fabrics, the function and aesthetics of fashion textiles and garment technology.

In your second year, you'll experience and further understand the fashion product development process, operations management, garment production technology and fashion business economic principles. You'll also start to focus on discipline-specific areas of study such as brand management, fashion buying and merchandising, fashion management and fibre, yarn and fabric technology.

You'll be able to individually personalise your studies with optional units that reflect key areas within the fashion industry, such as fashion promotions, in-store environments, digital branding, international business and other creative, business, practical and technical units.

In your final year, you'll focus on higher-level strategic thinking within key projects that reflect and showcase your areas of expertise.

You'll be able to choose from optional units in the critical areas of business ethics and sustainability, how the fashion business operates within the digital age and the University-wide Manchester Leadership Programme. Each year will build your skills, knowledge, experience and confidence towards becoming a graduate within the fashion business and technology industry.

# Special features

## INDUSTRIAL EXPERIENCE

You may apply to extend your degree to four years and spend your third year on an industrial placement. The placement year gives you the opportunity to focus your career choice and explore options, as well as gain invaluable work experience. You'll work closely with our dedicated placement coordinator and the University's Careers Service who will support you in finding and applying for suitable placement opportunities. An industrial placement is a great way to put your knowledge and skills into practice and demonstrate your capabilities to potential employers.

Read more about our industrial experience option here: [uom.link/ug-fashion-ind-exp](https://uom.link/ug-fashion-ind-exp)

## STUDY ABROAD

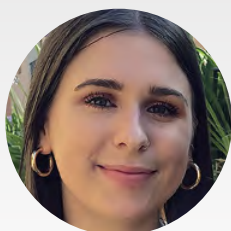
Taking the option to study abroad during your third year will build your intercultural communication skills, self-confidence and independence. It'll also enable you to experience new teaching styles and study courses from a different perspective. You have a wide choice of partner universities and destinations available to you, from Australia and Hong Kong to Canada and the USA, where students have previously enjoyed transformative experiences.

Read more about the study abroad option here: [uom.link/ug-fashion-study](https://uom.link/ug-fashion-study)

## FACILITIES

Our state-of-the-art facilities provide students with the very best opportunities and include:

- Computer clusters with access to media design and multimedia learning packages including Adobe Creative Cloud. All our students also have access to industry leading market intelligence databases and trade publications for free such as WGSN, Edited, The Business of Fashion, Fashion Snoops and Drapers, Euromonitor and Mintel.
- Student lab space that utilises research informed applications of software (Lectra, Size Stream) and hardware (Body scanners, CAD Suites, Production facilities) for digital and real processing of the body to product development for bespoke and ready to wear.
- Industrial scale sewing facilities and equipment well as specialised machinery, fabric weaving, yarn knitting, and fabric dyeing and laser printing equipment.



*"I thoroughly enjoyed my first year of the course as we had the opportunity to study each of the degree pathways and get a really good understanding of the basic elements and workings of the fashion industry."*

**Libby Thorne / BSc Fashion Business and Merchandising**

To read more about Libby's experience visit: [uom.link/ug-fashion-libby](https://uom.link/ug-fashion-libby)

## FIELD TRIPS

We regularly attend Première Vision trade fair in Paris, facilitate trips to London and Manchester to visit factories and key fashion houses, as well as go further afield to Milan and Florence to engage with luxury fashion brands.

## STUDENT SUPPORT

We pride ourselves on the amount of support we offer students, from our dedicated wellbeing hub to our award-winning PASS (Peer Assisted Student Study) scheme. PASS allows you to utilise the experience and expertise of higher year volunteer students (PASS Leaders). You'll be assigned a dedicated academic advisor who can help you with academic issues and guide you through your transition from school or college to university.

## OUR STUDENT COMMUNITY

The Fashion Society, run by University of Manchester students organise a series of events throughout the year focusing on key industry speakers, social events as well as creating a community and sharing up to date information and news. The Materials Society (MATSOC) is run by our students and is the hub of our flourishing social and sporting activities. The society organises many events throughout the year, including an annual ball, sporting events and days out to places of interest.

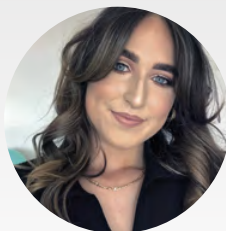
[uom.link/ug-fashion-student-union](https://uom.link/ug-fashion-student-union)

## Open days

The University holds undergraduate open days regularly where you have the opportunity to find out more about our courses, the support we offer and see our facilities. Attending an open day is a great way to find out what studying at Manchester is like and to hear from our staff and students.

For information about our open days visit:

[uom.link/ug-fashion-open-days](https://uom.link/ug-fashion-open-days)



*"My experience at Sainsbury's TU gave me an advantage when applying for graduate jobs. I was able to draw on my time working in the industry and it enabled me to show my knowledge of what would be expected from me in the job role."*

**Mica Barnett / BSc Fashion Marketing alumni**



# Employability and careers

Our graduates leave Manchester with the knowledge, specialist skills and professional attributes applicable for careers within this incredibly diverse and fast-evolving industry, including ethical sourcing, sustainability, brand and operations management, buying and merchandising, garment technology, marketing, technological innovation, and diversity and inclusion. We also prepare students for graduate scheme opportunities with employers from The Hut Group, Uniqlo to M&S.

Throughout your degree journey, we offer a diverse range of events and services that help our students develop their careers knowledge and professional skills.

## INDUSTRY COLLABORATIONS

Our Made in Manchester industry insights series allows students to engage with a range of fashion and related brands and organisations. Our network of industry specialists regularly meets with students to discuss graduate and placement opportunities.

## MEET THE PROFESSIONALS

We love celebrating the successful and diverse careers of our globally-placed graduates and regularly hold a range of alumni panel events where our graduates come and talk about their career experiences and progression. The events are a fantastic opportunity for our students to gain invaluable advice and insights into different roles within the fashion, apparel and related sectors,

and provide an opportunity to connect with our alumni, giving your professional network a kick-start.

## PROFESSIONAL DEVELOPMENT WORKSHOPS

Throughout each academic year, you will be able to take part in a variety of specialist, practical and interactive careers building workshops such as CV development, interview techniques, using LinkedIn, job search strategies, and presentation practice.

## INDIVIDUAL SUPPORT

We also offer the opportunity to meet with our specialist careers consultants, employability and placement coordinators and academic advisors, who'll be able to support you in finding suitable roles, applying for positions, and supporting you in your career progression.

## PLACEMENT SUPPORT

We can help you find exciting placement and internship opportunities and support you through the application process. We'll also provide support during the industrial placement year as part of the accredited programme.

## CAREERCONNECT

You'll also have access to the University's student and alumni careers portal during your course and for up to two years post-graduation. The platform offers placement and graduate job opportunities exclusively advertised to Manchester students.



*'Doing a placement year was the best choice I made, it really gave me the skills to take into the interview process to show why I would be a good choice'*

**Anna Thorogood / BSc Fashion Buying and Merchandising graduate**

Read more recent graduate interviews in our graduate magazine:  
[uom.link/ug-fashion-magazine](https://uom.link/ug-fashion-magazine)

## WHAT OUR GRADUATES DO

- Fashion Buyer
- Retail Manager
- Design Manager
- Product Developer
- Merchandiser
- Supply Chain Specialist
- Fashion Marketing
- Social Media Executive
- Garment Technician
- Digital Fashion Marketer
- Trend Forecasting
- Data Analyst
- Public Relations
- Fashion Blogger/Journalist
- Fashion Researcher

The University of Manchester is the most targeted universities in the UK by employers (The Graduate Market in 2022).  
[uom.link/ug-fashion-highfliers](https://uom.link/ug-fashion-highfliers)

## WHERE OUR GRADUATES WORK

- The Hut Group
- Urban Outfitters
- Burberry
- NBrown
- Gymshark
- Nike
- Puma
- WGSN
- Uniqlo
- JD Sports
- Hugo Boss
- Zalando
- Stella McCartney
- Boohoo plc
- Matalan
- Marks and Spencer
- Oasis
- Next
- Reebok
- John Lewis
- Gap
- Paul Smith
- ASOS
- Pretty Little Thing
- Flannels

Find out more about the careers opportunities the University and our department offer, so that you graduate with a range of skills and experience:  
[uom.link/ug-fashion-careers](https://uom.link/ug-fashion-careers)

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 [@fashionmanchester](https://www.instagram.com/fashionmanchester)

 [uom.link/ug-fashion-blog](https://uom.link/ug-fashion-blog)

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### DISCLAIMER

This brochure was produced in 2022. It has therefore been produced in advance of course starting dates. For this reason, course information, including course content, may be amended prior to your applying for a place on a course of study. There are a number of reasons why changes to course information and/or published term dates may need to be made prior to your applying for a place on a course. These may include, but are not limited to: the need to make reasonable changes to the content and teaching offered in relation to any course for operational and/or academic reasons; the withdrawal of courses due to insufficient numbers; a course not receiving the required accreditation; and/or interruption or loss of key services due to circumstances beyond our control, including fire, flood or other operational issues.

Prospective students are therefore reminded that they are responsible for ensuring, prior to applying to study at The University of Manchester, that they review up-to-date information by searching for the relevant course at [uom.link/fse-ug-courses](https://uom.link/fse-ug-courses)

### STUDY ABROAD/INDUSTRIAL EXPERIENCE DISCLAIMER

Some aspects of the study abroad/industrial experience programmes may continue to be impacted by the COVID-19 pandemic. The situation is fast-moving and dynamic and may require adjustments at short notice.

### FIELDWORK DISCLAIMER

The Department aims to run advertised fieldwork and we very much hope that students will be able to enjoy the fieldwork experience in the usual way. The ability of fieldwork to proceed, and whether any changes to proposed fieldwork might be necessary, will remain subject to COVID-19 restrictions and based on the U.K. government guidelines. We will therefore assess on a regular basis the viability of any travel and fieldwork and communicate any decisions to our students at the earliest possible opportunity.