



**THE REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**FASHION DESIGN MANAGEMENT**

**KNQF LEVEL 6**

**ISCED PROGRAMME CODE:0212 554 B**



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NAIROBI

## **FASHION DESIGN STUDIO MANAGEMENT**

**UNIT CODE: FAS/CU/FD/CC/03/6/B**

### **Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Fashion Design Studio

**Duration of Unit:** 240 Hours

### **Unit Description**

This unit covers the competencies required to manage a fashion design studio. It involves planning and organizing fashion design studio operations, controlling and coordinating studio operations, managing studio staff, products sales and marketing.

### **Summary of Learning Outcomes**

1. Plan and organize fashion design studio operations
2. Manage fashion design studio staff
3. Coordinate and oversee fashion design studio operations
4. Control fashion design studio operations
5. Manage fashion studio products sales and marketing

### **Learning Outcomes, Content and Suggested Assessment Methods**

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
1. Plan and organize fashion design studio operations	<ul style="list-style-type: none"><li>• Definition of terms</li><li>• History of fashion design</li><li>• Business operational resources</li><li>• Legal framework for business enterprises</li><li>• Principles of administration and management</li><li>• Budgeting</li><li>• Principles of accounting</li><li>• Development of standard operating procedures</li><li>• Development of department organizational structure</li><li>• Staff recruitment and capacity building</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Observation</li><li>• Oral questioning</li><li>• Interviewing</li><li>• Third party report</li></ul>

	<ul style="list-style-type: none"> <li>• Identification of tasks and allocation of duties</li> <li>• Allocation of operational resources</li> </ul>	
2. Manage fashion design studio staff	<ul style="list-style-type: none"> <li>• Staff supervision</li> <li>• Setting performance targets</li> <li>• Performance management</li> <li>• Staff performance appraisal</li> <li>• Staff records maintenance</li> <li>• Staff motivation and sanctions</li> <li>• Staff remuneration</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral questioning</li> <li>• Interviewing</li> <li>• Third party report</li> </ul>
3. Coordinate and oversee fashion design studio operations	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Principles of purchasing</li> <li>• Storage of goods</li> <li>• Fashion design studio operations</li> <li>• Business risk assessment and mitigation</li> <li>• Operations management</li> <li>• Preparing operations reports</li> <li>• Monitoring staff performance</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral questioning</li> <li>• Interviewing</li> <li>• Third party report</li> </ul>
4. Control fashion design studio operations	<ul style="list-style-type: none"> <li>• Stock control</li> <li>• Record keeping</li> <li>• Operations control mechanisms</li> <li>• Monitoring and evaluation of operations</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral questioning</li> <li>• Interviewing</li> <li>• Third party report</li> </ul>
5. Manage fashion studio products sales and marketing	<ul style="list-style-type: none"> <li>• Market research</li> <li>• Principles of sales and marketing</li> <li>• Marketing strategy</li> <li>• Principles of retailing</li> <li>• Principles of book keeping</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral questioning</li> <li>• Interviewing</li> <li>• Third party report</li> </ul>

### **Suggested Methods of Instruction**

- Direct instruction
- Role play
- Case studies
- Field trips
- Discussions

- Demonstration by trainer
- Practice by the trainee

**List of Recommended Resources:**

Computers, stationery, classroom and classroom resources, sample acts relation to business (OSH act, labour relations, employment act), stock control cards, stock ledgers, requisition memos, goods received notes, sample case studies