



**Programme**  
Information  
Guide



**Diploma** In Merchandising, Marketing And Media | **Bachelor Of Arts** In Fashion | **Bachelor Of Arts Honours** In fashion



# CONTENTS

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## GENERAL INFORMATION

<b>About FEDISA</b>	<b>01</b>	Why FEDISA Mission Statement Registration and Accreditation
<b>Management &amp; Staff</b>	<b>02</b>	
<b>International Applicants</b>	<b>03</b>	Tuition Fees Applying for a New Study Permit Renewing a Study Permit Conducting Work English Language Proficiency Requirements
<b>Student Support Services</b>	<b>5</b>	Student Assignment Resources Financial Aid Career Counselling Study Support Student Psychology Accommodation Students with Disability Student Health and Wellness Policy

## DIPLOMA IN FASHION MERCHANDISING, MARKETING AND MEDIA

<b>Qualification</b>	<b>7</b>	Purpose Goals Objectives Programme Structure Mode of Instruction Method of Assessment Minimum Duration of Studies Career Opportunities
<b>Admissions</b>	<b>12</b>	Closing Dates for Applications Minimum Requirements Application Procedure Entrance Evaluation Dates Requirements for Portfolio Submission
<b>Fees</b>	<b>14</b>	Application Fees Tuition Fees Acceptance Fees Registration Fees Textbooks and Kits Annual Resources Levy

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## BACHELOR OF ARTS IN FASHION

<b>Qualification</b>	<b>15</b>	Purpose Rationale Goals Objectives Programme Structure Mode of Instruction Method of Assessment Career Opportunities
<b>Admissions</b>	<b>18</b>	Closing Dates for Applications Minimum Requirements Application Procedure Entrance Evaluation Dates Requirements for Portfolio Submission
<b>Fees</b>	<b>20</b>	Application Fees Tuition Fees Acceptance Fees Registration Fees Textbooks and Kits Annual Resources Levy Sewing Equipment

## BACHELOR OF ARTS HONOURS IN FASHION

<b>Qualification</b>	<b>29</b>	The Anatomy of an Honours Degree in Fashion Purpose Rationale Goals Objectives Academic Staff Mode of Instruction Method of Assessment Minimum Duration of Studies Career Opportunities Programme Structure
<b>Admissions</b>	<b>26</b>	Closing Dates for Applications Minimum Requirements Application Procedure Entrance Evaluation Dates Requirements for Portfolio Submission
<b>Fees</b>	<b>28</b>	Application Fees Tuition Fees Acceptance Fees Registration Fees Textbooks Annual Resources Levy



## WHY FEDISA

FEDISA was established to cater for the ever growing demand for tertiary level fashion education, by students wishing to equip themselves with the most subject appropriate skills, knowledge and understanding to compete successfully in the international world of fashion and its many interrelated components.

### MISSION STATEMENT

To serve as a centre of excellence for tertiary fashion education by fostering an in-depth and holistic understanding of the principles that underpin the fashion business process in an environment conducive to the optimal personal development of every student.

### REGISTRATION AND ACCREDITATION

FEDISA (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. **Registration Certificate No. 2007/HE07/001.**

Futhermore, FEDISA (Pty) Ltd is accredited by the **Higher Education Quality Committee (HEQC)** of the Council on Higher Education (CHE) to offer the Diploma in Fashion Merchandising, Marketing and Media (NQF Level 6), the Bachelor of Arts in Fashion degree (NQF Level 7), and the Bachelor of Arts Honours: Fashion degree (NQF Level 8).

FEDISA (Pty) Ltd is also registered on the **National Qualifications Framework (NQF)** of the South African Qualifications Authority (SAQA) as being accredited by the Department of Education to offer the **Diploma in Fashion Merchandising, Marketing and Media** as per qualification identity number: **101862** , the **Bachelor of Arts in Fashion** as per qualification identity number: **60109**, and the **Bachelor of Arts Honours: Fashion** degree as per qualification identity number: **97395**.

# MANAGEMENT

## & ACADEMIC STAFF

### Academic Advisory Council

**Stefan Leroux**  
**Hannes Geyer**  
**John Luis**  
**Renee Jain**

- Member: Legal
- Member: Finance
- Member: Academic
- Member: Information Technology Systems

### Executive Management

**Allen Leroux**  
**Gerald Bird**  
**Marinella Avvakoumides**  
**Khanyisa Gqada**

- Chief Executive Officer
- Chief Operating Officer
- Academic Director
- Head Of Student Affairs

### Academic Staff

**Allen Leroux**  
**Megan Howard**  
**Philné Lundie**  
**Mia Steenkamp**  
**Margaret Olwoch**  
**Marinella Avvakoumides**  
**Lucia Uhlíkova**  
**Andrea Andreou**  
**Carmen Maree**  
**Dieter van den Bergh**  
**Wynand Lourens**  
**Liesl van Staden**  
**Marize Bolton**  
**Jessica Burgess**  
**Kim Gush**  
**Laura Smit**  
**Shazia Salie**  
**Meryl Collins**  
**Saffiyah Borat**  
**Zandile Zamela**

- Masters of Education (Teaching)
- Masters of Psychology
- Masters of Consumer Science
- Masters of Fashion Design
- Masters of Consumer Science: Clothing Management
- BA Honours: Fashion
- BA Honours: Fashion
- BA Honours: Corporate Communications
- BA Consumer Science: Clothing Retail Management
- B.Tech: Fashion
- B.Tech: Fashion
- BA: Fashion
- BA: Fashion
- Advanced Diploma: Fashion Design
- Higher Professional Diploma in Creative Arts (Fashion)
- BA: Fashion
- Masters in English Literature.
- B.Tech: Fashion
- B.Tech: Fashion
- Masters Consumer Science: Clothing Retail Management

# INTERNATIONAL APPLICANTS

FEDISA (Pty) Ltd is subject to the South African Government's policy regarding the admission of foreign students to degree/diploma courses. Foreign applicants should not finalise their study plans before they have obtained the required visa and study permit.

Please note: The study permit must state specifically that the applicant is entitled to study at FEDISA (Pty) Ltd, and not at another educational institution.

## 1. Tuition Fees

- All international students are required to pay an administrative levy of R2,520.00, which is payable on registration. This levy is a once-off payment.
- Please note that the full tuition fee is payable prior to, or upon, registration.
- General Living and Maintenance Cost: Students should budget approximately R3,000.00 - R5,000.00 per month (R36,000.00 - R60,000.00 per annum) towards general living and maintenance expenses.

## 2. Applying for a New Study Permit

International students, in addition to the above, are required to have study permits to study in the Republic of South Africa (RSA). FEDISA (Pty) Ltd is not permitted to register you unless you have a valid temporary resident permit. This includes students from the Southern African Development Community (SADC). Study permits are obtained from the South African Embassy/ High Commission or Consulate in your home country and will give you entry into South Africa for study purposes.

Your study permit needs to be valid at all times and is issued for the duration of your study period (i.e. the minimum time it takes to qualify for the degree you are studying towards). If you are currently studying at a South African High School or at another Tertiary Education Institution in South Africa, then please note that you need to apply for a new study permit valid for FEDISA (Pty) Ltd.

## For the application, the following is required:

- A Department of Home Affairs application form (BI-1738);
- A valid passport - It must be valid for at least 30 days after the end of your proposed stay in South Africa, otherwise your permit will only be granted for the period up to 30 days before the expiry date). It should also have at least one unused page left when arriving in South Africa;
- Application fee for the permit. This is non-refundable even if the permit is refused;
- An official letter from FEDISA (Pty) Ltd, confirming provisional acceptance and the duration of the course, together with your proof of your acceptance of the offer (This is the acceptance letter that needs to be returned to FEDISA (Pty) Ltd, stating your intention to accept your placement with the institute.);
- A medical clearance report as well as a yellow fever vaccination, if relevant;
- Relevant certificate if married, widowed, divorced or separated;
- Proof of medical insurance cover registered and/ or recognized in South Africa;
- Details regarding arranged accommodation, if any;
- Proof of sufficient funds to cover tuition fees, maintenance and incidental costs;
- A police clearance certificate (less than six months old);
- A deposit (a cash amount not exceeding the cost of a single ticket to the applicant's country of origin).  
Students from other African countries are not required to pay this deposit, provided that the Government of their country submits a written undertaking to pay all cost relating to the deportation of the student, should it become necessary.



The documents must be originals or certified copies. Certified copy = a photocopy of the original document with an original certified stamp that an authorized person (Commissioner of Oaths) has seen the original document. An uncertified photocopy of the original or a photocopy of a certified copy is not sufficient.

We advise that applications for a new study permit should be submitted at least 5/6 weeks before the intended departure date for FEDISA (Pty) Ltd, as it takes time to process these applications.

### 3. Renewing a Study Permit

**IMPORTANT:** All applications for the extension of a study permit should be submitted at least 30 days before the expiry date. Failure to do so will mean that you will have to satisfy the Director General that there was good cause, in order to have the later application accepted.

In order to extend your study permit, you will need to take the following to the Department of Home Affairs Office closest to you:

- Valid Passport (valid for at least 30 days more than the required extension period)
- Completed Application Form (BI-1739)
- Application fee (Please contact your nearest Home Affairs Office to confirm the amount)
- Proof of sufficient financial means to cover the tuition fees, subsistence and incidental cost (in the form of a bursary document or bank statement)
- Police clearance certificate less than six months old (anyone older than 18 years)
- A medical clearance report;
- An official letter from FEDISA (Pty) Ltd, confirming registration and course duration
- Proof of medical insurance cover registered and/or recognized in South Africa
- Proof of repatriation undertaking or, in the case of African countries only, proof that your country has signed a written undertaking to pay the cost for deportation, should it become necessary
- Accommodation (copy of lease agreement, letter from landlord, etc.)

The nearest Home Affairs offices to FEDISA (Pty) Ltd are the Cape Town or Wynberg offices:

#### **Cape Town - Western Cape**

56 Barrack Street (2nd Floor)  
Cape Town  
Tel 021 462 4970

#### **Randburg - Gauteng**

198 Malibongwe Drive, Ferndale ext 3,  
Randburg  
Tel 011 792 0192

#### **Useful Websites**

- Discovery Medical Aid Scheme  
<https://www.discovery.co.za>
- South African Department of Home Affairs  
<http://www.home-affairs.gov.za>
- Department of Foreign Affairs  
<http://www.dfa.gov.za>

#### **PLEASE NOTE**

International medical insurance may only enable you to be reimbursed after you have incurred the medical expenses. This would be prohibitive if you are hospitalised.

### 4. Conducting Work

In terms of Section 13(3) of the new Immigration Act of 2004, a holder of a valid study permit may conduct work for not more than 20 working hours per week as well as full time during the academic vacations.

### 5. English Language Proficiency Requirements

A certain level of proficiency in English is required for success in higher education studies. This includes a pass in English at A-level or O-level. Other post-school English language qualifications will be evaluated on merit.

A limited number of students only can be accepted for the programmes and placement is, therefore, subject to availability.

Students following the Cambridge System should take note of the following:

- Passes of at least five different subjects of the IGCSE and HIGCSE study levels, of which at least two are HIGCSE level subjects
- A pass in the language which is the medium of instruction at FEDISA (Pty) Ltd (English)
- Specific Pass Grades: IGCSE: A, B, or C HIGCSE: 1, 2, or 3

For the Honours Programme, a high level of proficiency in English is required for success. The ability to write coherently in English is the cornerstone of a research degree.

#### **PLEASE NOTE**

In order for FEDISA (Pty) Ltd to provide an international student with the necessary documentation to apply for a study permit, the accepted student is required to pay the acceptance fee, as well as the registration fee in full, in order for the documentation to be issued.

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## ASSIGNMENT RESOURCES

The FEDISA campus includes a well-stocked student shop, GEAR that caters to all student assignment resource requirements.

Services include stationery, printing, laminating and binding.

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# STUDENT SUPPORT SERVICES

### Financial Aid

FEDISA currently offers no direct student financial aid. However, as FEDISA is a fully registered and accredited private provider of higher education and training, qualifying prospective candidates should have little trouble securing study loans from any of South Africa's major retail banks.

### Career Counselling

FEDISA offers prospective students (Grade 11 and 12), as well as recent school leavers the opportunity to explore career prospects within the fashion industry.

Prospective candidates may also undertake an assessment session to determine their values, interests and personality types to assist in career path decision-making within the fashion industry.

All such assessments should be pre-arranged with the Head of Student Affairs.

### Study Support

Any students experiencing academic difficulties during their studies may consult with the appropriate Head of Department, who shall in turn refer such student to the relevant course leader for guidance.

### Student Psychology

FEDISA does not offer on campus psychological counselling but has signed an MOU with SACAP (South African College of Applied Psychology) to provide tier one counselors at both its Cape Town and Sandton Campuses, as a first line of intervention.

Should it be assessed that a student required further, more advanced intervention, said student will be referred to the relevant clinical psychologist for further assessment and/or treatment

### Accommodation

Students residing outside of Cape Town

and Johannesburg, who may require accommodation during their studies, are encouraged to secure accommodation early, in order to avoid placement difficulties later in the year.

FEDISA does not offer specific student accommodation, but has built very good partnerships with various vendors. Please contact our offices on 021-4240975 or email us at [info@fedisa.co.za](mailto:info@fedisa.co.za), for more information.

### Students with Disability

FEDISA (Pty) Ltd fully endorses the Rights of Persons with Disabilities as per the United Nations Convention that became part of South African law in June 2007.

Disabled candidates will enjoy a non-discriminatory access to studies at FEDISA. However, the physicality of the programme must be considered and all such applications will be evaluated on a case-by-case basis.

FEDISA's full policy on Disability is available on request.

### Student Health and Wellness Policy

FEDISA recognizes the importance of employee and student health and wellness and has established a framework in order to promote health and wellness for the benefit of students and staff.

Furthermore, FEDISA is cognizant of the fact that healthy students and staff inevitably result in a productive and purposeful environment with less absenteeism, fewer accidents, lower healthcare demands, and greater overall reduction of disease and disability.

Health and Wellness support services may be accessed through the office of the Head of Student Affairs.

FEDISA's full policy on Health and Wellness is available on request.



# DIOR LO MIA

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In Fashion Merchandising, Marketing & Media.



# DIPLOMA IN FASHION MERCHANDISING, MARKETING & MEDIA

## Purpose

The purpose of the Diploma in Fashion Merchandising, Marketing and Media programme is to develop and empower graduates with high-level skills and insights into the fashion retail industry with its multitude of interrelated components.

These components of the fashion retail industry range from the forecasting of future fashion trends and consumer analysis to visual display and product merchandising, and include all elements of promotional marketing, buying, sourcing and sales, to management of the fashion retail business.

All aspects of the programme are designed to enhance sales volumes within the fashion retail industry and cover those areas between the creation of the fashion product and the fashion retail consumer.

## Rationale

The Diploma in Fashion Merchandising, Marketing and Media programme offers academically coherent, challenging and up-to-date learning opportunities, which encourage students to develop as independent and self-reliant thinkers.

In addition it is the programme's aim to foster students' personal, intellectual and organisational skills, so that when they leave FEDISA they will take with them a range of skills and insights that will be readily applicable to their chosen career paths.

This will enable fashion industry employers to fast-track the Diploma in Fashion Merchandising, Marketing and Media graduates to commercial activities within a more concise time frame due to their well-developed retail skillset, hands-on expertise and application driven perspectives.

## Goals

The aim of the Diploma in Fashion Merchandising, Marketing and Media programme is to produce fashion professionals, empowered with the capacity to successfully manage various fashion related processes with a thorough understanding of the requisites involved, through a well-developed research, analytic and application ability.

The programme is designed for the accomplished creative business-orientated person, who has a flair for fashion, style and product management and a love of all aspects influencing fashion and its consumer value, such as prevailing trends, cultural influences, product presentation and sound business practice.

Emphasis is placed on the research, analytical and knowledge application development of the candidate, as well as the business acumen to successfully integrate new product management concepts into the established commercial sectors of the fashion and retail economies.

## Objectives

Upon completion of the Diploma in Fashion Merchandising, Marketing and Media, students will:

- Demonstrate detailed knowledge of fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management, including an understanding of and the ability to apply key terms, concepts, facts, principles, rules and theories of the above mentioned fields of study to unfamiliar but relevant contexts. Students should also demonstrate knowledge of the ways in which their area of specialisation (fashion merchandising, marketing and media) relates to merchandising, marketing and media in general.
- Demonstrate an understanding of different forms of knowledge and forms of explanation within the fields of fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management, and demonstrate awareness of knowledge production processes within the abovementioned fields.
- Demonstrate the ability to evaluate, select and apply appropriate methods, procedures or techniques in investigation or applying processes within the contexts of fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management.
- Demonstrate the ability to identify, analyse and solve problems in unfamiliar contexts, gathering evidence and applying solutions based on evidence and procedures appropriate to the fields of fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management.
- Demonstrate an understanding of the ethical implications of decisions and actions within fashion buying and sourcing, fashion marketing, fashion media and fashion retail management contexts, based on an awareness of the complexity of ethical dilemmas.
- Demonstrate the ability to evaluate different sources of information, such as primary sources (industry experts) and secondary sources (books, electronic books, internet material, academic databases and academic articles) to select information appropriate to the various tasks related to fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management, and to apply well-developed processes of analysis, synthesis and evaluation to that information.
- Demonstrate the ability to present and communicate complex information reliably and coherently using appropriate academic and professional conventions, formats and technologies in the contexts of fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management.
- Demonstrate the ability to make decisions and act appropriately in familiar and new contexts (specifically referring to Work Integrated Learning), demonstrating an understanding of the relationships between fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management, and of how actions, ideas or developments in one of the abovementioned fields impact on actions, ideas or developments in any of the other fields.
- Demonstrate the ability to evaluate performance against given criteria, and accurately identify and address his or her task-specific learning needs in the context of a Diploma in Fashion Merchandising, Marketing and Media, and to provide support to the learning needs of others where appropriate.
- Demonstrate the ability to work effectively in a team or group, and to take responsibility for his or her decisions and actions and the decisions and actions of others within the contexts of fashion theory, fashion buying and sourcing, visual merchandising, fashion marketing and media, and fashion retail management, including the responsibility for the use of resources where appropriate.

### Career Opportunities

The business of fashion is one of today's most exciting industries. From retailing and display design to publishing and high-level retail management, it's a dynamic, fast-paced field with a vast array of career possibilities.

- Fashion Merchandiser
- Fashion Journalism
- Media Stylist
- Trend Analyst
- Fashion Forecaster
- Fashion Brand Specialist
- Brand Campaign Developer
- Merchandise Management
- Event Planner
- International Sourcing Consultant
- Historical Fashion Archivist
- Planning and Distribution
- Market Researcher
- Retail Store Management
- Fashion etc.

## Programme Structure

The Diploma in Fashion Merchandising, Marketing and Media programme consists of four major non-elective courses, namely, Fashion Theory, Fashion Buying & Sourcing, Visual Merchandising, Marketing, and Media and Fashion Retail Management.

### PLEASE NOTE

All courses of the programme are compulsory, and credit bearing as indicated. No electives are offered.

YEAR 1	YEAR 2	YEAR 3
<p><b>Course 1: Fashion Theory</b> 28 Credits</p> <ul style="list-style-type: none"> <li>Trend Analysis</li> <li>Design History</li> </ul>	<p><b>Course 1: Fashion Theory</b> 28 Credits</p> <ul style="list-style-type: none"> <li>Trend Analysis – Macro Trends</li> <li>Design History</li> </ul>	<p><b>Course 1: Fashion Theory</b> 20 Credits</p> <ul style="list-style-type: none"> <li>Trend Analysis – Macro Trends</li> </ul>
<p><b>Course 2: Fashion Buying &amp; Sourcing</b> 14 Credits</p>	<p><b>Course 2: Fashion Buying &amp; Sourcing</b> 8 Credits</p>	<p><b>Course 2: Fashion Buying &amp; Sourcing</b> 12 Credits</p>
<p><b>Course 3: Visual Merchandising, Marketing &amp; Media</b> 66 Credits</p> <ul style="list-style-type: none"> <li>Make-up &amp; Styling</li> <li>Store Layout, Floor Planning &amp; Window Display</li> <li>Brand Building &amp; Advertising</li> <li>Fashion Media Studies</li> <li>Computer Aided Design</li> <li>Fashion Journalism (Blog Writing &amp; Visual Journals)</li> </ul>	<p><b>Course 3: Visual Merchandising, Marketing &amp; Media</b> 74 Credits</p> <ul style="list-style-type: none"> <li>Brand Building &amp; Advertising</li> <li>Marketing &amp; Consumer Psychology</li> <li>Fashion Advising</li> <li>Fashion Photography - Smart Phone</li> <li>Fashion Public Relations</li> <li>Computer Aided Design</li> <li>Fashion Journalism</li> </ul>	<p><b>Course 3: Visual Merchandising, Marketing &amp; Media</b> 74 Credits</p> <ul style="list-style-type: none"> <li>Fashion Event Planning</li> <li>Project Management</li> <li>Fashion Videography - Smart Phone</li> <li>Computer Aided Design</li> <li>Fashion Journalism</li> <li>Brand Building &amp; Advertising</li> </ul>
<p><b>Course 4: Fashion Retail Management</b> 12 Credits</p> <ul style="list-style-type: none"> <li>Business Management</li> </ul>	<p><b>Course 4: Fashion Retail Management</b> 10 Credits</p> <ul style="list-style-type: none"> <li>Business Management</li> <li>Sales Training</li> </ul>	<p><b>Course 4: Fashion Retail Management</b> 14 Credits</p> <ul style="list-style-type: none"> <li>Business Management</li> <li>Fashion Entrepreneurship</li> </ul>

All course components are facilitated in the most subject appropriate manner within the academic environment and contextual framework, depending on the specific assignment content. There is a strong focus on structured group sessions, in order to maximise peer-learning opportunities, as well as several elements of independent knowledge development.

**Work Integrated Learning (WIL)** is included at various levels and intervals of the programme. This offers candidates the opportunity to identify, initiate and engage with a number of areas of the fashion retail industry that may significantly contribute to develop first-hand knowledge and experience in support of the candidate's deeper understanding of the commercial fashion environment.

Students also work closely with the academic staff and programme facilitators, which allows for continuous student/lecturer interactions and feedback sessions are undertaken throughout the academic process.

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The purpose of each course of the programme is as follows:

### **Fashion Theory**

Develops an understanding of the social, political, economic and commercial constructs that influence the continuous evolution of fashion as a source of identity. The exploration of fashion's historical context leads to the development of the predictive tools required in the postulation of future fashion trends appropriate for commercial applications in the local and international fashion retail environments.

### **Fashion Buying & Sourcing**

Develops the understanding of the commercial fashion value chain and the processes that underpin the ability to locate, evaluate, negotiate, acquire and critically review sources of merchandise and merchandise production within the global commercial fashion context through both practical and theoretical modelling of supply chain management and procurement strategies.

### **Visual Merchandising, Marketing & Media**

Develops the ability to research, conceptualise and create an optimally appealing merchandise experience for customers in order to maximise sales, through an in-depth understanding of the principles of visual display, marketing and promotional media as associated sales drivers in the fashion retail experience.

### **Fashion Retail Management**

Develops the ability and personal characteristics to identify, initiate and engage with all management aspects within the fashion business environment; from sales and management skills, to the understanding and application of fashion entrepreneurship principles.

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## **Mode of Instruction**

Students on the Diploma in Fashion Merchandising, Marketing and Media at FEDISA engage with their studies in various ways, which may include Theory sessions, Practical sessions and independent Studio sessions.

Theory sessions are offered as large group contact sessions in the FEDISA auditorium, where all students from a particular level of the programme attend simultaneously, and will include such modules as Fashion Theory, Trend Analysis, Design History and Business Management, etc.

Practical sessions are conducted in assigned studios, where smaller class groups of students in a particular level of the programme enjoy one-on-one interactions with lecturers in tutorial groups as they develop their knowledge of the practical components of the programme. Modules here will typically include Store Layout, Floor Planning, Window Display, Brand Building and Advertising, etc.

Certain practical sessions may also be conducted in specialised studios, such as the iMac Laboratory and Orms Photographic Studio on campus, in student micro-groups. Subjects here will typically include Computer Aided Design and Fashion Photography/ Videography - Smart Phone, etc.

Studio sessions are designed to allow students to develop their professional practice independently and are considered non-contact sessions. While lecturers are available for consultation, students are encouraged to rely on their acquired knowledge and understanding of the subject matter to fulfill all briefed requirements in various modules of the Diploma in Fashion Merchandising, Marketing and Media. Studio sessions are also ideally suited to the conducting of independent enquiry, which will be a consistent requirement of studies at FEDISA.

## **Method of Assessment**

The method of assessment is continuous evaluation, which will include both formative and summative assessment.

Course lecturers will assess all work internally and these evaluations will be moderated by an internal staff panel at the completion of each term, and by an independent subject specialist, at the completion of each semester.

A FEDISA pass is a moderated 50% or above, whilst a FEDISA distinction is 75%, which again is a moderated mark.

An academic transcript is issued following each semester, in June and December.

A student will not be permitted to register for the subsequent year of studies, without a 50% aggregate being obtained for all courses of a particular year of study.

## **Minimum Duration of Studies**

The Diploma in Fashion Merchandising, Marketing and Media programme can be completed in three years on a six-semester basis, where each semester includes Fashion Theory, Fashion Buying & Sourcing, Visual Merchandising, Marketing & Media and Fashion Retail Management.

The WIL (Work Integrated Learning) is undertaken during the June/July vacation period in order to facilitate an extended industry engagement, as well as at certain in-term intervals where applicable.



# ADMISSIONS

Prospective students are urged to apply as early as possible, to enable them to attend an evaluation and selection session.

## Closing Dates for Application

The closing date for preliminary applications is 5 December each year.

Should you have missed this closing date, late applications will be considered until 15 January of the respective year for which you wish to enroll, provided that there are still seats available. A late application fee will be payable. Please refer to the Fees Schedule attached.

The result of the application will be communicated to you once the selection committee have made their decision.

## Minimum Requirements

In order for applicants to be considered for the Diploma in Fashion Merchandising, Marketing and Media prospective students must comply with certain minimum requirements.

### Minimum Academic Requirements

- National Senior Certificate or international equivalent, with appropriate subject combinations and levels of achievement.
- A Higher Certificate or Advanced Certificate in a cognate field.
- Recognition of Prior Learning

### Language Requirements

- Pass in either of TWO of the official languages of South Africa, one of which must be English.

English will be the primary medium of tuition at FEDISA and students cannot be guaranteed that instruction will necessarily be in their language of choice.

Applicants should further note that the above admission requirements are minimum requirements only. Admission to all programmes is subject to selection procedures and meeting the minimum admission requirements will not necessarily ensure admission to a programme.

Admission to all programmes is subject to an entrance evaluation and a rigorous selection process.

### Recognition of Prior Learning (RPL)

"Recognition of prior learning (RPL), the process of assessing and accrediting acquired knowledge and/or capabilities of a person, gained in formal, informal and non formal learning, against a set of outcomes in a formal course of study or a set of workplace or social competencies."

FEDISA subscribes to the practice of "recognition of prior learning", which will be applicable to mature applicants (22 years +), which will be evaluated by means of a practical assessment, portfolio submission and interview.

### Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA. While art, design and mathematics are an advantage, they are not a requirement.

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## Application Procedure

Application forms are available from the Admissions Office. Please refer to the reverse side of the brochure for the various contact options. If you are requesting application forms via e-mail, please provide your name, postal address and telephone number.

Completed application forms, together with the following documentation, must be returned to the Head of Admissions before the closing date on 5 December each year:

- Certified copy of ID Document/Passport
- Certified copy of most recent exam results
- One (X1) black and white ID photo
- Application fee or proof of payment thereof

FEDISA will in turn acknowledge receipt of applications and will furnish the applicants with further information regarding the entrance evaluations. Incomplete application forms will not be processed.

Please note that such an acknowledgment in no way implies that the applicant has been accepted to study at FEDISA.

### Online Application

You can also apply online at [www.fedisa.co.za/diploma-in-fashion](http://www.fedisa.co.za/diploma-in-fashion)

## Entrance Evaluation

Entrance evaluation sessions are scheduled by appointment. All students who live within 150km of Cape Town are required to attend an entrance evaluation session.

Applicants will receive confirmation of the date of their evaluation session or submission of portfolio, after his/her application has been received and the relevant application fees have been paid.

## Requirements for Portfolio Submissions

Portfolio submission is only applicable to applicants who live further than 150km from Cape Town or who are residing outside of South Africa at the time of making application to FEDISA.

Applicants, residing within South Africa, are required to prepare portfolios within the prescribed format and mail these together with their application, should they be unable to attend the entrance evaluation in person.

Foreign applicants or South African residents living abroad will be allowed to submit electronic copies of their portfolios, provided that these can be substantiated with the original if so required at a later stage.

Applicants are required to submit the following as part of the portfolio:

### 1. Written Submission

In your own words, write a critical review of the effectiveness of retail store window displays of your favourite fashion brand.

The essay must offer information, constructive criticism and comments reflecting the positive contribution you would like to make to the world of retail fashion.

The essay should not exceed 500 words.

### 2. Practical Portfolio

The portfolio should consist of the following specified work. The applicant should complete the work without help or guidance.

Identify a current fashion trend appropriate to your age group. Select images from media, drawings, fabric samples, trimmings and colour samples and compile a mood board that reflects your understanding of the selected trend. Your collage should reflect both local and international trends. Paper size must be A3.

# FEES

## PLEASE NOTE

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- **Late Application Fee:**  
A late application fee is payable on all applications received after the closing date for initial applications, i.e. 5 December. This is non-refundable.

## Tuition Fees

Refer to attached Fees Schedule for relevant amounts.

## Acceptance Fees

Refer to attached Fees Schedule for relevant amounts.

Within two weeks of confirmation of provisional acceptance of the first year students, the applicable forms, together with the acceptance fee must be returned to FEDISA.

This amount will be credited to the student's account and will guarantee the student's seat in the class.

Should the student cancel or fail to take his/her place in the class, this amount will NOT be refunded.

Please note that failure to pay the acceptance fee within the prescribed period, will result in the candidate being placed on a waiting list, till such time as this amount is paid and the candidates placement on the programme is therefore not guaranteed.

## Registration Fees

Refer to attached Fees Schedule for relevant amounts.

Prior to, or on the date of registration, a registration fee must be paid. This amount will be credited to the student's account.

## Text Books and Kits

While FEDISA has an extensive library and electronic research facilities, please keep in mind that students will require extensive reading, which may not be available on campus and will therefore need to be acquired over and above any prescribed materials.

Students may require consistent computer access outside of the institutional operating hours; it is recommended that students equip themselves with appropriate personal computing technology and Internet access.

The cost of prescribed textbooks can only be finalised once prices are confirmed by the suppliers, closer to the time of FEDISA placing its' orders. Please refer to the Fees Guide for the appropriate year of study.

All prescribed textbooks will be available from FEDISA after registration day.

## Annual Resources Levy

To ensure the ongoing quality of our educational offering, FEDISA not only needs to maintain, but also expand on our educational resources, in particular in the areas of IT and library resources. In order to accomplish this, an Annual Resources Levy is applied.

This levy covers the following items:

- Class Notes and Handouts
- Library and Computer Laboratory Access and Internet Usage

# DE G E R

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In Fashion



# BACHELOR OF ARTS IN FASHION

## Goals

The aim of the three-year BA: Fashion Degree is to produce fashion professionals, empowered with the entrepreneurial skills, to see the design process through from concept to consumer.

The programme is designed for the creative business person, who has a flair for fashion, style and a love of all aspects influencing the "World of Fashion", such as prevailing trends, cultural influences, production technology and sound business practice.

Equal emphasis is placed on the creative and technical skills of design and garment technology as well as the business acumen to compete commercially. All practical aspects of the programme are supported by a sound theoretical foundation.

## Objectives

- To evolve the student's technical skill to develop a concept into a three-dimensional garment.
- To focus on the business principles related to design to make a successful entry into the commercial business environment.
- To develop a focused awareness of the influences driving design and its consumption in the 21st Century.

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## Programme Structure

Practical components of the programme run on a three-week cycle, to allow for protracted concentration, while theoretical components are accommodated on a weekly rotation.

The programme consists of four major courses, each consisting of a number of sub-components. The FEDISA programme is assigned as set out below:

### Visual Studies

*Conceptual design, story boarding, life & figure drawing, illustration, colour theory, visual merchandising, computer aided design (CAD) and 2D & 3D design*

Develops the ability to visually interpret, analyze, render and communicate current, as well as original design ideas as three-dimensional structures through thorough research and understanding of prevailing trends and further to interface electronically with the artistic components of the programme.

### Clothing Technology

*Pattern technology, pattern grading, technical drawing, garment & textile technology and textiles theory*

Develops the ability to technically analyze, construct and communicate pattern drafting requirements of two and three dimensional patterns for garment production using free draping and mathematical methods, thereby enhancing the ability to technically construct both commercial and couture garments using the appropriate technologies and methodologies, whilst at the same time understanding textiles, their uses and various refabrication methods.

## **Business Studies**

*Business practice, principles & functions and Work Intergrated Learning (WIL)*

Develops the ability to view the world as an economic opportunity by understanding the business environment based on the analysis of relevant performativity required to successfully launch new small and medium economic enterprises, whilst equipping students with a high level of computer literacy skills to compete successfully in both the local and international design business arenas.

## **Lifestyle Studies**

*Fashion & design history, communications and social studies*

Develops the understanding of historical impacts on the world of design in context of the current socio-economic environment. This is achieved by analyzing the current global social constructs that impact on the daily performance of design professionals, while enhancing the development of confident communication and presentation skills, applicable to the working world.

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## **Mode of Instruction**

Students on the BA: Fashion Degree at FEDISA engage with their studies in various ways. Primarily each day at FEDISA will include a Theory session, a Practical session and a Studio session.

Theory sessions are offered as large group contact sessions in the FEDISA auditorium, where all students from a particular level of the programme attend simultaneously, and will include such subjects as Business Studies, Textiles Theory, Design History, Communication and Sociology, etc.

Practical sessions are conducted in the assigned studios, where smaller class groups of students in a particular level of the programme enjoy one-on-one interactions with lecturers in tutorial groups as they develop their knowledge of the practical components of the programme. Subjects here will typically include Conceptual Design and Storyboarding, Computer Aided Design, Pattern Technology, Garment Technology, etc.

Studio sessions are designed to allow students to develop their professional practice independently and are considered non-contact sessions. While lecturers are available for consultation, students are encouraged to rely on their acquired knowledge and understanding of the subject matter to fulfill all briefed requirements in various subject components of the Bachelor's Degree. Studio sessions are also ideally suited to the conducting of independent research, which will be a consistent requirement of studies at FEDISA.

## **Method of Assessment**

The method of assessment is continuous evaluation with specific control tests. Course lecturers will assess all work internally and these evaluations will be moderated at the completion of each semester, both internally and externally.

A FEDISA pass is a moderated 50% or above, whilst a FEDISA distinction is 75%, which again is a moderated mark.

A student will not be permitted to register for the subsequent year, without a 50% aggregate being obtained for all courses of a particular year of study.

## **Career Opportunities**

- Fashion Design – Retail/Couture
- Fashion Buying/Merchandising
- Fashion Journalism
- Styling for Media
- Production Technology
- Trend Analysis & Fashion Forecasting
- Fashion Marketing
- Fashion etc.

# ADMISSIONS

Prospective students are urged to apply as early as possible, to enable them to attend an evaluation and selection session.

## Closing Dates for Application

The closing date for preliminary applications is 5 December each year.

Should you have missed this closing date, late applications will be considered until 15 January, of the respective year for which you wish to enroll, provided that there are still seats available. A late application fee will be payable. Please refer to the Fees Schedule attached.

The result of the application will be communicated to you once the selection committee have made their decision.

## Minimum Requirements

In order for applicants to be considered for the BA in Fashion prospective students must comply with certain minimum requirements.

### Minimum Academic Requirements

- National Senior Certificate with either endorsement, university exemption, or international equivalent.
- Recognition of Prior Learning

### Language Requirements

- Higher grade pass in either of TWO of the official languages of South Africa, one of which must be English.

English will be the primary medium of tuition at FEDISA and students cannot be guaranteed that instruction will necessarily be in their language of choice. Applicants should further note that the above admission requirements are minimum requirements only. Admission to all programmes is subject to selection procedures and meeting the minimum admission requirements will not necessarily ensure admission to a programme.

Admission to all programmes is subject to an entrance evaluation and a rigorous selection process.

### Recognition of Prior Learning (RPL)

“Recognition of prior learning (RPL), the process of

assessing and accrediting acquired knowledge and/or capabilities of a person, gained in formal, informal and non formal learning, against a set of outcomes in a formal course of study or a set of workplace or social competencies.”

FEDISA subscribes to the practice of “recognition of prior learning”, which will be applicable to mature applicants (22 years +), which will be evaluated by means of a practical assessment, portfolio submission and interview.

### Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA. While art, design and mathematics are an advantage, they are not a requirement.

## Application Procedure

Application forms are available from the Admissions Office. Please refer to the reverse side of the brochure for the various contact options. If you are requesting application forms via e-mail, please provide your name, postal address and telephone number.

Completed application forms, together with the following documentation, must be returned to the Head of Admissions before the closing date on 5 December each year:

- Certified copy of ID Document/Passport
- Certified copy of most recent exam results
- One (X1) black and white ID photo
- Application fee or proof of payment thereof

FEDISA will in turn acknowledge receipt of applications and will furnish the applicants with further information regarding the entrance evaluations. Incomplete application forms will not be processed.

Please note that such an acknowledgment in no way implies that the applicant has been accepted to study at FEDISA.

### Online Application

You can also apply online at [www.fedisa.co.za/ba-degree](http://www.fedisa.co.za/ba-degree)

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## Entrance Evaluation

Entrance evaluation sessions are scheduled by appointment. All students who live within 150km of Cape Town are required to attend an entrance evaluation session.

Applicants will receive confirmation of the date of their evaluation session or submission of portfolio, after his/her application has been received and the relevant application fees have been paid.

## Requirements for Portfolio Submissions

Portfolio submission is only applicable to applicants who live further than 150km from Cape Town or who are residing outside of South Africa at the time of making application to FEDISA.

Applicants, residing within South Africa, are required to prepare portfolios within the prescribed format and mail these together with their application, should they be unable to attend the entrance evaluation in person.

Foreign applicants or South African residents living abroad will be allowed to submit electronic copies of their portfolios, provided that these can be substantiated with the original if so required at a later stage.

Applicants are required to submit the following as part of the portfolio:

### 1. Written Submission

In your own words, write a critical review of Fashion today.

The essay must offer information, constructive criticism and comments reflecting the positive contribution you would like to make to the fashion world.

The essay should not exceed 500 words.

### 2. Practical Portfolio

The portfolio should consist of the following specified work. The applicant should complete the work without help or guidance.

- a. Identify a current fashion trend appropriate to your age group. Select images from media, drawings, fabric samples, trimmings and colour samples and compile a collage that reflects your selected trend. Your collage should reflect both local and international trends. Paper size must be A4.
- b. Using your collage as inspiration, design a collection of THREE (3) models in full colour, with both front and back views included for each. Explanatory notes, fabric swatches and presentation is important for this section of the portfolio. Any colouring or drawing technique may be used. Paper size per design must be A4.



# F E E S

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## Annual Resources Levy

To ensure the ongoing quality of our educational offering, FEDISA not only needs to maintain, but also expand on our educational resources, in particular in the areas of IT and library resources. In order to accomplish this, an Annual Resources Levy is applied.

This levy covers the following items:

- Class Notes and Handouts
- Library and Computer Laboratory Access and Internet Usage
- Adobe Licences
- WGSN Online - Annual Subscriptions
- IT Support for Computer lab and auditorium
- Pattern drafting paper and card
- 500MB Free WiFi Internet Data

## Sewing Equipment

Students must supply their own portable sewing machines and over-lockers and must also note that these items are for their own cost and are not included in the tuition fees.

The recommended functionalities below conform to the minimum requirements of the FEDISA programme. It is not necessary for a student to invest in any higher specification equipment for the academic purposes of the FEDISA Degree programme.

### Sewing Machine

- Straight stitch
- Bartack
- Backtack
- Buttonhole
- Zipfoot
- Denim

### Overlocker

- Differential Feed

No specific brand of machines are prescribed. Students are solely responsible for keeping their machines in working order.

# H O N O U R S

# BACHELOR OF ARTS HONOURS IN FASHION

## The Anatomy of an Honours Degree in Fashion

'Although fashion is characterised by short-lived looks, the industry itself is underpinned by long-term developments that spark new styles and influence their impact. Modern fashion has always reflected societal shifts, financial markets, economic strategies, and political affairs, and will continue to do so in the future'

Quinn, B. 2012. *Fashion Futures*. London: Merrell. pg. 206.

In addition to societal, economic, and political-legal shifts, contemporary fashion also echoes technological advancement and global eco-awareness. Fashion becomes a vessel of compound changes occurring at the grassroots of the collective human consciousness.

FEDISA's Bachelor of Arts Honours: Fashion degree will facilitate academic discourse around theories and concepts relating to political, economic, societal and psychosocial, technological, legal and environmental issues pertaining to contemporary and future fashion shifts.

### Purpose

The purpose of the Bachelor of Arts Honours: Fashion is to afford BA graduates the opportunity to develop higher order cognitive insights into the fashion industry and its interrelated fields for several reasons.

Firstly, the programme aims to prepare prospective Masters Degree candidates (in the areas of research methodology and theoretical complexity).

Secondly, the programme endeavours to ensure a globally competitive articulation into the broad fashion industry context – with specific reference to global impacts on trend forecasting, merchandising and sustainability in the 21st century and beyond.

Programme outcomes encompass political, economic, social, technological, legal and environmental factors and their impact on future fashion industries. These factors are the constituents of a PESTLE analysis: an evaluation of the external forces affecting an organisation, or – in this context – future fashion industries. The purpose of a PESTLE analysis is to guide decision-making and conceptualisation, and to assess and respond to change occurring on a global, as well as a national, scale. The constituents of the PESTLE analysis (mentioned above) all somehow pertain to global impacts on trend forecasting, merchandising and sustainability in future fashion industries. However, for the sake of theoretical and industry integration, relevant PESTLE constituents will be explored within the framework of the Fashion Value Chain. For the purpose of this Honours programme, the constituents of the Fashion Value Chain are:

- Fashion and textile design.
- Manufacturing and distribution.
- Fashion retail.
- Fashion marketing.

These four links in the value chain will ultimately constitute the four core modules of the Honours programme. Proposed module content is closely aligned with NQF Level 8 outcomes and reflects the relevant PESTLE constituents (within the framework of the Fashion Value Chain) and their relation to the most prominent themes of the proposed course, which comprise:

- Global impacts on trend forecasting.
- Global impacts on merchandising.
- Global impacts on sustainability in future fashion industries.

The four value chain links above are supported by, and run parallel with the "integrated" Research Methodology link, which allows the student to research and investigate new knowledge.

### Rationale

The Honours programme offers academically coherent, challenging and up-to-date learning opportunities, which encourage students to develop as independent and self-reliant thinkers. In addition it is the programme's aim to foster students' personal, intellectual and organisational skills, so that when they leave FEDISA they will take with them a range of skills and insights that will be readily applicable to their chosen career paths. This will enable industry to fast-track the honours graduates to managerial activities within a more concise time frame due to their well-developed analytical mindsets and enquiry driven perspectives.

## Goals

The aim of the Bachelor of Arts Honours: Fashion programme is to produce fashion professionals, empowered with the capacity to successfully manage various fashion related processes with a thorough understanding of the requisites involved, through a well-developed research and analytic ability.

The programme is designed for the accomplished creative business-orientated person, who has a flair for fashion, style and a love of all aspects influencing fashion and its related fields, such as prevailing trends, cultural influences, production technology, eco-awareness and sound business practice.

Emphasis is placed on the research and analytical development of the candidate, as well as the business acumen to successfully integrate new concepts into the established commercial sectors of the fashion and design economies.

## Objectives

The programme objectives may be considered from the dual perspectives of advanced entry into the fashion industry and preparation for higher level research studies at Masters and Doctoral levels.

In order to successfully obtain the BA Honours in Fashion at FEDISA, students will be expected to:

- Demonstrate knowledge of fashion theory and engagement in globally competitive research conducted within the fashion industry and related fields; demonstrate an understanding of theories, research methodologies, methods and techniques relevant to the field of Fashion (with specific reference to Trend Forecasting, Sustainability and Merchandising) and demonstrate an understanding of application of abovementioned theories, methodologies, methods and techniques (with reference to focus areas mentioned above) within the field of fashion research.
- Demonstrate an ability to interrogate multiple sources of knowledge within the context of fashion research (with specific reference to Trend Forecasting, Sustainability and Merchandising) and to evaluate knowledge and processes of knowledge production within this context.
- Demonstrate an understanding of complexities and uncertainties of selecting, applying or transferring appropriate standard procedures, processes or techniques to unfamiliar problems within the fashion industry and the field of fashion research (from the perspectives of Trend Forecasting, Sustainability and Merchandising).
- Demonstrate an ability to use a range of specialised skills to identify, analyse and address complex or abstract problems drawing systematically on the body of knowledge on Trend Forecasting, Sustainability and Merchandising that is available within the context of the fashion industry and the field of fashion research.
- Demonstrate an ability to identify and address ethical issues based on critical reflection on the suitability of different ethical value systems to the context of the fashion industry and fashion research (with specific reference to Trend Forecasting, Sustainability and Merchandising).
- Demonstrate an ability to critically review information gathering, synthesis of data, evaluation and management processes in the context of fashion research and the fashion industry in order to develop creative responses to problems and issues pertaining to Trend Forecasting, Sustainability and Merchandising.
- Demonstrate an ability to present and communicate academic, professional and/or occupational ideas and texts effectively to a range of audiences, offering creative insights, rigorous interpretations and solutions to problems and issues appropriate to the context of fashion research and the fashion industry, specifically pertaining to Trend Forecasting, Sustainability and Merchandising.
- Demonstrate an ability to operate effectively within a system, or manage a system based on an understanding of the roles and relationships between elements within the system, with reference to the interplay of systems within the field of fashion research and the fashion industry.
- Demonstrate an ability to apply, in a self-critical manner, learning strategies, which effectively address his/her professional and ongoing learning needs and the professional and ongoing needs of others. This application of learning strategies should facilitate the attainment of outcomes related to Trend Forecasting, Sustainability and Merchandising.
- Demonstrate an ability to take full responsibility for his/her work (research and communication of ideas pertaining to Trend Forecasting, Sustainability and Merchandising), decision-making and use of resources, and full accountability for the decisions and actions of others where appropriate.

## Mode of Instruction

- Contact lectures will constitute 40% of the learning activity.
- Independent self study of specially prepared materials will constitute 30% of the learning activity.
- Work Integrated learning will constitute 10% of the learning activity.
- One-on-one supervision of each candidate's research dissertation will constitute 20% of the learning activity.

## Method of Assessment

The method of assessment is continuous evaluation, which will include both formative and summative assessment. Course supervisors will assess all work internally and these evaluations will be moderated at the completion of each module. An independent external subject specialist will moderate all final assessments, at the completion of each semester.

A FEDISA pass is a moderated 50% or above, whilst a FEDISA distinction is 75%, which again is a moderated mark.

It is important to note that the two major components of the honours programme, namely Course Work (Semester One) and Dissertation (Semester Two) must each be passed with a minimum of 50%. A student may not progress to Dissertation until the Course Work component has been successfully completed.

An academic transcript is issued following each semester, in June and December.

## Minimum Duration of Studies

The BA Honours: Fashion programme can be completed in one year on a two-semester basis, where semester one includes Research Methodology and Course Work and semester two the supervised Mini-Dissertation. The Internship (Work Integrated Learning) is undertaken during the June/July vacation period in order to facilitate an extended industry engagement.

## Career Opportunities

- Design/Fashion Conceptualist – Commercial/Couture
- Fashion Buyer/Merchandiser
- Fashion Journalism
- Trend Analyst & Fashion Forecaster
- Fashion Brand Specialist
- New Market Developer
- International Sourcing Consultant
- Eco/Ethical Production Consultant
- Fashion Academic.
- Fashion etc.

## Programme Structure

The programme structure, content and assessment methodology are outlined below in order to illustrate how the curriculum will contribute towards the objectives that are stipulated on page 27:

### **Module 1: Integrated Research Methodology**

*Notional hours: 140*

Focus: On research questions, planning a research proposal, qualitative research processes, quantitative research processes, designing surveys and questionnaires and the language of research (writing and presenting essays, seminar papers, business proposals and dissertations).

Duration: This module will run in the first and second semesters - the first semester will constitute contact sessions (two hours per week), whereas the second semester will constitute supervisor contact sessions.

Assessment: Assessment includes one formal assessment opportunity where students need to prove that they have successfully mastered the theoretical component, as well as assessment of application in the form of essays, seminar papers and a mini-dissertation.

### **Module 2: Fashion Value Chain Link 1 - Fashion and Textile Design**

*Notional hours: 160*

Focus: Analyses the impact of social, cultural and psychosocial dynamics on trend forecasting and interrogates theories, philosophies and discourse on the nature of new technologies and its possible impact on trend forecasting.

Duration: This module will run in the first semester (two sessions of two hours each on a weekly basis for approximately 5 weeks).

Assessment: Students will be expected to prove that they have attained the set outcomes in an essay of 3000 words.

### **Module 3: Fashion Value Chain Link 2 - Manufacturing and Distribution**

*Notional Hours: 160*

Focus: On analysing the current impact of global economic dynamics on manufacturing and distribution in the fashion industry. It also aims to analyse the current impact of global and national politics on manufacturing and distribution in the fashion industry and contemplates sustainable practice.

Duration: This module envisions the future of fashion in the above-mentioned contexts and will run in the first semester (two sessions of two hours each on a weekly basis for approximately one month).

Assessment: Students will be expected to prove that they have attained the set outcomes in an essay of 3000 words.

### **Module 4: Fashion Value Chain Link 3 - Fashion Retail**

*Notional hours: 160*

Focus: Analyses the impact of global and national economic dynamics on fashion retail, contemplates the impact of global and national politics and mercantile law on fashion merchandising and envisions the future of fashion in this context.

Duration: This module will run in the first semester (two sessions of two hours each on a weekly basis for approximately one month).

Assessment: Students will be expected to prove that they have attained the set outcomes in a seminar paper of 3000 words.

### **Module 5: Fashion Value Link 4 - Fashion Marketing**

*Notional hours: 160*

Focus: Contemplates the impact of global social, cultural and psychosocial dynamics on marketing and advertising in the fashion industry. It also interrogates theories, philosophies and discourse on

new technology and its role in transforming marketing and advertising in the fashion industry and envisions the future of fashion in this context.

Duration: This module will run in the first semester (two sessions of two hours each on a weekly basis for approximately 5 weeks).

Assessment: Students will be expected to prove that they have attained the set outcomes in a formal business proposal and presentation of 3000 words.

### **Module 6: Work Integrated Learning**

*Notional hours: 80*

Focus: Will require students to identify, initiate and engage with a chosen area of interest that will contribute to the final mini-dissertation. Students will conduct action research in an actual industry setting, and will document their findings.

Duration: This module will run during the June/July break-mid year break.

Assessment: Students will be expected to prove that they have attained the set outcomes by reporting their findings as part of the final mini-dissertation.

### **Module 7: Mini-Dissertation**

*Notional hours: 340*

Focus: Requires students to write a comprehensive mini-dissertation sparked by content explored in modules two to five. Students will also be expected to incorporate action research conducted in a fashion industry setting.

Duration: This module will run in the second semester.

Assessment: Students will be expected to prove that they have attained the set outcomes in a mini-dissertation of 15 000 words.

# ADMISSIONS

Prospective students are urged to apply as early as possible, to enable them to attend an evaluation and selection session.

## Closing Dates for Application

The closing date for preliminary applications is 5 November each year. Should you have missed this closing date, late applications will be considered until 15 January, of the respective year for which you wish to enrol, provided that there are still seats available. A late application fee will be payable. Please refer to the Fees Schedule attached.

The outcome of the application will be communicated to you once the FEDISA Academic Advisory Council has made its decision.

## Minimum Requirements

In order for applicants to be considered for the BA Honours: Fashion degree programme offered by FEDISA, prospective candidates must comply with certain minimum requirements.

### Minimum Academic Requirements

- Bachelor's Degree in Fashion, Fashion Design or related design field with a minimum 65% aggregated pass at the exit level.
- Recognition of Prior Learning.

### Language Requirements

Applicants must keep in mind that English is the primary medium of tuition and assessment at FEDISA and that candidates cannot be guaranteed that instruction will necessarily be in their language of choice.

Applicants should further note that the above admission requirements are minimum requirements only.

Admission to all programmes is subject to an entrance evaluation and a rigorous selection process. Meeting the minimum academic and language requirements will not necessarily ensure admission to the programme.

### Recognition of Prior Learning (RPL)

FEDISA subscribes to the practice of "recognition of prior learning", which will be applicable to those candidates that do not meet the formal academic entrance requirements for access to the BA Honours: Fashion degree.

Such RPL applications will be evaluated by means of a practical assessment, portfolio submission and interview process conducted by a panel of suitably qualified academic and industry professionals.

"Recognition of prior learning (rpl) the process of assessing and accrediting acquired knowledge and/or capabilities of a person, gained in formal, informal and non formal learning, against a set of outcomes in a formal course study or a set of workplace or social competencies."

### Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA. While art, design and mathematics are an advantage, they are not a requirement.

### Application Procedure

Application forms are available from the Admissions Office. Please refer to the reverse side of the brochure for the various contact options. If you are requesting application forms via e-mail, please provide your name, postal address and telephone number.

Clearly indicate that you are requesting admission to the Bachelor of Arts Honours: Fashion degree.

Completed application forms, together with the following documentation, must be returned to the Head of Admissions before the closing date on 5 December each year:

- Certified copy of ID Document/Passport
- Certified copy of most recent exam results
- One (X1) black and white ID photo
- Application fee or proof of payment thereof

FEDISA will in turn acknowledge receipt of applications and will furnish the applicants with further information regarding the entrance evaluations. Incomplete application forms will not be processed.

Please note that such an acknowledgment in no way implies that the applicant has been accepted to study at FEDISA.

### Online Application

You can also apply online at [www.fedisa.co.za/ba-honours-fashion](http://www.fedisa.co.za/ba-honours-fashion)

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## Entrance Evaluation

Entrance evaluation sessions are scheduled by appointment. All students who live within 150km of Cape Town are required to attend an entrance evaluation session.

Applicants will receive confirmation of the date of their evaluation session or submission of portfolio, after his/her application has been received and the relevant application fees have been paid.

## Requirements for Portfolio Submissions

All applicants wishing to be considered for studies on the BA Honours: Fashion degree programme are required to submit the following together with their application forms:

### 1. Academic Portfolio

A portfolio of theoretical work outlining the candidate's achievement of studies on their undergraduate degrees or in the case of an RPL application, a portfolio of evidence outlining such achievements as may be appropriate. It is important to include theoretical work that displays adequate writing ability.

Foreign applicants or South African residents living abroad will be allowed to submit electronic copies of their Academic Portfolios, provided that these can be substantiated with the original documentation if so required at a later stage.

### 2. Study Motivation

In an academic tone, write a broadly outlined motivation for your interest in the Honours program as well as your anticipated research theme, for the final dissertation.

The essay must offer information, constructive criticism and comments reflecting your interest in this particular field of study and research and should be appropriately referenced.

The essay should not exceed 1 000 words.



# FEES

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An application fee is payable when the application form is submitted. No application will be considered if the fee or proof of payment thereof is not attached. This is non-refundable.
- **Late Application Fee:**  
A late application fee is payable on all applications received after the closing date for initial applications, i.e. 5 December. This is non-refundable.

## Tuition Fees

Refer to attached Fees Schedule for relevant amounts.

## Acceptance Fees

Refer to attached Fees Schedule for relevant amounts.

Within two weeks of confirmation of provisional acceptance of students, the applicable forms, together with the acceptance fee must be returned to FEDISA.

This amount will be credited to the student's account and will guarantee the student's seat in the class.

Should the student cancel or fail to take his/her place in the class, this amount will NOT be refunded.

Please note that failure to pay the acceptance fee within the prescribed period, will result in the candidate being placed on a waiting list, till such time as this amount is paid and the candidate's placement on the programme is therefore not guaranteed.

## Registration Fees

Refer to attached Fees Schedule for relevant amounts.

Prior or on date of registration, a registration fee must be paid. This amount will be credited to the student's account.

## Text Books and Computers

While FEDISA has an extensive library and electronic research facilities, please keep in mind that individual research proposals will require extensive readings, which may not be available on campus and will therefore need to be acquired over and above any prescribed materials.

As individual research assignments may require constant computer access outside of the institutional operating hours, it is recommended that students equip themselves with appropriate personal computing technology and internet access.

The cost of prescribed text books can only be finalised once prices are confirmed by the suppliers closer to the time of FEDISA placing its orders. Please refer to the Fees Guide for the appropriate year of study.

All prescribed text books will be available from FEDISA after registration day.

## Annual Resources Levy

The Resources Levy covers the following:

- E-Books
- Online Resources Data Base Access
- Institutional Online Research Facilitation
- Class notes and case studies



# NOTES

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# NOTES

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# fedisa

FASHION SCHOOL

Cape Town • Sandton



[info@fedisa.co.za](mailto:info@fedisa.co.za) | [www.fedisa.co.za](http://www.fedisa.co.za)

## **Cape Town**

81 Church Street, Cape Town, 8001

Telephone: 021 424 0975

## **Sandton (Johannesburg)**

50 Wierda Road West, Wierda Valley, Sandton, 2196

Telephone: 010 329 0100

Fax :+27 21 424 6458

PO Box 503, Sea Point, Cape Town,

South Africa, 8060

## **Banking Details**

Bank: ABSA

Type of Account: Cheque

Branch Code: 632005

Account Number: 4060032700

Swift Code: ABSAZAJJ

Please note, it is a minimum requirement that each student has a personal laptop computer. Though FEDISA does not prescribe a particular brand of computer, we do however have a prescribed minimum specification for the device, regardless of whether it is a Windows or a MacOS (Apple) device.

Below are minimum specifications for both Windows and MacOS. Please discuss these minimum specification vendor of your choice.

WINDOWS	
<b>Processor</b>	Multicore Intel processor with 64-bit support
<b>Operating System</b>	Microsoft Windows 10 (64bit) version 1803 or later. Note: Win version is not supported
<b>RAM</b>	16GB Minimum (32 Recommended)
<b>GPU</b>	2GB of GPU. Adobe strongly recommends updating to NVIDIA driver 451.77 or later if you want to use Adobe AfterEffects. Drivers prior to this have a known issue, which can lead to a crash
<b>Hard-Disk Space</b>	5GB of available hard-disk space; additional free space is required during installation (cannot install on removeable flash storage devices. Additional disk space for disk cache (10GB recommended)
<b>Monitor Resolution</b>	1280 x 1080 or greater display resolution
<b>Internet</b>	Internet connection and registration are necessary for the required software activation, validation of subscriptions and access to online services.
MacOS (Apple)	
<b>Processor</b>	Multicore Intel processor with 64-bit support
<b>Operating System</b>	MacOS version 10.13 and later. Note: MacOS version 10.12 is not supported. MacOS BigSpur is supported
<b>RAM</b>	16GB Minimum (32 Recommended)
<b>GPU</b>	2GB of GPU. VRAM. Adobe strongly recommends updating to NVIDIA driver 451.77 or later if you want to use Adobe After Effects. Drivers prior to this have a known issue, which can lead to a crash
<b>Hard-Disk Space</b>	6GB of available hard-disk space; additional free space is required during installation (cannot install on a volume that uses case sensitive file system or on removeable flash storage devices. Additional disk space for disk cache (10GB recommended)
<b>Monitor Resolution</b>	1440 x 900 or greater display resolution
<b>Internet</b>	Internet connection and registration are necessary for the required software activation, validation of subscriptions and access to online services.

**We trust that you find this information useful when making your purchase decision.**

Year for which you are applying: \_\_\_\_\_

Student Number - For Office Use: \_\_\_\_\_  
 (If Applicable, please enter previous Student Number issued by FEDISA)

Campus  **CAPE TOWN**  **SANDTON**  
 Johannesburg

**APPLICATION FOR ADMISSION**

1 APPLICATION FOR ADMISSION - 2 APPLICATION CHECKLIST

Please complete the application form below in full, initial each page, and return it to FEDISA before **5 December**. Thereafter it is regarded as a late application and a late application fee will apply.

**1. STUDENT DETAILS**

Surname: \_\_\_\_\_

First Names: \_\_\_\_\_

ID Number: \_\_\_\_\_

Residential Address (Street): \_\_\_\_\_  
*student's residential address for the duration of study*

Postal Code: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
*(if different)*

Postal Code: \_\_\_\_\_

Tel (H): \_\_\_\_\_

Tel (W): \_\_\_\_\_

Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Title (i.e. Mr/Mrs): \_\_\_\_\_

Race: A  W  I  C

Other: \_\_\_\_\_  
*(required for statistical purposes by the DOE)*

Gender: Male  Female

Do you suffer from any disabilities or medical conditions that may adversely affect your studies?

Yes  No

If yes, please state the nature of the disability or condition:

\_\_\_\_\_

\_\_\_\_\_

**2. MARKETING**

How did you hear about the programme you are applying for at FEDISA?

If Guidance counsellor, please provide details:

Name \_\_\_\_\_

Contact \_\_\_\_\_

Exhibition	<input type="checkbox"/>	Internet (Website)	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Friends	<input type="checkbox"/>
Family/parents	<input type="checkbox"/>	School visit	<input type="checkbox"/>
Posters	<input type="checkbox"/>	Guidance counsellor	<input type="checkbox"/>

### 3. COURSES

Please select the course you are applying for.

<b>DIPLOMA</b>	<b>Diploma in Fashion Merchandising, Marketing &amp; Media</b>	
	Fashion Theory	
	Fashion Buying and Sourcing	
	Visual Merchandising, Marketing and Media	
	Fashion Retail Management	
<b>BA</b>	<b>Bachelor of Arts in Fashion</b>	
	Visual Studies	
	Clothing Technology	
	Lifestyle Studies	
	Business Studies	
<b>HONOURS</b>	<b>Bachelor of Arts Honours in Fashion</b>	
	Module 1: Integrated Research Methodology	
	Module 2: Fashion Value Chain Link- Fashion and Textile Design	
	Module 3: Fashion Value Chain Link- Manufacturing and Distribution	
	Module 4: Fashion Value Chain Link - Fashion Retail	
	Module 5: Fashion Value Chain Link- Fashion Marketing	
	Module 6: Work Integrated Learning	
	Module 7: Mini Dissertation	

#### MODE OF INSTRUCTION (HONOURS ONLY)

ONLINE

ON CAMPUS

### 4. PARENT/GUARDIAN

Name: \_\_\_\_\_

Tel (H): \_\_\_\_\_

Relationship: \_\_\_\_\_

Tel (W): \_\_\_\_\_

ID Number: \_\_\_\_\_

Cell: \_\_\_\_\_

Residential Address (Street): \_\_\_\_\_  
\_\_\_\_\_

E-mail: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
(if different) \_\_\_\_\_

Postal Code: \_\_\_\_\_

Postal Code: \_\_\_\_\_

### 5. ACADEMIC HISTORY

#### 5.1 High School Record

Only complete this section if you are applying for the Diploma in Fashion Merchandising, Marketing & Media programme or the Bachelor of Arts in Fashion programme

Last High School Attended: \_\_\_\_\_

Year: \_\_\_\_\_

Country: \_\_\_\_\_

Aggregate: \_\_\_\_\_



Select the type of Senior Certificate:

- Full Exemption
- Ordinary Conditional Exemption
- Mature Age Conditional Exemption
- Foreigner's Conditional Exemption
- Immigrants' Conditional Exemption
- Other Senior Certificate

Which results are you submitting?

- Grade 11 final
- Grade 12 mid-final
- Grade 12 final

**5.2 Tertiary Study Record**

*Only complete this section if you are applying for the Bachelor of Arts Honours in Fashion programme*

- Previous Qualification
- or Recognition of Prior Learning (RPL)

*If RPL, please contact the Head of Student Affairs for more information with regards to Portfolio of Evidence requirements on info@fedisa.co.za*

If previous qualification, please provide details:

Qualification Description: \_\_\_\_\_

Institution: \_\_\_\_\_ Total Credits: \_\_\_\_\_

Year(s) of study: \_\_\_\_\_ Completed Y  N

Qualification Description: \_\_\_\_\_

Institution: \_\_\_\_\_ Total Credits: \_\_\_\_\_

Year(s) of study: \_\_\_\_\_ Completed Y  N

Qualification Description: \_\_\_\_\_

Institution: \_\_\_\_\_ Total Credits: \_\_\_\_\_

Year(s) of study: \_\_\_\_\_ Completed Y  N

**6. DECLARATION (Compulsory)**

I, \_\_\_\_\_ (Full Name), ID/Passport Number: \_\_\_\_\_, the undersigned, declare that all the particulars supplied by me in this form are true, complete and correct. I accept that incorrect or misleading information could lead to the cancellation of this application.

**Applicant:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Witness: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Parent/Legal guardian: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

*This section must be completed by the benefactor, i.e. the person who will be responsible for the payment of all tuition fees.*

I, \_\_\_\_\_ (Full Name), the undersigned, hereby acknowledge myself to be jointly and separately responsible for monies, which the abovementioned applicant may at any stage be owing to FEDISA (Pty) Ltd in terms of the agreement that he/she concluded with FEDISA (Pty) Ltd, as set out above, including any change thereto.

**Parent/Guardian/Benefactor:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

ID Number: \_\_\_\_\_

Year for which you are applying: \_\_\_\_\_

(Office) Student Number: \_\_\_\_\_

**ONLINE APPLICATION DECLARATION**

**DECLARATION (Compulsory)**

I, \_\_\_\_\_ (Full Name), ID/Passport Number: \_\_\_\_\_, the undersigned, declare that all the particulars supplied by me in this form are true, complete and correct. I accept that incorrect or misleading information could lead to the cancellation of this application.

**Applicant:**

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Witness: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Parent/Legal guardian: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

*This section must be completed by the benefactor, i.e. the person who will be responsible for the payment of all tuition fees.*

I, \_\_\_\_\_ (Full Name), the undersigned, hereby acknowledge myself to be jointly and separately responsible for monies, which the abovementioned applicant may at any stage be owing to FEDISA (Pty) Ltd in terms of the agreement that he/she concluded with FEDISA (Pty) Ltd, as set out above, including any change thereto.

**Parent/Guardian/Benefactor:**

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

ID Number: \_\_\_\_\_

**APPLICATION CHECKLIST**

1 APPLICATION FOR ADMISSION - **2 APPLICATION CHECKLIST**

**STUDENT DETAILS**

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

*Please note that incomplete applications are not considered. Before you submit your application, please go through the checklist below to ensure that you have completed every section and included all information that is relevant to you. Cross off each block once you have checked it.*

**1. Documents**

1.1 A certified copy of the first page of your identity document (or certified copy of your passport), must accompany this document.

1.2 A certified copy of your Senior Certificate, or equivalent qualification, must be submitted with your application. If you are still in grade 12, your marks obtained in grade 11, together with your most recent grade 12 results, must be submitted. If you attended any other tertiary institution, an original academic record and certificate of conduct, must be submitted.

**2. Application Fee (Refer to Fees Schedule)**

2.1 A non-refundable application fee must accompany the form. Only cheques, direct bank deposits or credit card payments will be accepted. In the event of a direct deposit or EFT (electronic funds transfer), proof of such transaction must accompany the form. Please quote your surname as a reference number.

**3. General**

3.1 The application for admission form must be completed by all applicants applying to FEDISA (Pty) Ltd for the first time.

3.2 It is in your own interest to ensure that the form is completed in full and that the certified copies of all the supporting documentation are enclosed. If any questions are left unanswered, or certified documents are not enclosed, or the contract is not signed, it will cause delay as the form will be returned to you for completion.

3.3 Write only in black or blue ink.

**CHECKLIST**

- 1. Have you filled in every section of the application form that applies to you?
- 2. Have you included the following documents:
  - ◆ Certified copy of Identity Document/Passport
  - ◆ Certified copy of final Senior Certificate results or previous tertiary education results
- 3. Have you signed Section 6 - the declaration and legal undertaking, which states that the information you have given is complete and correct?
- 4. If you are under the age of 18, have you obtained your parent or legal guardian's signature on the form?
- 5. Have you included the application fee, or proof of payment thereof? (Please note that this is an administrative fee and is non-refundable)

6. Have you provided all the contact details requested on the form?
7. If you already have a Senior Certificate, have you attached a certified copy of it to the application form?  
(1st year applications only)
8. Have you made sure that you meet the minimum admission requirements for the course that you are  
applying for?
9. Have you included an Academic Portfolio? (*Honours applicants only*)
10. Have you included a Study Motivation? (*Honours applicants only*)

Initial: \_\_\_\_\_

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Bank:	<b>ABSA Bank</b>
Account Type:	<b>Cheque Account</b>
Branch Code:	<b>532005</b>
Account Number:	<b>4060032700</b>
Swift Code:	<b>ABSAZAJJ</b>

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