

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Fashion Business Management

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference FS-FBM-L • Fashion Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FS-FBM-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Buying and Merchandising

5 chapters · 30 classes85 marks

• 1 Understanding Market Trends and Consumer Behavior — 6 classes

› 1.1 Analyzing Current Market Trends

› 1.2 Assessing Consumer Purchase Behavior

› 1.3 Identifying Emerging Fashion Trends

› 1.4 Evaluating the Impact of Social Media on Trends

› 1.5 Exploring the Role of Consumer Feedback

› 1.6 Applying Market Data to Buying Decisions

• 2 Advanced Merchandising Strategies — 6 classes

› 2.1 Understanding Advanced Merchandising Concepts

› 2.2 Analyzing Consumer Trends for Merchandising Decisions

› 2.3 Developing Competitive Merchandising Strategies

› 2.4 Implementing Technology in Merchandising Operations

› 2.5 Optimizing Merchandising Mix for Market Demands

› 2.6 Evaluating Merchandising Success Through Key Metrics

• 3 Financial Acumen in Buying and Merchandising — 6 classes

› 3.1 Understanding Key Financial Metrics in Buying

› 3.2 Analyzing Profitability in Merchandising Strategies

› 3.3 Evaluating Inventory Turnover and Its Financial Impact

› 3.4 Forecasting Sales for Budgeting and Planning

› 3.5 Implementing Cost Control Techniques in Buying Operations

› 3.6 Applying Financial Analysis to Optimize Merchandising Performance

• 4 Leveraging Technology for Inventory Management — 6 classes

› 4.1 Understanding Technology's Role in Inventory Management

› 4.2 Analyzing Inventory Systems and Tools

› 4.3 Exploring Data Analytics for Inventory Accuracy

› 4.4 Implementing RFID Technology in Stock Control

› 4.5 Enhancing Supply Chain Visibility through Digital Solutions

› 4.6 Applying AI to Optimize Inventory Decisions

• 5 Ethical and Sustainable Buying Practices — 6 classes

› 5.1 Understanding Ethical Standards in Fashion Buying

› 5.2 Identifying Sustainable Materials and Suppliers

› 5.3 Evaluating the Impact of Sustainable Practices

› 5.4 Integrating Ethics into Buying Strategies

› 5.5 Analyzing Case Studies of Responsible Fashion Brands

› 5.6 Developing an Ethical and Sustainable Buying Plan

• 1 Foundation of Financial Management in Fashion — 6 classes

- › 1.1 Understanding Financial Fundamentals in Fashion
- › 1.2 Exploring Revenue Streams in Fashion Businesses
- › 1.3 Analyzing Fashion Industry Financial Statements
- › 1.4 Grasping Cash Flow Management in Fashion
- › 1.5 Applying Budgeting Techniques for Fashion Enterprises
- › 1.6 Evaluating Financial Performance in Fashion Ventures

• 2 Costing and Pricing Strategies for Fashion Products — 6 classes

- › 2.1 Understanding Cost Structures in Fashion
- › 2.2 Analyzing Direct and Indirect Costs
- › 2.3 Exploring Pricing Models and Strategies
- › 2.4 Calculating Break-even Points for Fashion Products
- › 2.5 Implementing Competitive Pricing Analysis
- › 2.6 Developing a Sustainable Pricing Strategy

• 3 Financial Planning and Forecasting in Fashion — 6 classes

- › 3.1 Understanding Financial Planning in Fashion
- › 3.2 Analyzing Key Financial Documents
- › 3.3 Exploring Revenue Streams in Fashion Business
- › 3.4 Forecasting Sales Trends and Market Demand
- › 3.5 Crafting Budgeting Strategies for Fashion Brands
- › 3.6 Applying Financial Forecasting Tools in Fashion

• 4 Investment and Funding in the Fashion Sector — 6 classes

- › 4.1 Understanding Investment Types in Fashion
- › 4.2 Exploring Funding Sources for Fashion Startups
- › 4.3 Evaluating Risk and Return in Fashion Investments
- › 4.4 Analyzing Financial Statements for Fashion Businesses
- › 4.5 Crafting a Compelling Fashion Business Pitch
- › 4.6 Implementing Investment Strategies in Fashion

• 5 Risk Management and Financial Compliance in Fashion — 6 classes

- › 5.1 Understanding Risk in the Fashion Industry
- › 5.2 Identifying Financial Risks and Vulnerabilities
- › 5.3 Implementing Risk Mitigation Strategies
- › 5.4 Exploring Financial Compliance Regulations
- › 5.5 Analyzing Case Studies in Risk Management
- › 5.6 Developing a Risk Management Plan

• 1 Understanding the Global Fashion Market Landscape — 6 classes

- › 1.1 Explore Key Fashion Markets Globally
- › 1.2 Analyze Consumer Trends Across Continents
- › 1.3 Understand Cultural Influences on Fashion
- › 1.4 Examine Fashion Market Entry Strategies
- › 1.5 Assess Competitive Landscapes in Fashion
- › 1.6 Apply Insights to a Global Fashion Strategy

• 2 International Fashion Consumer Behaviour — 6 classes

- › 2.1 Understanding Cultural Influences on Fashion Choices
- › 2.2 Analyzing Consumer Segmentation in Global Markets
- › 2.3 Identifying Key Motivators in International Fashion Purchases
- › 2.4 Exploring Psychological Factors Affecting Fashion Decisions
- › 2.5 Examining Brand Loyalty Among Global Fashion Consumers
- › 2.6 Applying Consumer Insights to Fashion Marketing Strategies

• 3 Strategic Fashion Branding and Positioning Globally — 6 classes

- › 3.1 Understanding Global Fashion Branding Dynamics
- › 3.2 Identifying Key Brand Positioning Strategies
- › 3.3 Analyzing Cultural Influences on Fashion Brands
- › 3.4 Evaluating Global Market Entry Methods for Fashion Brands
- › 3.5 Leveraging Digital Platforms for Global Brand Expansion
- › 3.6 Developing a Global Brand Positioning Plan

• 4 Global Fashion Marketing Communication Strategies — 6 classes

- › 4.1 Understanding Global Fashion Marketing Communication
- › 4.2 Analyzing Cultural Influences on Marketing Strategies
- › 4.3 Exploring Digital Channels in Global Fashion Marketing
- › 4.4 Crafting Compelling Brand Messages for International Audiences
- › 4.5 Leveraging Influencers in Cross-Cultural Campaigns
- › 4.6 Measuring the Impact of Global Marketing Communication

• 5 Implementing Global Fashion Marketing Plans and Measurement — 6 classes

- › 5.1 Understanding Global Fashion Marketing Plans
- › 5.2 Conducting Market Analysis for Global Fashion Brands
- › 5.3 Developing Strategic Marketing Objectives
- › 5.4 Creating Effective Promotional Strategies for Global Reach
- › 5.5 Implementing Cross-Cultural Marketing Tactics
- › 5.6 Measuring Success and ROI of Global Marketing Initiatives

• 1 Understanding the Global Fashion Market Landscape — 6 classes

- › 1.1 Exploring Global Fashion Market Dynamics
- › 1.2 Analyzing Key Fashion Market Trends
- › 1.3 Identifying Major Global Fashion Hubs
- › 1.4 Understanding Cross-Cultural Consumer Behavior
- › 1.5 Evaluating International Fashion Regulations
- › 1.6 Applying Strategic Market Analysis in Fashion

• 2 Principles of Strategic Management in Fashion — 6 classes

- › 2.1 Understanding Strategic Management Foundations in Fashion
- › 2.2 Analyzing Market Trends and Consumer Behavior
- › 2.3 Developing Competitive Advantage in Fashion Retail
- › 2.4 Integrating Sustainability into Fashion Strategies
- › 2.5 Crafting Strategic Business Models for Fashion Enterprises
- › 2.6 Implementing and Evaluating Strategic Plans in Fashion

• 3 Building Sustainable and Ethical Fashion Business Strategies — 6 classes

- › 3.1 Understanding the Importance of Sustainability in Fashion
- › 3.2 Analyzing the Economic Impacts of Ethical Fashion Practices
- › 3.3 Identifying Key Principles of Sustainable Fashion Strategies
- › 3.4 Exploring Ethical Sourcing and Supply Chain Management
- › 3.5 Implementing Innovative Sustainable Practices in Fashion
- › 3.6 Evaluating the Success of Ethical Fashion Business Models

• 4 Innovative Fashion Product Development and Lifecycle Management — 6 classes

- › 4.1 Exploring Innovative Fashion Product Development
- › 4.2 Identifying Consumer Needs and Market Trends
- › 4.3 Integrating Sustainability in Product Design
- › 4.4 Managing the Fashion Product Lifecycle
- › 4.5 Leveraging Technology in Fashion Development
- › 4.6 Applying Strategic Management to Product Launch

• 5 Leadership and Decision Making in Fashion Business Management — 6 classes

- › 5.1 Understanding Leadership Styles in Fashion
- › 5.2 Exploring Decision-Making Models in Fashion
- › 5.3 Analyzing the Role of Ethics in Fashion Leadership
- › 5.4 Applying Strategic Leadership in Fashion Brands
- › 5.5 Enhancing Team Performance through Effective Leadership
- › 5.6 Evaluating Impactful Decision Making in Fashion Business

• 1 Understanding the Fundamentals of Sustainable Fashion**• 2 Sustainable Materials and Production Techniques****• 3 Ethical Sourcing and Supply Chain Management****• 4 Sustainable Marketing and Consumer Engagement****• 5 Leadership in Implementing Sustainable Business Practices**