



**Fly with your own wings**  
Fostering Growth, Knowledge, and Integrity

# FASHION BUSINESS & MANAGEMENT

## COURSE GUIDE



Email: [fashion@holmes.edu.au](mailto:fashion@holmes.edu.au)  
Website: [www.holmes.edu.au](http://www.holmes.edu.au)



Learn with  
purpose.  
Lead with  
style.

# Study, Connect & Grow

## Your fashion journey starts here

Step into the world of fashion business with Holmes Institute. Our programs blend industry knowledge, creative innovation, and practical business skills to prepare you for success in this dynamic global sector.

Whether you're aiming to manage fashion brands, drive retail strategies, or lead in fashion business, we'll help you build the expertise and confidence to thrive. Your future in fashion starts here.



# Contents

---

<b>Explore Our Courses</b>	4
<b>What Our Students Say</b>	5
<b>Undergraduate Certificate in Fashion Business</b>	6
<b>Bachelor of Fashion Business</b>	9
<b>The Holmes Advantage</b>	12
<b>How To Apply</b>	13
<b>Stay Social With Us</b>	14



# Explore Our Courses



## Undergraduate Certificate in Fashion Business

**105930G (VIC) 105936A (QLD) 105933D (NSW)**

Explore the business of fashion in just one semester. Build industry-ready skills in marketing, merchandising and brand strategy – with a direct pathway to our Bachelor of Fashion Business.



## Bachelor of Fashion Business

**075515G (VIC) 078139C (NSW)**

Master the business of fashion with our 3-year Bachelor of Fashion Business. Develop expertise in marketing, merchandising, retail management, and global fashion strategy - preparing you for leadership roles across the industry.



## Maya

### Bachelor of Fashion Business student

“What drew me to Holmes was the way the fashion course blends creativity with real-world business strategy. I didn’t just want to study trends - I wanted to learn how to build a brand, manage a label, and actually launch something of my own.

The Bachelor of Fashion Business has given me that foundation. Every unit connects back to the industry, and we’re always encouraged to think like professionals.

Holmes is hands-on, personal, and honestly inspiring. I’ve grown so much here - not just as a student, but as a future fashion entrepreneur.”

# What Our Students Say

## Luca

### Bachelor of Fashion Business student

“Before I started at Holmes, I had no idea how many career paths existed in fashion. This course opened my eyes to the entire business side of the industry - from marketing and buying to sustainability and supply chains.

What I love most is how connected Holmes is to the industry. We get to hear from guest speakers, attend events, and even work on real briefs. It’s not just theory - it’s about getting experience that matters. I feel confident about stepping into the workforce because I’ve already built a strong network and skillset.”



# Undergraduate Certificate in Fashion Business



## Quick Facts

### INTAKES:

- March

### DELIVERY MODE

- 100% Online

### DURATION

- Full Time: 1 Semester
  - (14 weeks)

### FEES

- Please see our website
- FEE-Help Eligible course

### ENTRY REQUIREMENTS

- Successful completion of Year 12
- No ATAR required
- For full entry requirements see our website

## Course Overview

### Lead the next generation of aviation from the ground up.

Explore the dynamic world of fashion business with the Undergraduate Certificate in Fashion Business at Holmes Institute.

Tailored to provide a comprehensive introduction to the realm of fashion business, this program offers two core units alongside the freedom to select two additional units from a diverse range of fashion-focused topics.

Perfect for individuals passionate about fashion yet not quite ready to commit to a bachelor's program, or for those seeking a career change and eager to enhance their skills, this certificate provides an accredited qualification in fashion business. Embrace the opportunity to explore, learn, and embark on a transformative educational experience with us.

## Course Learning Outcomes

The Undergraduate Certificate in Fashion Business course is designed to provide students with a wide breadth of knowledge of different aspects of management and business. The Course Learning Outcomes are consistent with the Australian Qualifications Framework (AQF Level 6) and Bloom's Taxonomy.

Accordingly, the graduates of the Undergraduate Certificate of Fashion Business will be able to:

- Explain the core concepts and processes of fashion business, including the fashion cycle, branding, marketing, retail operations and consumer behaviour.
- Use visual design technologies to create basic digital and visual materials that support fashion business communication and decision-making.
- Apply foundational knowledge of textiles, materials, finance and accounting to evaluate product, costing and pricing options in a fashion context.
- Analyse trend, market and business information, using judgement and technology to identify opportunities and recommend practical responses within the fashion marketplace.
- Work effectively both independently and collaboratively, communicating professionally and ethically to develop and present innovative yet realistic fashion business solutions, while building habits that support ongoing learning in a fast-changing industry.



**“Studying Fashion Business at Holmes has honestly been a game-changer. It’s not just about trends and styling.**

**We dive deep into marketing, branding, and even supply chain strategy.”**

— Isabella

Fashion Student Alumni

## What to Expect

You will study a range of core subjects ensuring you graduate with a strong base of fashion business knowledge. You will also have the choice of two electives where you can hone in on specific elements of the fashion industry that interest you most.

Through assignments, case studies, and presentations, you'll learn how fashion brands operate and how to critically analyse and respond to contemporary business challenges.

This certificate is a stand-alone qualification, but also provides a direct pathway into the Bachelor of Fashion Business with advanced standing, so you can continue your studies with credit.



## Course Structure

With our Undergraduate Certificate in Fashion Business course you'll discover the essential skills to kickstart your own fashion business or contribute to various roles within a fashion brand. Within a single semester, you'll unlock new knowledge, laying the groundwork to launch your career.

You will study two Core Units and have the opportunity to choose two additional units from a selection of the Bachelor of Fashion Business first year units.

Core Units:
HF1201 The Fashion Cycle
HF1001 Visual Design Technologies

ELECTIVES:
HF1004 Professional Communication and Ethics
HF1002 Textiles and Materials
HF1206 Fashion Finance and Accounting

Electives are chosen from above or sourced from other Undergraduate courses offered by Holmes Institute

Please note: Elective/specialisation units are offered subject to demand and may not be offered in a given study period.



# Bachelor of Fashion Business



## Quick Facts

### INTAKES:

- March & July

### DELIVERY MODE

- 100% Online

### DURATION

- 3 Years Full Time

### FEES

- Please see our website
- FEE-Help Eligible course

### ENTRY REQUIREMENTS

- Successful completion of Year 12
- No ATAR required
- For full entry requirements see our website

## Course Overview

This course ensures our students are ready for a career in the creative industry by providing students with a range of learning modalities throughout the course. We focus on preparing our students for the variety of other roles that exist in the fashion industry (and there are many!).

Theoretical classes are combined with dynamic workshops that push students to think reflectively. Students will develop a strong foundation of skills and knowledge through a blend of creative and business subjects. You'll dive into practical projects in marketing, visual merchandising, styling, and product development. By your final year, you'll create your own fashion business plan and graduate with a professional portfolio ready for employers.

During your studies you'll connect directly with the industry. Guest speakers, seminars, and access to industry networks ensure you graduate career-ready.

## Course Learning Outcomes

The Bachelor of Fashion Business course is designed to provide students with a wide breadth of knowledge of different aspects of management and business. The course meets the Australian Qualifications Framework specifications for a Level 7 Bachelor degree.

Accordingly, the graduates of the Bachelor of Fashion Business will be able to:

- Work successfully in both independent and group settings to evaluate, analyse and apply business theory and practice for real world fashion and business scenarios.
- Effectively communicate independent insights and ideas, using verbal, written and visual modes, to a diverse range of stakeholders.
- Contextualise and apply fashion and creative business knowledge and skills in different environments reflecting various cultural, societal, sustainable, ethical, economic, and global perspectives.
- Exercise judgement and critical thinking in identifying problems, integrating new practices and technologies and in developing fashion and creative business strategies.
- Utilise a range of digitally-based technologies to support decision making and to create solutions for fashion and creative business issues.



**“I wanted to run the business behind the brand. This course gave me that mix of creativity and strategy I was looking for.**

**From trend forecasting to digital marketing, every subject feels real-world and relevant.”**

— Rebecca  
Fashion Student Alumni

## Graduate Career Outcomes

- Fashion Marketing Assistant
- Buying Assistant (Merchandise Buyer Support)
- Stylist Assistant
- Creative Coordination Assistant
- E-Commerce Assistant
- Brand or Marketing Coordinator

## Long-Term Pathways

With experience, further study, and the right industry credentials, graduates of the Bachelor of Fashion Business can progress into senior and strategic roles across the global fashion and retail landscape.

- Head of Brand or Creative Director
- Global Fashion Marketing Manager
- Director of Buying and Merchandising
- Retail Group General Manager
- Sustainability and Ethical Sourcing Lead



## Course Structure

Designed to be completed over 3 Years (2 semesters completing 4 units each semester ), our program is built around a comprehensive curriculum covering everything from business fundamentals to fashion design. By the time you graduate, you'll have completed 22 core units and 2 electives and be ready to take on any challenge the fashion business can throw your way.

YEAR 1 8 Core Units	YEAR 2 8 Core Units	YEAR 3 6 Core Units + 2 Electives
HF1001 Visual Design Technologies	HF2001 Research Methods and Market Intelligence	HF3001 Creative Business Project 1
HF1002 Textiles and Materials	HF2005 Fashion History and Cultural Movements	HF3208 Law and the Creative Industries
HF1004 Professional Communication & Ethics	HF2201 Brand Development	HF3207 Ecommerce and Digital Marketing
HF1201 The Fashion Cycle	HF2202 Supply Chain Management & Analysis	HF3205 Visual Merchandising and Inventory Management
HF1003 Consumer Behaviour	HF2003 Fashion Tech	HF3002 Creative Business Project 2
HF1005 Product Development Strategies	HF2013 Styling	HF3204 Modern Fashion Economies
HF1204 Principles of Fashion Management	HF2203 Buying and Financial Decision-Making	Elective
HF1206 Fashion Finance and Accounting	HF2207 Fashion Marketing Strategies	Elective

Electives may be chosen from the following units, or another unit chosen from the Bachelor of Business or Bachelor of Information Systems as approved by the Course Convener: HFE2011 Copywriting and Digital Content; or HF3206 Content Creation and Collaboration.

Please note: Elective/specialisation units are offered subject to demand and may not be offered in a given study period.



# The Holmes Advantage

At Holmes Institute, you'll receive a future-focused education that blends academic excellence with real-world experience. We prepare you for success from your first class to your final exam. With personalised support, small class sizes, and a global network behind you, you won't just study fashion - you'll live it.

## 01

### Personalised Support in Smaller Classes

Unlike large universities, Holmes offers smaller class sizes where students get direct access to experienced lecturers and tailored academic guidance throughout their studies.



## 03

### Industry-Relevant Training and Professional Pathway Options

Our fashion programs are built in partnerships with industry experts.

We also offer internship and placement support.



## 02

### Career-Ready Focus from Day One

Our fashion courses integrate real-world case studies with practical assessment tasks. Our students graduate with experience that mirrors the workplace, not just theory.



## Campus Resources (Melbourne Only)



### Library

Our on-campus library is more than just books - it's a dedicated learning environment equipped with resources, research databases, and quiet zones ideal for exam prep or deep study.



### Computer Lab

Students can utilise the Holmes Institute computer lab to support their coursework, creative projects, and collaborative assignments.



### Study Spaces

Designed for both collaboration and concentration, our modern study spaces give students the flexibility to work solo or in groups between classes.

# How to Apply

If you require assistance or have questions about the application process, please contact our admissions team at [fashion@holmes.edu.au](mailto:fashion@holmes.edu.au)

## Domestic Students

Domestic students may apply directly to Holmes Institute via our online application form available at:

[www.holmes.edu.au/apply-now](http://www.holmes.edu.au/apply-now)

Required Documentation:

- A scanned copy or photo of your Passport, Birth Certificate, or Citizenship Certificate
- A copy of your academic certificate or provide authorisation to verify your results via VTAC (for Victorian students)

Students currently completing Year 12 may apply for a Conditional Offer prior to completion of their academic studies. An Official Letter of Offer will be issued upon successful review of the academic certificate.

Eligible domestic students may apply for FEE-HELP to assist with tuition costs. For details, visit: [studyassist.gov.au](http://studyassist.gov.au).

## International Students

International students are encouraged to apply through one of our partner education agents. You can find a list of partner agents at:

[www.holmes.edu.au/policies](http://www.holmes.edu.au/policies)

Required Documentation:

- A scanned copy or photo of your Passport,
- A copy of your academic certificate demonstrating you meet the academic requirements for your chosen course of study
- Proof of English via one of our approved English test providers
- Applicants must attend an interview and complete a skills assessment with Holmes Institute





“Holmes taught me that fashion is more than design — it’s strategy, branding, and big ideas. I’ve never felt more prepared to enter the industry.”

Tahlia, Bachelor of Fashion Business



# Stay Social With Us

“The lecturers actually know the industry and care about our growth.

I’ve learned more than I imagined - and made real connections doing it.”

Andre, Bachelor of Fashion Business



“I joined Holmes to turn my love for fashion into a career. Now I’ve got a portfolio, a business plan, and the confidence to go after it.”

Emily, Bachelor of Fashion Business

“This course helped me see where I fit in the fashion world - and gave me the tools to get there.

From digital marketing to buying, it’s all relevant.”

Rina, Bachelor of Fashion Business

HOLMES  
INSTITUTE



FLY WITH YOUR OWN WINGS  
WITH HOLMES INSTITUTE

[fashion@holmes.edu.au](mailto:fashion@holmes.edu.au)  
[www.holmes.edu.au](http://www.holmes.edu.au)