

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA DESIGN, INNOVATION & BRAND MANAGEMENT

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2017/18]

*This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.*

## Section A – Material Course Information

Validating Body	University for the Creative Arts <sup>1</sup>		
Final Award Title and Type	MA		
Course Title	Design, Innovation & Brand Management		
Course Location and Length	Campus: Epsom	Length: 1 year	
Period of Validation	2016/17 to 2020/21		
Name of Professional, Statutory or Regulatory Body	N/A		
Type of Accreditation	N/A		
Entry criteria and requirements <sup>2</sup>			
<p>Minimum requirements</p> <p>A good honours degree (normally 2.1 or above) or equivalent qualification in your chosen subject or a related discipline <i>and/or</i> Relevant work experience, demonstrating your ability to study at postgraduate level.</p> <p>If your first language is not English a certificate is required as evidence that you have an average IELTS score of 6.0 or equivalent. If you are applying as an international student from a country outside the EU and require a visa to study in the UK, you will also need a minimum of 5.5 in each individual component. You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.</p> <p>Applicants who have non-standard qualifications (or who wish work or life experience to be taken into account as part of their application) will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).</p> <p>Your portfolio</p> <p>For this course, we'll assess your written application. Potential offers will be made based on your application form, predicted qualifications, personal statement and reference. You may be invited for an Applicant Day to further discuss your application.</p>			
Overall methods of assessment <sup>3</sup>	Written	Practical	Coursework:

<sup>1</sup> Regulated by the Higher Education Funding Council for England

<sup>2</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

<sup>3</sup> As confirmed for the KIS course stage data: the overall percentage in terms of Written exams; Practical exams and Coursework

	exams:	exams:	
Stage 1	0%	0%	100%
Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Stage 1	30.6%	69.4%	0%
General level of staff delivering the course <sup>5</sup>	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or Professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and technicians to provide technical support.		
Mode of Study	Full-time	✓	Part-time
Language of Study	English		
Subject/Qualification Benchmark Statement:  Reference has been made to the QAA 'Master's degree characteristics, Draft for Consultation, December 2014' document QAA1021 – Dec 2014 and 'Master's degree in Business and Management' June 2015.			
Framework for Higher Education Qualifications (FHEQ)			

#### The course structure

The structure of all of the University's awards complies with the University's Common Credit Framework. All students are registered for a particular award. Exit awards are available to students in line with 6.7 of the Common Credit Framework.

Unit codes and titles	Level	Credit value	Elective/ Core	If elective is this the most popular

<sup>4</sup> As confirmed for the KIS course stage data: the overall percentage by stage

<sup>5</sup> Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

				student choice?
EDIB7006 Design, Innovation & Brand Management: Practice and Process	7	40	Core	
EDIB7007 Design, Innovation & Brand Management: Research Methods and Context	7	40	Core	
EDIB7008 Design, Innovation & Brand Management: Professional Practice	7	40	Core	
EDIB7009 Design, Innovation & Brand Management: Major Project	7	60	Core	