

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA / MSc EXPERIENCE AND SERVICE DESIGN

PROGRAMME SPECIFICATION 2020/21 ACADEMIC YEAR – *Subject to validation*

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 ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts / Master of Science		
Course Title	Experience and Service Design		
Course Location and Length	Campus: Epsom	Length: Full-Time – 1 years	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	<i>TBC – subject to validation</i>		
Name of Professional, Statutory or Regulatory Body	<i>TBC – subject to approval</i>		
Type of Accreditation	Not applicable		
Accreditation due for renewal	Not applicable		
<p>Entry criteria and requirements²</p> <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Minimum English language requirements: For students whose first language is not English, a certificate is required as evidence of the necessary level of English. For postgraduate study an average IELTS score of 6.0 (TOEFL 550 (CBT 213) or equivalent is required. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>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>			
Overall methods of assessment ³ - <i>Estimated – subject to validation</i>	Written exams:	Practical exams:	Coursework:
Year/Stage 1	25%	50%	25%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:

¹ Regulated by the Office for Students

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

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

<i>Estimated – subject to validation</i>			
Year/Stage 1	41%	59%	0%
	492	708	0
General level of staff delivering the course ⁵	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.		
Language of Study	English		
Subject/Qualification Benchmark Statement:			
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](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

The proposed list of units below are subject to validation.

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				
Foundations of Design for Interaction	7	15	Core	
Customer Focussed Innovation	7	15	Core	
Design Thinking for Business	7	15	Core	
PG Business Seminar I	7	15	Core	
Augmented and Synthetic Experience	7	15	Core	

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

Service and Creative Industries	7	15	Elective	
Venues and Events Design	7	15	Elective	
Immersive Games	7	15	Elective	
Human Psychology of Experience and Service I	7	15	Core	
PG Business Seminar II	7	15	Core	
Business Consultancy	7	15	Core	
Human Psychology of Experience and Service II	7	15	Core	
Masters Project	7	30	Core	