UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA FASHION BUSINESS AND MANAGEMENT

PROGRAMME SPECIFICATION 2019/20
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
Course Title	Fashion Business and Management

Course Location and Length	Campus: Epsom	Length: Full-time: 1 year

Mode of Study	Full-time	✓	Part-time	

Period of Validation	2016/17 to 2020/21
Name of Professional, Statutory or Regulatory Body	Not Applicable
Type of Accreditation	Not Applicable
Accreditation due for renewal	Not Applicable

Entry criteria and requirements[2]

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.

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.

If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

Overall methods of assessment[3]	Written exams:	Practical exams:	Coursework:
Course:	0%	23.3%	76.7%
Overall Learning & Teaching hours[4]	Scheduled:	Independent:	Placement:
Course:	27.5%	72.5%	0%
	495 hours	1305 hours	0 hours

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: QAA Master's Degree Characteristics Statement, September 2015 QAA Subject Benchmark Statement: Masters Degrees 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. 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;

Unit codes and titles	Level	Credit value	Elective/ Core	If elective is this the most popular student choice?
Course				
EFBM7001 The Fashion Live Project	7	20	Core	NA
EFBM7009 The Business Lecture Series	7	20	Core	NA
EFBM7010 Creative Thinking	7	20	Core	NA
EFBM7011 Digital Communications and Fashion PR	7	20	Core	NA
EFBM7012 Future Trends and Fashion Brands	7	20	Core	NA
EFBM7013 Ideas Development and Business Proposal	7	40	Core	NA
EFBM7014 Final Fashion Business Project (Production and Realisation)	7	40	Core	NA

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

Section B - Course Overview

This progressive Fashion Business and Management course brings creative thinking and innovation to the forefront of fashion management. It is the ideal course for those looking to further excel in business within management in the fashion industry. The course is global in its focus and works closely with fashion industry professionals and directly with fashion organisations. You will build a portfolio of skills and knowledge, which will give you a strong grounding of fashion business practices alongside the ability to apply innovative thinking in a commercial context.

As you will be part of the successful UCA Fashion Business Centre, in your first term both MA Fashion Business and Management and MA Fashion Marketing and Communication will collaborate through a series of lectures. Then through different briefs you will be taught through seminars, tutorials and workshops. You will undertake formative and summative assessment including personal blogs, videos, reports and journals. There is a strong emphasis on independent research and group work.

Full-time students have scheduled teaching and/or activities for up to two days a week and have access to workshops and studios for a further three days, as agreed with their subject specialist tutor. Students will also access industry lectures and workshops that are part of the MA culture of design, fashion and business at Epsom.

All students have access to the library resources as per published opening hours

In Stage 1 you will undertake an industry project. This project will be developmental and inform the subsequent units, which explore:
The business of fashion
Using creative thinking
The importance of social media to digital communications and public relations (PR)
Trends and brands in the fashion industry

A fashion business lecture series underpins this semester. All these units underpin the development of core acumen that is incremental learning into stage 2 (second semester).

In Stage 2 you will begin to undertake research in order to develop and explore your ideas which could lead to an initial business proposal. Following this you will utilise feedback from the proposal stage to build and present a comprehensive professional business pitch.

Stage 3 takes the pitch developed in stage 2 into a final fashion business project. This project will allow you to build a comprehensive understanding of your chosen fashion discipline and to build skills which could steer and benefit your consequent career path.

Section C - Course Aims

A1   To explore current fashion business procedures and to assess their applicability and value to fashion business development

A2   To provide understanding of fashion business environments specific to management functions within a commercial environment.

A3   To document and communicate ideas regarding fashion business management practices to challenge preconceptions and highlight opportunities for professional development

A4   To interpret and apply the theory and practice of research in relation to creative thinking

A5   To identify opportunities for the application of creative thinking and problem solving within an immediate and future business context

A6   To develop the ability to communicate ideas, manage tasks and contribute appropriately in group environments

A7   To develop a framework within which students can plan and begin to implement project development

A8   Carry out an individual research project related to your professional area of interest and career aspirations

Section D - Course Outcomes

Upon successful completion of the course you are able to:

LO1   Present individual specialist knowledge relevant to research in your own discipline of fashion business management

LO2   Document and communicate ideas regarding fashion management practices, to challenge preconceptions and highlight opportunities for professional development

LO3   Evaluate professional implications of independent research relevant to fashion business management

LO4   Interpret and apply theory and practice of research in order to advance the formulation of original and creative solutions to complex problems through the development of critical and reflective thinking

LO5   Understand fashion specific to management functions within a business environment

LO6   Work effectively in a professional context in group environments

LO7   Create a framework to implement project development through project management and self-directed study

LO8   Develop an individual research project related to your professional area of interest and career aspirations

Section E - Learning, Teaching and Assessment

Learning and Teaching
The MA Fashion Business and Management course is supported by seminars, tutorials, workshops, work in progress sessions and critiques. At postgraduate level, the student is expected to identify, develop and manage their own MA project and further develop the skills needed for autonomy of research. Through a proactive relationship with their tutors, students will lead their project work and be supported by staff.

The ability of students to carry out independent research and to manage and appraise the development of their project is a defining attribute of the course. The progressive move from staff-directed to autonomous learning is an integral part of the structure of this course, and teaching and learning practices encourage students to develop the abilities of independent learning as thoroughly as possible.

On-line teaching and learning support is provided principally through myUCA and email. All MA students receive an induction into the use of myUCA as part of their introduction to the course. It is the main means of communication between course staff and students providing timetable information, tutorial times and announcements. It also provides a platform for MA students containing course documentation, and links to web-based resources. In addition, e-mail and Skype is used as a means of communication and tutorial support, particularly for students following the part-time mode and those who may be working off-site for any period of time.

Personal development Planning (PDP) is an intrinsic element of the approach to student learning on this course. Through each of three phases of the MA course, students have the opportunity to engage in activities that will assist them in identifying their skills and knowledge, reflecting on their achievement and relating this to their career aspirations. Key elements of this are the development of the MA Project planning and business pitch in terms of goal setting, the ongoing use of the research journal as a vehicle for critical reflection and the publication and dissemination of the final project.

It is the course aim to develop in MA students a high level of competence in practical, visual, oral and written expression and to equip students with the confidence to communicate their ideas effectively.

Students gain credits through successful completion of units within the University's Common Credit Framework. Master of Arts degrees will be awarded on the basis of meeting the credit requirements.

Assessment Strategies
Assessment has a key role to play as part of a series of strategies that support critical and reflective practice. Assessment points provide clear stages of major review and reference for students and opportunities in view of guiding both the quality of work in relation to Masters level benchmarks and specific insights into the specific considerations of individual research projects. It therefore provides an invaluable learning tool that enables students to evaluate their performance and progress in both general and specific terms.

The assessment strategy for the MA course is concerned with the student's development in two areas - understanding of bodies of knowledge and the application of a range of advanced skills in the deployment of this knowledge. The bodies of knowledge can be categorised briefly as follows: contexts and concepts (critical, historical, cultural and professional), methodological (research methods and processes), and technical. The applied skills that need to be demonstrated by a Masters student are synthesis and evaluation, analysis and interpretation, creativity and innovation, technique, communication and independence.

The development of applied knowledge and skills is progressive throughout the course structure and so these are evident in all units to a greater or lesser degree. In both cases, knowledge and applied skills, the specific requirements for assessment are articulated in the unit assessment criteria.

Constructive alignment between assessment methods, learning outcomes and assessment criteria forms part of the annual review of the course. Each unit has stated integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above. As such they breakdown the demonstration of learning into a series of separate elements. In order to make clear this relationship, learning outcomes are mapped against assessment criteria in each unit descriptor.

The assessment methods are inclusive for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. It is a strength of the course that the assessment methods are based on research and presentation with determinate academic written assignments to incorporate this inclusive practice.

All courses use feedback assessment sheets to clarify and guide the deliberations of assessors and to enable this assessment process to be accessible to students and also capable of providing essential feedback. Assessment is constructive and the emphasis is always on personal and professional development.

Live projects, short exchanges and internships are encouraged whenever possible in order for students to gain additional experience of working outside the university and to help make contacts.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:
- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives