

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA INTERNATIONAL JEWELLERY MANAGEMENT

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2018/19]

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	International Jewellery Management		
Course Location and Length	Campus: Epsom	Length: Full-time – 1 year	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	2018/19 – 2021/22		
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			
<p>A good Honours degree (normally 2:1 or above) 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 may also be given to applicants who present a degree with a lower classification, but can make a strong case for admission in relation to a particular project.</p> <p><i>Minimum English language requirements:</i> 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 -	Written exams:	Practical exams:	Coursework:
Course	0%	28.9%	71.1%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Course	25.6%	74.4%	0%
	460 hours	1340 hours	0 hours

¹ Regulated by the Higher Education Funding Council for England

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.

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:				
<ul style="list-style-type: none"> ▪ 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	Most popular student choice of optional elective units or elective options in core units?
Course				
EIJM7002 Business Lecture Series	7	20	Core	
EIJM7001 Global Supply Chain Management	7	20	Core	
EIJM7005 Promotion for Jewellery	7	20	Core	
EIJM7003 Future Trends	7	20	Core	
EIJM7004 International Business Strategy	7	20	Core	
EIJM7006 Ideas Development and Project Management	7	40	Core	
EIJM7007 Final Creative Industries Project	7	40	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

Section B - Course Overview

This innovative MA in International Jewellery Management provides you with an opportunity to learn about the global practices and processes needed to succeed in a niche and competitive marketplace. You will learn the strategies associated with the success of International Jewellery business, which include market identification, supply chain management, future trends, Promotion for Jewellery as well as core business fundamentals. Once graduated from this course you will be able to add significant value by being able to consider opportunities to market, brand, manage and communicate within global brands or develop your own entrepreneurial, innovative ventures within the international jewellery market.

As part of the Luxury suite of courses within the Business School the International Jewellery Management MA enables you to collaborate with other students through a series of lectures, providing innovative International high level creative business management content, which you can then tailor towards your career aspirations.

- Emphasis is put on the identification of opportunities through data and trend analysis.
- You will get the opportunity and support to develop business plans and get experience pitching your ideas.
- You will gain exposure to the practices of the industry through a range of case studies.

You will be supported with varied briefs and taught through seminars, tutorials and workshops. You will undertake formative and summative assessment which will be dependent on your portfolio outcomes but may include reports, presentations, pitches etc. At postgraduate level there is a strong emphasis on independent research and some element of group work.

By Term 2 you will begin to undertake and explore more refined promotional methods alongside identifying future trends within the international jewellery sector. This incremental learning supports ideas development and project management ready for Term 3

In Term 3 you will undertake a final creative industries project. The format is flexible to emulate industry so can be through the development of your proposal through a written report or a design proposition project which accompanies a written report. This work will fully support your career progression and/or further research in this field.

Section C - Course Aims

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|----|---------------------------------------------------------------------------------------------------------------------------------------------|
| A1 | To provide understanding of contemporary service design methods and international business strategies for jewellery |
| A2 | To provide in depth knowledge and understanding of management techniques to support the objectives of the International Jewellery business. |
| A3 | To highlight your practice research and analysis to help define and develop management concepts and proposals for the jewellery market |
| A4 | To support your development of a supply chain for managing, manufacturing, sourcing and distribution for the international jewellery market |

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|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A5 | To identify opportunities for an entrepreneurial and innovative approach towards ideas development for jewellery management |
| A6 | To develop the capacity for autonomy and group based learning in order to facilitate the acquisition of knowledge and lifelong skills within international jewellery management |
| A7 | To support the management and presentation of an individual creative project related to your professional aspirations for further study or a career within international jewellery management |

Section D - Course Outcomes

Upon successful completion of the course you are able to:

Knowledge

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|-----|------------------------------------------------------------------------------------------------------------------------------------|
| LO1 | Present integrated knowledge of contemporary service design methods and international business strategies for jewellery |
| LO2 | Demonstrate in-depth knowledge and understanding of management techniques to compliment the objectives of the jewellery businesses |

Understanding

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|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LO3 | Evaluate professional implications of independent research and analysis in order to define and develop management concepts and proposals for the international jewellery market |
| LO4 | Understand the management of an international supply chain including the manufacturing, sourcing and distribution for jewellery |

Application

- | | |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LO5 | Apply entrepreneurial and innovative approaches to ideas development for jewellery management |
| LO6 | Work effectively in a professional context autonomously and in group environments to demonstrate professional working skills. |
| LO7 | Develop and refine management and presentation skills and relate your study to an individual project related to your professional aspirations for further study or career within international jewellery management |

Section E - Learning, Teaching and Assessment

Learning and Teaching

- The MA International Jewellery Management is supported by seminars, tutorials, workshops and critiques. The course is supported through a series of core interconnected

units within the School of Business which allow the student to collaborate and work alongside fellow creative business practitioners.

- 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 and engagement with professional industry links.
- Autonomous learning is an integral part of the structure of the Business school for the Creative Industries. The collaborative teaching and learning practices encourage students to not only develop the abilities of independent learning as thoroughly as possible but also collaborate with creative practitioners within a professional business context.
- 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

- The assessment strategy for the MA course is concerned with the student's development through **understanding** of bodies of **knowledge** and the **application** of a range of advanced skills in the deployment of this knowledge.
- The individual units have 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 varied assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignments, presentations, research proposals etc allows for diversity of assessment methodology.
- We use Turnitin for all written and visual submissions. This allows students to identify if there are any mistakes or weaknesses in citations so as to improve their academic writing skills and further support them. It allows the assessors to provide constructive feedback which is always on personal and professional development. The MA course will use Level 7 Grading descriptors.
- In order for students to have access to professional working practice the Business Lecture series allows for networking and also allows for Live projects and possibility of work placement outside of scheduled teaching.

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 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