

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA LUXURY BRAND MANAGEMENT

PROGRAMME SPECIFICATION 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	Luxury Brand Management		
Course Location and Length	Campus: Epsom	Length: Full-time: 1 year	
Mode of Study	Full-time	✓	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%	24.4%	75.6%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:

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.

Course	25.6%	74.4%	0%
	460 hours	1340 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:				
<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				
ELBM7002 The Business Lecture Series	7	20	Core	
ELBM7001 The Global Luxury Sector	7	20	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

ELBM7005 Promotion for Luxury	7	20	Core	
ELBM7003 Future Trends	7	20	Core	
ELBM7004 International Business Strategy	7	20	Core	
ELBM7006 Ideas Development and Project Management	7	40	Core	
ELBM7007 Final Creative Industries Project	7	40	Core	

Section B - Course Overview

This innovative and exciting course in MA Luxury Brand Management offers you the unique opportunity to refine and hone the skills needed to be a success in the exclusive world of Luxury. You will be presented with a spectrum of brands, companies and products which are designed to be exclusive and premium. From champagne to yachts, perfumes to cars, the luxury brands market provides an exciting and fascinating opportunity to explore further this niche business sector.

As well as learning about the specific global luxury market, the course is designed to cover business fundamentals such as International Business Strategy, future trends in Luxury as well as promotion within the luxury markets. Combining these integral creative business skills will support your career within Luxury brands or even enable you to develop your own entrepreneurial, innovative ventures within the sector.

- You will get the opportunity to meet and network with industry experts and masterclasses
- You will get to explore entrepreneurship by developing your own business plans, from initial market research through to product/service launch.
- The development of a portfolio compiled through a range of business skills including trend forecasting, strategy and supply chain management allows you to demonstrate commercially viable skillsets.

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

By Term 2 you will begin to undertake and explore and identify future trends within the Luxury Brand sector as well as consider promotion and business strategies. This incremental learning and development supports your ideas and project management ready for project proposals in term 3.

In order to fully resolve your 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

A1	To provide understanding of contemporary service design methods and international business strategies for Luxury Brands
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| A2 | To provide in depth knowledge and understanding of the Luxury brand environment specific to management functions within a commercial environment |
| A3 | To highlight and document your ideas regarding luxury brand management and challenge preconceptions and highlight opportunities for professional development |
| A4 | To interpret and apply the theory and practice of research in relation to Luxury Brand Management |
| A5 | To identify opportunities for an entrepreneurial and innovative approach towards problem solving within an immediate and future business context |
| A6 | To develop a framework within which students can plan and implement their project 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 Luxury Brand Management |

Section D - Course Outcomes

Upon successful completion of the course you are able to:

Knowledge

- LO1 Present individual specialist knowledge relevant to research in your own discipline of Luxury Brand Management
- LO2 Demonstrate in-depth knowledge and understanding of management techniques to compliment the objectives of Luxury Brand Management

Understanding

- LO3 Evaluate professional implications of independent research and analysis in order to define and develop management concepts and proposals.
- LO4 Interpret and understand 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

Application

- LO5 Create a framework to implement project development through project management and self-directed study;
- 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

Section E - Learning, Teaching and Assessment

Learning and Teaching

- The MA Luxury Brand Management course 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 diverse 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