

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	MA Luxury Brand Management
2	<b>BCU Course Code</b>	PT1110
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	

6	Course Description
	<p>This MA Luxury Brand Management course will address the specific challenges and opportunities of the luxury sector and is the perfect choice for students that see their future careers with premium, high-end and luxury brands.</p> <p>We enable you to become a confident leader and an innovative thinker, learning how to approach brands and decide their place within the market. You'll learn how luxury brands are managed in the international marketplace, as well as looking at branding from producer and consumer perspectives.</p> <p><b>What's covered in the course?</b></p> <p>The course encourages you to develop the skills and competences of future managers in the Luxury Industry. To do this, you will be capable of making management decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and management and an awareness of the nature of the various factors which influence management decisions.</p> <p>The School provides a unique setting for students to observe their peers, taking advantage of the proximity of fashion and textile design students at the Parkside Campus and the School of Jewellery in Birmingham's Jewellery Quarter.</p> <p>The course encompasses optional field trip opportunities so that you can reflect on your developing knowledge in relation to professional practice and the luxury industry.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Luxury Brand Management	7	180
	Master of Arts Luxury Brand Management with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Luxury Brand Management	7	60
	Postgraduate Diploma Luxury Brand Management	7	120

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full Time	City Centre	1 year	PT1110
	Full Time with Professional Placement	City Centre (and placement provider)	18 months	PT1446

<b>10</b>	<b>Entry Requirements</b>
<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>.</p>	

<b>11</b>	<b>Course Learning Outcomes</b>
<b>Knowledge and Understanding</b>	
<b>1</b>	Examine and evaluate strategic and tactical business decisions in a variety of contexts and within your specialist discipline.
<b>2</b>	Conduct advanced research and enquiry to further understanding of your chosen specialism.
<b>3</b>	Evaluate global markets and customers, judging how international market structures and strategies impact upon industry.
<b>Cognitive and Intellectual Skills</b>	
<b>4</b>	Select and apply relevant theories, conceptual models and techniques to the solution of business and management problems.
<b>5</b>	Apply advanced theories, concepts and methods in relation to the functional aspects of business and management within your contextual environments and your application to management practice.
<b>6</b>	Critically evaluate concepts, ideas and plans expressed in a variety of media.
<b>7</b>	Create, identify and evaluate options to make management decisions, and be able to apply your research to inform strategic business decision making.
<b>Practical and Professional Skills</b>	
<b>8</b>	Apply communication and organisational skills to work collaboratively with peers from diverse cultures and backgrounds in a professional manner: making effective use of contemporary and emerging information and communication technologies through a range of digital and non-digital media.
<b>9</b>	Apply appropriate, timely solutions to contemporary management problems.
<b>10</b>	Create projects to research into global business and management issues and develop business ideas.
<b>Key Transferable Skills</b>	

11	Apply quantitative and qualitative research skills to contemporary management issues in your specialism.
12	Use communication skills to listen, negotiate or influence others from diverse cultures and backgrounds.
13	Demonstrate personal effectiveness through self-awareness and self-management; time management and sensitivity to diversity different situations.
14	Recognise challenging and complex situations and apply ethical values to situations and choices.

12	<b>Course Requirements</b>																											
12a	<p><b>Level 7:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM7004</td> <td>Research and Professional Skills</td> <td>20</td> </tr> <tr> <td>ADM7003</td> <td>Industry Practice and Context</td> <td>20</td> </tr> <tr> <td>ADM7010</td> <td>Analysis and Planning for Management</td> <td>40</td> </tr> <tr> <td>MAN7084</td> <td>Project Management - ADM</td> <td>20</td> </tr> <tr> <td>FAS7036</td> <td>International Strategic Planning for Luxury Brands</td> <td>20</td> </tr> <tr> <td>ADM7000</td> <td>Major Project (Masters)</td> <td>60</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><i>In order to qualify for the award of MA Luxury Brand Management with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	ADM7004	Research and Professional Skills	20	ADM7003	Industry Practice and Context	20	ADM7010	Analysis and Planning for Management	40	MAN7084	Project Management - ADM	20	FAS7036	International Strategic Planning for Luxury Brands	20	ADM7000	Major Project (Masters)	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
Module Code	Module Name	Credit Value																										
ADM7004	Research and Professional Skills	20																										
ADM7003	Industry Practice and Context	20																										
ADM7010	Analysis and Planning for Management	40																										
MAN7084	Project Management - ADM	20																										
FAS7036	International Strategic Planning for Luxury Brands	20																										
ADM7000	Major Project (Masters)	60																										
Module Code	Module Name	Credit Value																										
PLA6003	Professional Placement	60																										

**12b Structure Diagram**

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Induction			
<b>Term 1</b>	Analysis and Planning for Management (ADM) (40 Credits)		Industry Practice and Context (ADM) (20 Credits)
<b>PG Certificate (60)</b>			
<b>Term 2</b>	International Strategic Planning for Luxury Brands (ADM) (20 Credits)	Research and Professional Skills (ADM) (20 credits)	Project Management - ADM (ADM) (20 Credits)
<b>PG Diploma (120)</b>			
<b>Term 3</b>	Major Project (ADM) (60 Credits)		
<b>MA (180)</b>			
<b>Term 4</b>	PLA6003: Professional Placement (60 Credits)		
<b>MA with Professional Placement (240 credits)</b>			

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 7

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	232
Directed Learning	730
Private Study	838
<b>Total Hours</b>	<b>1800</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	93%
Exam	
In-Person	7%