

Course Specification

| Course Summary Information | | |
|----------------------------|---|----------------------------|
| 1 | Course Title | MA Fashion Management |
| 2 | BCU Course Code | PT1111 |
| 3 | Awarding Institution | Birmingham City University |
| 4 | Teaching Institution(s) (if different from point 3) | |
| 5 | Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable) | |

| 6 | Course Description |
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| | <p>The world of fashion is one of the globe's fastest-growing industries, as well as one of the most competitive. This MA Fashion Management course equips you with the skills and knowledge to succeed as a manager in this exciting industry.</p> <p>You will gain a technical understanding of the sector, combined with a solid foundation of management principles. We will help develop your overall understanding of the modern fashion industry, as well as the necessary skills for working in the sector.</p> <p>What's covered in the course?</p> <p>The course encourages you to develop the skills and competences of future managers in the Fashion 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 course encompasses field trip opportunities for students to allow reflection on the developing knowledge and understanding as it relates to their professional practice and the fashion industry. 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 Building. The School of Fashion and Textiles has built a network of diverse contacts and partners over its history. This business-focused course will offer expertise and innovative ideas through the student body to our contacts.</p> |

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| 7 | Course Awards | | |
| 7a | Name of Final Award | Level | Credits Awarded |
| | Master of Arts Fashion Management | 7 | 180 |
| 7b | Exit Awards and Credits Awarded | | |
| | Postgraduate Certificate Fashion Management | 7 | 60 |
| | Postgraduate Diploma Fashion Management | 7 | 120 |

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| 8 | Derogation from the University Regulations | | |
| | Not applicable | | |

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| 9 | Delivery Patterns | | |
| | Mode(s) of Study | Location(s) of Study | Duration of Study |
| | Full Time | City Centre | 1 year |
| | | | Code(s) |
| | | | PT1111 |

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

| 11 Course Learning Outcomes | |
|--|--|
| Knowledge and Understanding | |
| 1 | Examine and evaluate strategic and tactical business decisions in a variety of contexts and within your specialist discipline |
| 2 | Conduct advanced research and enquiry to further understanding of your chosen specialism |
| 3 | Evaluate global markets and customers, judging how international market structures and strategies impact upon industry |
| Cognitive and Intellectual Skills | |
| 4 | Select and apply relevant theories, conceptual models and techniques to the solution of business and management problems |
| 5 | 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 |
| 6 | Critically evaluate concepts, ideas and plans expressed in a variety of media |
| 7 | Create, identify and evaluate options to make management decisions, and be able to apply your research to inform strategic business decision making |
| Practical and Professional Skills | |
| 8 | 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 |
| 9 | Apply appropriate, timely solutions to contemporary management problems |
| 10 | Create projects to research into global business and management issues and develop business ideas |
| Key Transferable Skills | |
| 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 | Course Requirements | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 12a | Level 7: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i> | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">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>MAN7083</td> <td>Leadership Development - ADM</td> <td>20</td> </tr> <tr> <td>STR7016</td> <td>Global Strategy Development</td> <td>20</td> </tr> <tr> <td>MAN7084</td> <td>Project Management - ADM</td> <td>20</td> </tr> <tr> <td>FAS7035</td> <td>Global Fashion and Branding</td> <td>20</td> </tr> <tr> <td>ADM7000</td> <td>Major Project (Masters)</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 | MAN7083 | Leadership Development - ADM | 20 | STR7016 | Global Strategy Development | 20 | MAN7084 | Project Management - ADM | 20 | FAS7035 | Global Fashion and Branding | 20 | ADM7000 | Major Project (Masters) | 60 | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | |
| ADM7004 | Research and Professional Skills | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| ADM7003 | Industry Practice and Context | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN7083 | Leadership Development - ADM | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| STR7016 | Global Strategy Development | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN7084 | Project Management - ADM | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7035 | Global Fashion and Branding | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| ADM7000 | Major Project (Masters) | 60 | | | | | | | | | | | | | | | | | | | | | | | | |

12b Structure Diagram

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| Induction | | | |
| Term 1 | Industry Practice and Context (ADM) (20 Credits) | Global Business Strategy (20 Credits) | Leadership Development – ADM (BLSS) (20 Credits) |
| PG Certificate (60) | | | |
| Term 2 | Global Fashion and Branding (ADM) (20 Credits) | Research and Professional Skills (ADM) (20 credits) | Project Management – ADM (BLSS) (20 Credits) |
| PG Diploma (120) | | | |
| Term 3 | Major Project (ADM) (60 Credits) | | |
| MA (180) | | | |

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 | 280 |
| Directed Learning | 758 |
| Private Study | 762 |
| Total Hours | 1800 |

Balance of Assessment

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