

Course Specification

Course Summary Information		
1	Course Title	MA Fashion Management
2	Course Code	PT1111/PT1447
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
	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. 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. What's covered in the course? 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. 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 College of Jewellery, 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.

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

8	Variation from the University Regulations
	<i>Not applicable</i>

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre (Curzon)	1 year
	with Professional Placement	City Centre (Curzon)	18 months
			Code(s)
			PT1111
			PT1447

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	• To Develop Advanced Management Skills: Equip students with advanced management skills tailored to the fashion industry, enabling them to make informed and strategic decisions in a highly competitive environment. • To Provide Technical Understanding: Foster a deep technical understanding of the fashion sector, integrating knowledge of production, marketing, and distribution processes within the industry. • To Enhance Strategic and Tactical Decision-Making: Cultivate the ability to make effective management decisions at both strategic and tactical levels, emphasising the complexity and dynamics inherent in fashion business operations. • To Promote Industry Awareness: Raise awareness of the various internal and external factors influencing management decisions in the fashion industry, including economic, cultural, and technological aspects. • To Facilitate Professional Practice through Field Experiences: Offer practical experiences through field trips and industry engagements, allowing students to apply theoretical knowledge in real-world settings and reflect on their professional practice. • To Encourage Networking and Collaboration: Utilise the College of Jewellery, Fashion and Textiles extensive network of contacts and partners to provide students with opportunities for networking and collaboration, enhancing their industry connections and career prospects. • To Foster Innovation and Creativity: Promote innovative thinking and creativity among students, encouraging them to contribute novel ideas and solutions to industry challenges. • To Integrate Cross-Disciplinary Learning: Leverage the proximity of fashion and textile design students to encourage cross-disciplinary learning and collaboration, enriching the educational experience and broadening perspectives.

	- To Prepare for Leadership Roles: Prepare students for leadership roles within the fashion industry, equipping them with the skills and confidence to lead teams, projects, and organisations effectively. - To Enhance Global Perspective: Instil a global perspective on fashion management, recognising the international scope of the industry and preparing students to operate in diverse and multicultural environments.

12 Course Learning Outcomes	
Knowledge and Understanding	
1	Understand the principles of sustainable fashion management and ethical practices in the fashion industry, including sourcing, production, workforce, and corporate social responsibility.
2	Synthesise a strategic understanding of the global fashion market by integrating knowledge of consumer behaviour, market trends, technological advancements, cultural influences, and international market dynamics to develop innovative approaches to fashion marketing and management.
3	Apply appropriate theories, conceptual models, and techniques to address business and management challenges within the fashion industry.
4	Devise and implement successful branding and marketing strategies targeted at fashion brands, including market segmentation, brand identity development, and competitor analysis.
5	Undertake rigorous and comprehensive research to generate advanced insights into specialised and emerging areas of fashion management, demonstrating critical analysis and contributing to the body of knowledge within the field.
6	Apply innovative research methodologies to contemporary management issues or strategic business decision-making.
Skills	
7	Develop skills to critically evaluate and enhance professional effectiveness by applying advanced self-awareness and self-management strategies. Skills will be evidenced by developing a comprehensive personal development plan that articulates personal strengths and areas for improvement, that aligns with career aspirations within the fashion industry.
8	Demonstrate the ability to apply creative thinking techniques to the development of design and marketing strategies for fashion brands.
9	Cultivate cultural sensitivity to manage global fashion projects and teams.
10	Evaluate and apply creative solutions in product development and service delivery, focusing on enhancing brand value and elevating customer experiences across diverse fashion retail environments.
11	Critically analyse contemporary business challenges facing fashion brands by rigorously appraising and evaluating empirical evidence.
12	Equip with advanced analytical skills to evaluate research findings on emerging fashion management topics, systematically employing academic and industry-specific sources.

13	Level Learning Outcomes
Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:	
1	Apply the principles of sustainable fashion management and ethical practices in the fashion industry, including sourcing, production, workforce, and corporate social responsibility.
2	Develop a comprehensive understanding of the global fashion market, encompassing consumer behaviour, market trends, technological advancements, cultural influences, and international market dynamics.
3	Identify and apply appropriate theories, conceptual models, and techniques to address business and management challenges within the fashion industry.
4	Devise and implement successful branding and marketing strategies targeted at fashion brands, including market segmentation, brand identity development, and competitor analysis.
Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:	
5	Synthesise in-depth research to gain deeper insights into specialised areas of fashion management and apply innovative research methodologies to contemporary management issues or strategic business decision-making.
6	Evaluate global fashion markets and customer segments by assessing the impact of international market structures and strategies on the fashion industry and the effects of globalisation on fashion brand management.
7	Utilise communication strategies tailored to multicultural and multidisciplinary teams within the fashion industry, including Mastering negotiation techniques pertinent to fashion management, such as supplier agreements.
8	Enhance personal effectiveness by developing self-awareness and self-management skills and fostering cultural sensitivity to manage global fashion projects and teams effectively.

14	Course Learning, Teaching and Assessment Strategy
	<i>Learning and Teaching</i> Innovative and Applied Learning Methodologies Our MA Fashion Management program prioritises a dynamic, hands-on approach to learning, ensuring that students gain practical insights and real-world skills. The curriculum is delivered through a mix of lectures, seminars, and interactive workshops, with a strong emphasis on applying theoretical knowledge to practical scenarios. Students are encouraged to engage deeply with current issues in fashion management, cultivating a distinctive and informed perspective in the industry. Advanced Resources for Comprehensive Learning Students are introduced to an extensive array of resources at BCU, including state-of-the-art learning resources provided by the library, comprehensive market research databases, and traditional and digital marketing tools. This exposure grows progressively as students advance from PGCert to PGDip to MA level, becoming adept independent learners skilled in using advanced tools and technologies. Structured Support for Enhanced Learning Outcomes The course supports students through pre- and post-class activities, enhancing understanding and preparation for hands-on sessions. We offer additional academic and technical workshops to enrich the learning experience further. The course structure encourages independent exploration, guided by personalised academic interests and professional goals. Industry-focused Faculty and Experiential Learning

Our faculty comprises seasoned industry professionals who bring their real-world experiences into the classroom. Supported by expert technicians and guest speakers from the industry, the course also includes field trips to trade shows, retail insights, and a variety of exhibitions, providing a broader understanding of the fashion industry landscape.

Holistic Development through Rigorous Workshops

We complement our academic offerings with workshops to enhance scholarly and technical capabilities. Regular academic support sessions and technical workshops in industry-standard software and media production are integral, with expert technicians available to assist in skill development.

Career Development and Entrepreneurial Dynamics

The course strongly focuses on employability and entrepreneurial skills, integrating sessions on industry roles, social media strategies, and professional networking. Our collaboration with the STEAMhouse incubator supports students in transforming innovative ideas into viable business ventures.

Progressive Learning Phases

PGCert Level: Students are acquainted with foundational concepts and resources, engaging in workshops that develop research and analytical skills. Practical sessions in the semesters enhance their understanding of the product and its importance in creating a unique offering in fashion.

PGDip Level: Students apply their skills to real-world projects, collaborating across disciplines to produce professional outcomes. The curriculum also addresses sustainability, diversity, and the impact of new technologies in fashion.

MA Level: The culmination is a Final Major Project, a self-directed endeavour supported by faculty supervision, preparing students for the industry through advanced employability and self-branding workshops.

Authentic Assessment Approach

the fashion management course assessments are meticulously designed to reflect real-world professional tasks within the industry, fostering practical skills such as teamwork, critical thinking, and strategic planning. This alignment with industry standards prepares students for the immediate challenges they will face in their careers. It equips them with the adaptability to manage and excel in diverse professional scenarios.

Moreover, the flexibility of these assessments enables students to customise their projects to align closely with their career objectives, allowing them to explore and deepen their expertise in specific areas of interest. This approach supports personalised learning trajectories and enhances the relevance of academic work to future employment opportunities.

Assessment Examples

Visually Enriched Professional Reports:

Objective: Develop comprehensive reports incorporating visual elements to enhance readability and impact. These may include infographics, charts, and layouts that reflect current trends in fashion reporting.

Skills Developed: Aesthetic sensibility, data presentation, graphic design.

Verbal Presentations:

Objective: Prepare and deliver presentations that communicate creative concepts, strategic plans, or research findings to diverse audiences, including peers, faculty, and industry professionals.

Skills Developed: Public speaking, persuasion, clear communication.

Strategic Market Intelligence Reports:

Objective: Analyse market data to identify trends, predict future demands, and propose strategic directions for fashion brands. These reports often require a blend of qualitative insights and quantitative data.

Skills Developed: Analytical thinking, market analysis, strategic planning.

Local and Global Industry Analysis:

Objective: Conduct detailed analyses of the fashion industry at both local and global levels to understand differing market dynamics, consumer behaviour, and the impact of global economic factors on local industries.

Skills Developed: Global awareness, comparative analysis, contextual understanding.

Digital Content for Social Media:

Objective: Create engaging and brand-aligned digital content for various social media platforms. This involves understanding platform-specific requirements and the target audience's preferences.

Skills Developed: Digital literacy, content marketing, creative communication.

Fashion Branding Campaigns:

Objective: Design and propose branding campaigns that effectively communicate the brand's identity and values to the target market. This includes conceptualising promotional strategies and creating branding materials.

Skills Developed: Brand management, creative strategy, campaign planning.

Feedback Mechanisms for Continuous Improvement

Feedback is varied and actionable, including written and verbal formats during and after assignments. This structured feedback supports continuous improvement and skill enhancement. Reflective sessions at the end of each module provide a platform for students to discuss their learning experiences and outcomes, ensuring a responsive and adaptive learning environment.

15	Course Requirements																																	
15a	Level 7: <i>To complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ADM7013</td><td>Responsible, Ethical and Sustainable Development</td><td>20</td></tr><tr><td>FAS7064</td><td>Analysis and Planning for Management</td><td>20</td></tr><tr><td>FAS7055</td><td>Advanced Research Skills</td><td>20</td></tr><tr><td>FAS7035</td><td>Global Fashion and Branding</td><td>20</td></tr><tr><td>FAS7042</td><td>Fashion Logistics and the Global Apparel Value Chain</td><td>20</td></tr><tr><td>FAS7056</td><td>Fashion Marketing and Digital Communication</td><td>20</td></tr><tr><td>ADM7004</td><td>Research and Professional skills</td><td>20</td></tr><tr><td>FAS7062</td><td>Major Project</td><td>40</td></tr></table> To qualify for the awards of MA Fashion Management with Professional Placement, a student must successfully complete all the Level 7 modules listed above as well as the following Level 6 module: <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA6003</td><td>Professional Placement</td><td>60</td></tr></table>	Module Code	Module Name	Credit Value	ADM7013	Responsible, Ethical and Sustainable Development	20	FAS7064	Analysis and Planning for Management	20	FAS7055	Advanced Research Skills	20	FAS7035	Global Fashion and Branding	20	FAS7042	Fashion Logistics and the Global Apparel Value Chain	20	FAS7056	Fashion Marketing and Digital Communication	20	ADM7004	Research and Professional skills	20	FAS7062	Major Project	40	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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15b	Structure Diagram	
Induction/Welcome Week		
Semester 1	ADM 7013 Responsible, Ethical and Sustainable Development (20 credits)	
	FAS7064 Analysis and Planning for Management (20 credits)	
	FAS7055 Advanced Research Skills (20 credits)	
	PG Certificate (60 credits)	
Semester 2	FAS7035 Global Fashion and Branding (20 credits)	
	FAS7042 Fashion Logistics and the Global Apparel Value Chain (20 credits)	
	FAS7056 Fashion Marketing and Digital Communication (20 credits)	
	PG Diploma (120 credits)	
Semester 3	ADM7004 Research and Professional Skills (20 credits)	FAS7062 Major Project (40 credits)
	MA (180 credits)	
Semester 4	PLA6003: Professional Placement (60 credits)	
MA with Professional Placement (240 credits)		

Level 7

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
Core ADM7013: Responsible, Ethical and Sustainable Development FAS7064: Analysis and Planning for Management FAS7055: Advanced Research Skills	Core FAS7035: Global Fashion and Branding FAS7042: Fashion Logistics and the Global Apparel Value FAS7056: Fashion Marketing and Digital Communication	Core ADM7004: Research and Professional Skills FAS7062: Major Project

16	Overall Student Workload and Balance of Assessment
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Level 7
Workload
% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	168
Directed Learning	1242
Private Study	390
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	