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**
	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 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.

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	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns			
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)	
Full Time	City Centre	1 year	PT1111	
Full Time with Professional Placement	City Centre (and placement provider)	18 months	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/.

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**
12a	**Level 7:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):

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
FAS7035	Global Fashion and Branding	20
ADM7000	Major Project (Masters)	60

Level 6:

In order to qualify for the award MA Fashion 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:

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		
Term 1	Analysis and Planning for Management (ADM) (40 Credits)	Industry Practice and Context (ADM) (20 Credits)
PG Certificate (60)		
Term 2	Global Fashion and Branding (ADM) (20 Credits)	Research and Professional Skills (ADM) (20 credits)	Project Management – ADM (ADM) (20 Credits)
PG Diploma (120)		
Term 3	Major Project (ADM) (60 Credits)	
MA (180)		
Term 4	PLA6003: Professional Placement (60 Credits)	
MA with Professional Placement (240 credits)		

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
Total Hours	1800

Balance of Assessment

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