

Course Specification

Course Summary Information		
1	Course Title	MA Luxury Jewellery Management
2	BCU Course Code	PT1136
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
	<p>The global luxury sector continues to grow, with increasing profits for both well established and new brands. The MA Luxury Jewellery Management course will address the specific challenges and opportunities of the luxury jewellery industry and is the perfect choice for students that see their future careers with premium, high-end and luxury jewellery brands. You will develop skills to support the marketing needs of luxury jewellery; the design of global strategies; the ethical and sustainability of high-end jewellery business and the fundamentals of luxury branding.</p> <p>What's covered in the course?</p> <p>You will learn about global business strategy and leadership and how this can advance the interests of luxury jewellery brands, designing and creating marketing plans and effective campaigns, which are emerging as significantly important skills for managers of luxury jewellery business all over the world. The course is global in its outlook and reflects business systems, standards and practices from around the world, drawing upon international case studies and fostering intercultural fluency among students.</p> <p>The MA Luxury Jewellery Management is based on the philosophy that management education should provide a thorough grounding in the disciplines related to the functional aspects of management, and the interaction with contextual forces that impact on organisations. This knowledge and understanding is then further contextualised to provide integrative strategic themes. The impact of globalisation on business in all disciplines is a coherent theme throughout the course.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Luxury Jewellery Management	7	180
	Master of Arts Luxury Jewellery Management with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Luxury Jewellery Management	7	60
	Postgraduate Diploma Luxury Jewellery 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	PT1136
	Full Time with Professional Placement	City Centre (and placement provider)	18 months	PT1448

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	
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
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
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
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
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12	Course Requirements																												
12a	<p>Level 7:</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>JEW7022</td> <td>Luxury Jewellery and Ethical Branding</td> <td>20</td> </tr> <tr> <td>ADM7000</td> <td>Major Project (Masters)</td> <td>60</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to qualify for the award of MA Luxury Jewellery 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	JEW7022	Luxury Jewellery and Ethical Branding	20	ADM7000	Major Project (Masters)	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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12b Structure Diagram

Induction			
Term 1	Analysis and Planning for Management (ADM) (40 Credits)		Industry Practice and Context (ADM) (20 Credits)
PG Certificate (60)			
Term 2	Luxury Jewellery and Ethical 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	Professional Placement (ADM) (60 Credits)		
MA with Professional Placement (240)			

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	242
Directed Learning	720
Private Study	838
Total Hours	1800

Balance of Assessment

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