

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) International Jewellery Business
2	BCU Course Code	UCAS Code	US0757 N120
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>This BA International Jewellery Business degree course is a unique opportunity to study the management and marketing of jewellery at Birmingham City University's world renowned School of Jewellery.</p> <p>On the three-year full-time undergraduate degree you will study theoretical management models utilised in the jewellery industry, you will learn how to apply marketing techniques and discuss how the history and culture of the world has shaped attitudes towards the consumption of jewellery.</p> <p>What's covered in the course?</p> <p>This BA (Hons) International Jewellery Business course will give you a fantastic start in your career in the jewellery industry by combining academically rigorous studies with the possibility to practice applying skills and knowledge in 'live' projects and simulations. The options available throughout your time at Birmingham City University will allow you to customise your studies to concentrate on gaining skills and experience for the jewellery industry that best match with your career ambitions.</p> <p>You will be taught by experienced tutors with a background in the jewellery industry and will learn by working on group and individual projects, and applying the management and marketing theories to jewellery industry challenges. Some of your studies might include collaborations with other students from The School of Jewellery or from other schools in the Faculty of Arts, Design and Media, for specific jewellery businesses or the jewellery industry more widely.</p> <p>The facilities at the School of Jewellery and the rest of the Faculty of Arts, Design and Media provide everything you need to support your learning; whether it is access to specialist computer software, access to industry insights through BCU library services like Mintel, Euromonitor or trade publications, and space to work individually or in groups.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours International Jewellery Business	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education International Jewellery Business	4	120
	Diploma of Higher Education International Jewellery Business	5	240
	Bachelor of Arts International Jewellery Business	6	300

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns			
	Mode(s) of Study	Location	Duration of Study	Code
	Full Time	City Centre	3 years	US0757

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/, or may be found by searching for the course entry profile located on the UCAS website.</p>		

11	Course Learning Outcomes		
1	Knowledge and Understanding		
1.1	Appraise the impact of contextual forces on marketing and management in the international jewellery industry		
1.2	Evaluate the jewellery industries' retail markets and customers, and assess how international market structures and strategies affect and impact upon global jewellery industry		
1.3	Analyse and design management and marketing concepts, processes and skills in the international jewellery industry		
1.4	Debate the uses and limitations of a range of research methods/techniques, and apply qualitative and quantitative methods		
2	Cognitive and Intellectual Skills		
2.1	Apply appropriate decision techniques including identifying, formulating and solving business problems		
2.2	Demonstrate the ability to create, identify and evaluate options		
2.3	Use scanning and organising data, abstracting meaning from information and sharing knowledge to advance your research and understanding of the jewellery business		
3	Practical and Professional Skills		

3.1	Apply business and management models and theories in the context of the jewellery industry
3.2	Continuously develop skills and knowledge in business and management to be able to apply appropriate and timely solutions to international jewellery business problems
3.3	Conduct research into the business and management issues of the jewellery industry
4	Key Transferable Skills
4.1	Apply numeracy, quantitative skills, and qualitative research skills to explore management issues in the jewellery industry
4.2	Use communication skills to listen, negotiate or influence others from diverse cultures and backgrounds. This includes oral and written communication, and making effective use of contemporary and emerging information and communication technologies through a range of digital and non-digital media
4.3	Demonstrate personal effectiveness through self-awareness and self-management; time management; sensitivity to diversity in people and different situations
4.4	Recognise challenging and complex situations and apply ethical values to situations and choices

12	Course Requirements																																																												
12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 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>JEW4027</td> <td>Principles of Jewellery Marketing</td> <td>40</td> </tr> <tr> <td>JEW4028</td> <td>History and Culture of Jewellery</td> <td>20</td> </tr> <tr> <td>JEW4029</td> <td>Principles of Strategy and Jewellery Business Management</td> <td>40</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>GEM4007</td> <td>Introduction to Gemmology</td> <td>20</td> </tr> <tr> <td>GEM4010</td> <td>Introduction to Diamonds and Diamond Grading</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 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>JEW5028</td> <td>Retail Marketing for Jewellery</td> <td>40</td> </tr> <tr> <td>JEW5029</td> <td>Event and Project Management</td> <td>40</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>JEW5039</td> <td>Consumer Behaviour</td> <td>20</td> </tr> <tr> <td>JEW5027</td> <td>Luxury Jewellery Branding</td> <td>20</td> </tr> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM5006</td> <td>Collaborative Practice</td> <td>20</td> </tr> <tr> <td>ADM5001</td> <td>Live Project</td> <td>20</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 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>JEW6204</td> <td>Trend Forecasting and Entrepreneurship</td> <td>40</td> </tr> <tr> <td>JEW6205</td> <td>Academic and Market Research</td> <td>20</td> </tr> <tr> <td>JEW6006</td> <td>Major Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	JEW4027	Principles of Jewellery Marketing	40	JEW4028	History and Culture of Jewellery	20	JEW4029	Principles of Strategy and Jewellery Business Management	40	Module Code	Module Name	Credit Value	GEM4007	Introduction to Gemmology	20	GEM4010	Introduction to Diamonds and Diamond Grading	20	Module Code	Module Name	Credit Value	JEW5028	Retail Marketing for Jewellery	40	JEW5029	Event and Project Management	40	Module Code	Module Name	Credit Value	JEW5039	Consumer Behaviour	20	JEW5027	Luxury Jewellery Branding	20	ADM5000	Work Placement	20	ADM5006	Collaborative Practice	20	ADM5001	Live Project	20	Module Code	Module Name	Credit Value	JEW6204	Trend Forecasting and Entrepreneurship	40	JEW6205	Academic and Market Research	20	JEW6006	Major Project	60
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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.

LEVEL	SEMESTER 1	SEMESTER 2
4	Principles of Jewellery Marketing 40 CREDITS History and Culture of Jewellery 20 CREDITS Core Subject	Principles of Strategy and Jewellery Business Management 40 CREDITS Core Programme Choose 1 of the following: Option 1: Gemmology 20 CREDITS Optional Option 2: Diamond Grading 20 CREDITS Optional (Possible Industry Accreditation)
5	Retail Marketing for Jewellery 40 CREDITS Consumer Behaviour 20 CREDITS Core Subject Optional OR Luxury Jewellery Branding 20 CREDITS Core Subject Optional	Event and Project Management 40 CREDITS Choose 1 of the following: Option 1: Live Project 20 CREDITS Optional Option 2: Collaborative Practice 20 CREDITS Optional Option 3: Work Placement 20 CREDITS Optional
6	Trend Forecasting and Entrepreneurship 40 CREDITS Academic and Market Research 20 CREDITS	Major Project 60 CREDITS Core

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 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	236
Directed Learning	696
Private Study	268
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	208
Directed Learning	752
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	75%
Exam	0
In-Person	25%

Level 6**Workload****% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	129
Directed Learning	831
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0