

MA

Full Course Title: Fashion Business and Management

23/24

Awarded by	University for the Creative Arts
Taught by	University for the Creative Arts/ London College of Contemporary Arts
Location	Sceptre Court, London
Language	English
Duration	1-year full time
Entry Criteria	<p>Master's Courses</p> <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Other relevant and equivalent UK, European and International qualifications will be considered.</p> <p>For applicants whose first language is not English: Average IELTS score of 6.5 (or equivalent) with a minimum achievement of 5.5 for all components, is required. For MBA courses the average score is 6.5 with minimum achievement of 6.0 for all components.</p> <p>Applicants who have non-standard qualifications (or who wish work or life experience to be considered as part of their application) will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).</p>
Recognition/Accreditation	N/A

Regulation	<p>The University for the Creative Arts and its courses are regulated by the Office for Students.</p> <p>This course has been designed in line with Sector Recognised Standards and reference points, including the QAA master's degree Characteristics Statement (2015) and master's degrees in business and management (2015)</p> <p>For further information about how the course is quality assured see UCA's Quality Assurance Handbook</p>
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WHAT TO EXPECT

This progressive Fashion Business and Management course brings creative thinking and innovation to the forefront of fashion management. It is the ideal course for those looking to further excel in business within

management in the fashion industry. The course is global in its focus and works closely with fashion industry professionals and directly with fashion organizations. You will build a portfolio of skills and knowledge, which will give you a strong grounding in fashion business practices alongside the ability to apply innovative thinking in a commercial context.

Then through different briefs you will be taught through seminars, tutorials, and workshops. You will undertake formative and summative assessment including personal blogs, videos, reports and journals. There is a strong emphasis on independent research and group work.

You will have scheduled teaching and/or activities for up to two days a week and have access to workshops and studios for a further three days, as agreed with their subject specialist tutor.

In semester one, you will undertake an industry project. This project will be developmental and inform the subsequent units, which explore:

- The business of fashion
- Using creative thinking
- The importance of social media to digital communications and public relations (PR)
- Trends and brands in the fashion industry

A fashion business lecture series underpins this semester. All these units underpin the development of core acumen that is incremental learning into the second semester.

In semester two, you will begin to undertake research to develop and explore your ideas which could lead to an initial business proposal. Following this you will utilise feedback from the proposal stage to build and present a comprehensive professional business pitch.

Semester three takes the pitch developed in semester two into a final fashion business project. This project will allow you to build a comprehensive understanding of your chosen fashion discipline and to build skills which could steer and benefit your consequent career path.

You will study for one day on campus and then a second day online blended learning.

Your Course – Unit by Unit

Unit codes and titles	Level	Credit value	
The Fashion Live Project	7	20	You will work with a live business to work on project specific for the brands interest.
The Business Lecture Series	7	20	You will hear from industry professionals, learn about current industry topics, receive direct awareness to industry topics
Creative Thinking	7	20	You will learn to think outside the box and learn disciplines to enhance your creative thinking approach
Digital Communications and Fashion PR	7	20	You will learn about current digital communications essential for the fashion world and the PR requirements for Fashion
Future Trends and Fashion Brands	7	20	You be given an opportunity to look at a brand and create a new product direction for this brand based on future growth, further trends considering the fashion environment of the present and the future
Ideas Development and Business Proposal	7	40	You will begin the development of your own idea; you will be given an opportunity each week to test your proposal and prepare your research and business acumen for your final fashion project
Final Fashion Business Project (Production and Realization)	7	40	You will collate your Ideas Development and Business Proposal idea and prepare it for final submission and real-life business ability to launch your concept and

		idea into the Fashion world. An amazing opportunity to work on your fashion idea and bring to life	
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<p>Highlights</p>	<p>Based in Central London, Tower Hill.</p> <p>Units are linked in running order to provide you with opportunity to create your own business and via the professional network and learning you will be able to penetrate the industry with your learnt skills set. Guest lectures by industry experts will ensure that you understand the contemporary business landscape and have opportunities to network with professionals and build on your understanding of the changes and shifts within the marketplace.</p>
<p>Who teaches this course?</p>	<p>You will be supported by a Course Team made up of academic practitioners who have individually over 30 years of experience in the sector. They have worked with a multitude of brands, supply chains and advertising campaigns.</p>
<p>What will learning look like?</p>	<p>Learning and Teaching</p> <p>The MA Fashion Business and Management course is supported by seminars, tutorials, workshops, work in progress sessions and critiques. At postgraduate level, you are expected to identify, develop, and manage your own MA project and further develop the skills needed for autonomy of research. Through an initiative-taking relationship with your tutors, you will lead your project work and be supported by staff.</p> <p>The ability for you to conduct independent research and to manage and appraise the development of your project is a defining attribute of the course. The progressive move from staff-directed to autonomous learning is an integral part of the structure of this course, and teaching and learning practices encourage you to develop the abilities of independent learning as thoroughly as possible.</p> <p>Online teaching and learning support are provided principally through Canvas and email. You will receive an induction into the use of Canvas as part of your introduction to the course. It is the main means of communication between course staff and students providing timetable information, tutorial times and announcements. It also provides you with a platform for containing course documentation, and links to web-based resources. In addition, e-mail and Zoom is used as a means of communication and tutorial support,</p> <p>The course's aim is to help you to develop a high level of competence in practical, visual, oral, and written expression and to equip you with the confidence to communicate your ideas effectively.</p> <p>You will gain credits through successful completion of units within the University's Common Credit Framework. Master of Arts degrees will be awarded based on meeting the credit requirements.</p> <p>Assessment Strategies</p> <p>Assessment has a key role to play as part of a series of strategies that support critical and reflective practice. Assessment points provide clear</p>

	<p>stages of major review and reference and opportunities in view of guiding both the quality of work in relation to master's level benchmarks and specific insights into the considerations of individual research projects. It therefore provides an invaluable learning tool that enables you to evaluate your performance and progress in both general and specific terms.</p> <p>The assessment strategy for the MA course is concerned with your development in two areas - understanding of bodies of knowledge and the application of a range of advanced skills in the deployment of this knowledge. The bodies of knowledge can be categorised briefly as follows: contexts and concepts (critical, historical, cultural, and professional), methodological (research methods and processes), and technical. The applied skills that need to be demonstrated by a master's student are synthesis and evaluation, analysis and interpretation, creativity and innovation, technique, communication, and independence.</p> <p>The development of applied knowledge and skills is progressive throughout the course structure and so these are evident in all units to a greater or lesser degree. In both cases, knowledge and applied skills, the specific requirements for assessment are articulated in the unit assessment criteria.</p> <p>Constructive alignment between assessment methods, learning outcomes and assessment criteria forms part of the annual review of the course. Each unit has stated integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above. As such they breakdown the demonstration of learning into a series of separate elements. To make clear this relationship, learning outcomes are mapped against assessment criteria in each unit descriptor.</p> <p>The assessment methods are inclusive for you and all students. The assessment criteria are suitable for a range of different language and cultural backgrounds. It is a strength of the course that the assessment methods are based on research and presentation with determinate academic written assignments to incorporate this inclusive practice.</p> <p>All courses use feedback assessment sheets to clarify and guide the deliberations of assessors and to enable this assessment process to be accessible to you and to also provide essential feedback. Assessment is constructive and the emphasis is always on personal and professional development.</p> <p>Live projects are encouraged whenever possible for you to gain real life experience of the industry.</p>
<p>By the end of the course, you will be able to:</p>	<p>LO1 Present individual specialist knowledge relevant to research in your own discipline of fashion business management</p> <p>LO2 Document and communicate ideas regarding fashion management practices, to challenge preconceptions and highlight opportunities for professional development.</p> <p>LO3 Evaluate professional implications of independent research relevant to fashion business management and plan, justify and</p>

	<p>implement a research project related to your professional area of interest and career aspirations.</p> <p>LO4 Interpret and apply theory and practice of research to advance the formulation of original and creative solutions to complex problems through the development of critical and reflective thinking.</p> <p>LO5 Critically analyse fashion specific to management functions within a business environment.</p> <p>LO6 Work effectively in a professional context in group environments.</p> <p>LO7 Create a framework to implement project development through project management and self-directed study.</p>
<p>Student Support</p>	<p>We aim to ensure, where possible, personal tutors remain with you throughout your degree studies to discuss all matters relating to student well-being and academic support. Academic mentors and the Careers Team will also support you in discussions around your potential or preferred career direction.</p> <p>You will also be supported by:</p> <ul style="list-style-type: none"> - Unit leader for each unit - School support staff - Academic Mentors - Careers Team - Technical support with IT and software - Canvas - a versatile online learning environment - Induction and ongoing re- induction sessions - Student Staff Course Boards - Library and Learning Resources
<p>Our approach to employability is to:</p>	<p>You will experience current professionals who will give your insight into the industry today, you will attend networking days and evening s and opportunity to meet and greet industry professionals. Via your various units you will review all aspects of the fashion industry today and work in key learning areas to get you employment ready for today's fashion world.</p>
<p>Our Commitments</p>	
<p><u>Sustainability</u> LCCA and University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research, and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): <i>‘Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy, and the learning environment. It achieves its purpose by transforming society’.</i></p> <p><u>Equality, Diversity, and Inclusion</u> <i>“Equality, diversity, and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should</i></p>	

treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike”.

Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.

Overall methods of assessment	Written exams:	Practical exams:	Coursework:
Level 7	0 %	20 %	80 %
Indicative course learning hours	Independent:	Structured:	Placement:
Level 7	70% (1260 h)	30% (540 h)	0%

Additional Course Costs	You should allocate approx. £120 for field trips.
Equipment/materials recommended	We recommend that you bring at least one 1TB hard drive to back up your work. A laptop (Mac or PC) and a digital stills camera for research purposes are both recommended.
Visits	Visits to galleries, museums, exhibitions, and business can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs. Brand visits – across brand levels, Victoria and Albert Museum, Brand Museum, Saatchi Museum, Industry visits to head offices where possible, academia cross level visit to 6 th form for operational skills