

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	Chartered Management Institute (CMI)
Teaching Institution	London College of Fashion
Final Award	Executive MBA (Fashion) Pg Dip Business Administration (Fashion) Pg Dip Business Administration (Fashion)
Length of Course	18 Months part time
UCAS code	NA
Date of production/revision	June 2017

The Executive MBA (Fashion) has been created for busy international professionals working at a senior level and is designed to help you achieve a leadership role. The first of its kind to focus on fashion, this exclusive programme combines short face-to-face teaching blocks and networking events in London with online distance learning, accessible from wherever you are in the world.

Course Aims

This course aims to:

- to provide a theoretical context for you to strategically reflect on and apply leading-edge management knowledge and practice to your current fashion industry role;

- to support creativity and entrepreneurial activity within fashion businesses;
- to facilitate advanced study of fashion organisations, their management and the changing external environment in which they operate;
- to enable you to gain a deeper knowledge and strategic understanding of the functions of fashion businesses and their inter-relationships;
- to enhance your ability to analyse and resolve complex fashion business problems using advanced management tools, models and creative thinking techniques in a variety of contexts;
- to enable you to grow, nurture and develop your existing business activities;
- to enhance your independence of judgement and foster an inquiring and analytical approach to the study of fashion in the wider global context of business, technological and economic change.

Course Outcomes

The outcomes that you will have demonstrated upon successful completion of the course, are:

- A systematic and strategic understanding of contemporary management practice within the fashion and related industries.
- Utilisation of research, knowledge and insights gathered from a range of fashion business functions and sectors to enhance your strategic management capability.
- Application of leading-edge management research, knowledge and theory from across different business functions to your current fashion industry role.
- Evaluation of fashion market opportunities and create a vision for their strategic development.
- Leadership within your organisation through the use of innovative and creative management approaches to solve complex fashion business problems in both small start-ups and other sized corporations.
- An understanding of the relationship between strategy, resources and capability in achieving fashion business and management goals.
- Application of a range of financial and quantitative techniques to manage and control resources and assess risk to effectively achieve management and business objectives.
- A recognition of the importance of integrity and ethics in the leadership and management of fashion businesses.
- The capability to work collaboratively and lead multidisciplinary teams.

- The ability to work with creative teams in order to enable them to fulfil their potential.
- To identify global opportunities for distribution, sourcing and marketing.

Learning and Teaching Methods:

The Executive MBA (Fashion) course combines intensive face-to-face blocks in London with online learning, which gives you the flexibility to schedule your study time around work and other commitments and join in from wherever you happen to be. You will engage in individual and collaborative projects, supported by your tutor and fellow students around the world. The face-to-face sessions will take place at a central London site. The networking events take place in a variety of UAL and private London locations. Online learning will include tutorials, simulations and discussions around case studies and selected readings. These can be accessed from the Executive MBA (Fashion) Virtual Learning Environment (or VLE), accessible from your computer browser.

Scheduled Learning and Teaching

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 hours over 70 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

Executive MBA (Fashion)

Percentage of time spent in timetabled learning and teaching – 12%

Assessment Methods:

This course uses a range of formative and summative assessment methods to enable you to reflect upon your progress and improve your work.

Formative assessments are designed to give you feedback and offer opportunities for reflection within a unit. These may be tutor or peer-led or require you to engage in critical self-reflection. Formative assessments do not count towards your unit grade.

Summative assessments come at the end of a unit or period of study. Summative assessments can be holistic or use elements of assessment. Holistic assessment produces one grade for all of the assessment requirements based upon the assessment criteria. Element assessment assigns percentage weightings to

individual parts of the assessment requirements and these grades are then calculated to attain the overall grade for the unit.

The types of output that are assessed will also vary and may include practical and written work, case studies, reports, presentations and role-plays.

You will be encouraged to be actively engaged in the assessment process through tutorials and learning journals where you record and reflect upon your own progress.

The award of Executive MBA (Fashion) is based on the successful completion of all units. Credit is awarded when a student passes each unit and the final awarded grade will be determined by the grade awarded for the Consultancy Project.

Reference Points

The following reference points were used in designing the course:

- The College Learning and Teaching Strategy
- The College Assessment Strategy
- The Learning and Teaching Policies of the University of the Arts London
- University of the Arts London Level Descriptors
- National Framework for Higher Education Qualifications

Programme Summary

Programme structures, features, units, credit and award requirements:

The programme operates within the University of the Arts London's Credit Framework, with 3 possible exit points:

	60 credits	120 credits	180 credits
Level 7	PG Cert Business Administration (Fashion)	PG Dip Business Administration (Fashion)	MBA (Fashion)

Two study routes are available, an 18-month Fast Track option and a Flexible Learning option, a unit-by-unit approach which allows candidates up to 5 years to complete.

The validated units are:

- Global Supply Chain and Distribution;
20 Credits
- Socio-cultural, Economic and Organisational Context of Fashion;

20 Credits

- Strategic Financial Management;
20 Credits
- Strategic Branding and Marketing Management;
20 Credits
- Leadership and Strategic Human Resource Management;
20 Credits
- Product Portfolio Management;
20 Credits
- Consultancy Project;
60 Credits

20 credit units can be taken in any order but 120 credits must be successfully obtained before the student is allowed to progress and undertake the Consultancy Project unit (60 credits).

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group, or one-to-one)
- one tutorial per unit of study for the duration of their course of study at LCF
- group tutorials as required
- an appropriate level of confidentiality

Distinctive features of the course:

- The opportunity of negotiating a research-led Consultancy Project individually developed through supervised self-directed study.
- The opportunity to build a qualification through attainment of units of study over period up to 5 years.
- The opportunity to undertake individual units as professional development.
- The strong participation of industry partners in the delivery of the curriculum (by means of a strong 'industry leaders' speaker programme) and the exposure to contemporary problems by using real-life case studies.
- A unique Leadership and Strategic Human Resource Management unit that is tailored to enhance individual students' managerial skills.
- The inclusion of field activities in the curriculum (such as visits to select retail, consultancy and industry partner premises to which 'ordinary' students are not normally granted access) that enhance teaching and learning as well as provide networking opportunities.
- A substantial portion of learning resources and support will be available online to students making remote studying a realistic and desirable option.

Recruitment and Admissions

Selection Criteria

The course team seeks to recruit students who can demonstrate:

- a strong commitment and motivation towards a career in an aspect of the fashion media or fashion industry;
- an awareness and relevant experience of fashion;
- appropriate knowledge and skills commensurate with planned entry into the course.
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Portfolio and interview advice

All applications will be considered by the course team, and suitable candidates will be invited for interview. You are not guaranteed an interview.

Entry Requirements

Applicants are invited to apply who can demonstrate the following:

- An honours degree in a related discipline (2:1 or above) or equivalent qualifications.

AND

- A minimum of 3 years relevant industrial experience.

Exceptionally, applicants who do not meet these course entry requirements may still be considered if the course team decides that the application demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement or a combination of these factors.

English language requirements

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.

The level required by the University for this course is IELTS 7.0 with a minimum of 6.0 in any one skill.

The [International English Language Testing System \(IELTS\)](#) is the world's most popular English language proficiency test for higher education and it can be taken in more than over 140 countries.

For more details regarding English language requirements, please visit the [UAL Language Requirements](#) page. Please read the information carefully and look at the relevant documents.

Course Diagram

	60 credits	120 credits	180 credits
Level 7	PG Cert Business Administration (Fashion)	PG Dip Business Administration (Fashion)	MBA (Fashion)

Illustration of possible credit accumulation

	Year 1	Year 2	Year 3	Year 4	Year 5	Total Credits
Option 1	20 X 6	60				180
Option 2	20 X 3	20 X 3	60			180
Option 3	20 X 2	20 X 2	20 X 2	60		180
Option 4	20	20	20 X 2	20 X 2	60	180