

## 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 minor modification or local developments).

Awarding Body	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	MA Innovation Management
Relevant QAA Benchmark Statement	n/a
Date of production/revision	October 2016

This section is available to provide any introductory information on the course. It might include explanation of the position of courses which form a named pathway within an 'umbrella' programme.

### Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to:

Equip you with the knowledge, cognitive and practical skills which will enable you to adopt a strategic role as a creative collaborative practitioner within the area of innovation management and to continue your development academically and professionally.

### Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

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

- Adopt the meta-languages of business and design and translate between them.

<ul style="list-style-type: none"> <li>• Employ co-operative and synergistic approaches to team work, problem solving and opportunity development.</li> </ul>
<ul style="list-style-type: none"> <li>• Employing critical judgement, select tools, methodologies, key theories and critical discourses which are appropriate to particular research questions.</li> </ul>
<ul style="list-style-type: none"> <li>• Utilise creative risk taking and experimentation, learn from failure and understand the implications of your actions.</li> </ul>
<ul style="list-style-type: none"> <li>• Define, analyse and critically evaluate the characteristics of the success criteria of propositions.</li> </ul>
<ul style="list-style-type: none"> <li>• Present information, convey messages and argue a position using appropriate media to achieve acceptance of a proposition.</li> </ul>
<ul style="list-style-type: none"> <li>• Negotiate the adoption of innovative propositions within business and corporate scenarios.</li> </ul>
<ul style="list-style-type: none"> <li>• Manage resources to achieve innovative results.</li> </ul>
<ul style="list-style-type: none"> <li>• Identify and develop innovative business and corporate opportunities.</li> </ul>
<ul style="list-style-type: none"> <li>• Locate, evaluate and articulate the value of your activities and outcomes in terms of innovation management.</li> </ul>

### **Learning and Teaching Methods:**

Provide a summary of the relevant learning and teaching methods for the course.

The primary means of learning for each student is through studio practice. This is supported and developed through:

1. Unit and project briefings
2. Set and self-initiated project briefs;
3. Inductions, lectures and seminars;
4. Collaborative workshops and interdisciplinary study teams;
5. Peer learning;
6. Self and peer assessment;
7. Guest speakers;
8. Group discussions, reviews and critiques;

9. Working with clients on live projects;
10. Mentoring
11. Collaborative field research;
12. Dissertation teaching
13. Independent study

### **Assessment Methods:**

Provide a summary of the relevant assessment methods for the course.

Holistic assessment of achievement as demonstrated through:

In Unit One

1. 1 x essay of between 1,800 and 2,000 words and 1 x essay of between 5,800 and 6,000 words, supported by a series of team and individual presentations in response to set and self-defined projects
2. self- and peer-assessments

In Unit Two

3. Literature Review to include team presentations, supported by appropriate written and visual documentation and self- and peer-assessments
4. a self-positioning essay of between 4,800 and 5,000 words
5. Field Research Partner Learning Agreement
6. A dissertation of between 14,500 and 15,000 words
7. Active and responsible contribution to organising and presenting at the course-hosted Innovation Conference/Forum

### **Reference Points**

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

1. FHEQ Level Descriptors (Level 7)
2. UAL Strategy for Student Learning
3. External industry advice and guidance

## Programme Summary

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

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, learning hours per week and details of tutorial support.

The course is offered in an extended full-time mode. This means that your learning is timetabled over 60 weeks, over two academic years, rather than the 45 week over one year full-time mode operated by many universities.

You are expected to commit 30 hours per week to your studies, within which your taught input will normally be scheduled over three days. The course has been designed in this way to enable you to pursue your studies, whilst also undertaking part-time employment, internships or care responsibilities

The course is divided into two units. The first unit which lasts for 20 weeks, and consists of four group projects, introduces you to a variety of research methodologies and multidisciplinary collaboration, enabling you to explore the different discourses of innovation management and to experiment in the production of strategic outcomes. This unit supports you in establishing the necessary contextual knowledge and research skills needed to explore the subject and locate yourselves within it, whilst establishing what is, or might be possible in terms of design-driven innovation. It also offers the opportunity to experiment, take informed risks and learn from failure; as well as introducing team-working as a first step to productive collaboration. Unit One is a 60- credit unit that integrates Personal and Professional Development (PPD), enabling you to become an active member of a learning community and developing your skills in communication, reflection, planning and decision making.

Unit Two acts as a natural extension to Unit One, and requires you to propose a personal direction in which you can demonstrate originality and self-direction in tackling and solving problems that are genuinely at the forefront of the subject. It begins by providing the opportunity to map the conceptual and practical landscape of the subject area, before asking you to develop your own Innovation Management project. You will produce a Dissertation, which consists of a:

Hypothesis to be tested; a Research Plan; identify and undertake a work-placement which serves as field-research for your project; a Critical Evaluative Report investigating the issues that are pertinent to your project; and a Feasibility Study where you test your original Hypothesis against the theoretical and practical work you have done. Finally, you will work as a whole year group in the organisation, management and delivery of an Innovation Symposium or Conference. Unit Two is a 120-credit unit that integrates Personal and Professional Development (PPD), enabling you to explore the professional world, and become a reflective self-sufficient practitioner and manage your career development.

**Distinctive features of the course:**

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

1. Collaboration and multi-disciplinary team-working are at the heart of the learning and teaching experience
2. 15-week Field Research with a partner organisation outside of the course.
3. Each Year 2 student is allocated a supervisor
4. Live Projects with external clients where possible
5. Symposium/Forum at conclusion of course

**Recruitment and Admissions**

**Admission Policy/Selection Criteria**

Summarise relevant details contained in the validation papers i.e. list the methods used in selection such as interviewing. Selection criteria should be fully listed.

We are actively seeking open-minded graduates from diverse academic and industry backgrounds who want to innovate, ideally with relevant work experience from business, marketing, engineering, sciences, social sciences, humanities and design. A key characteristic of our candidates will be the desire to extend their subject-specialisms by colliding with, negotiating between and connecting with people, concepts, discourses and practices that are outside their normal activities,

and who are keen to locate the creative outputs of these engagements in the area of innovation.

Applicants will be selected on the basis of the following criteria:

- a BA qualification or equivalent level of skills and knowledge in your own discipline and preferably some examples of post college work in your particular field
- evidence of interest and understanding of innovation and its management
- work demonstrating engagement with innovation and its management
- a reflective and critical approach
- evidence and experience of teamwork
- evidence and experience of research and analysis
- self motivation, ambition and a commitment to the

### **Application advice**

Selection for interview will be through a Personal Statement (500 words) and submission of examples of work developed through your prior educational and employment experiences.

### **Your Personal Statement should outline the following:**

- how you have become interested in Innovation Management and the postgraduate course at Central Saint Martins
- what aspects of your current experience relate to innovation and its management
- how you see MA Innovation Management impacting upon your future career

Your 'portfolio' should demonstrate your practical and conceptual skills and your working processes and provide evidence of your experience of innovation and its management. Your examples of your work will depend on your field of expertise, as follows:

**Applicants with a background in design should include:**

- 20 examples of visual work in PDF format
- cross platform CDRoms or DVDs of moving image work if appropriate
- developmental research material
- samples of written work

**Applicants from all other backgrounds should include:**

- a detailed professional CV with project descriptions
- documentation of work where possible including report, presentations or research projects for which you have been responsible

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- what aspects of your current experience relate to innovation and its management
- how you see MA Innovation Management impacting upon your future career.

**Entry Requirements**

List the entry requirements relevant to the course.

Applicants must have an Honours Degree, or evidence of equivalent learning and normally at least one year of relevant professional experience. The relevant disciplines and professional fields are:

- business studies
- management
- the social sciences
- the humanities

- physical sciences
- marketing
- design

All classes are conducted in English. If English is not your first language, we strongly recommend you send us an English language test score together with your application to prove your level of proficiency. If you have booked a test or are awaiting your results, please clearly indicate this on your application form. When you have received your test score, please send it to us immediately. The standard English language requirement for entry is IELTS 7.0 with a minimum of 6.0 in any one paper, or equivalent. For further information visit the [Language Centre website](#).

Applicants who will need a Tier 4 General Student Visa should check the External English Tests page which provides important information about UK Border Agency (UKBA) requirements.

#### Admission Procedures

The selection procedures for the course must adhere to the Equal Opportunities Policy of UAL.

The selection procedures for the course adhere to the Equal Opportunities policy of the University of the Arts London. Applications are normally made directly to the University and are evaluated on the basis of the entry requirements and the selection criteria.

Applications for this course are initially assessed on the application form and information requested which is determined annually and may include one or more of the following:

- Personal statement
- Curriculum vitae
- Project or study proposal
- Portfolio
- Written assignment

Following initial consideration applicants may be invited to attend portfolio review and / or interview.

**Course Diagram**

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

See below

Basic Postgraduate framework diagram (EFT 60 weeks)																															
Unit One (Exploration and Experimentation) 60 credits																				Unit Two (Collaboration and Independence) 120 credits											
	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Year One																															
			F		F	F				F							F			S		F	F								
	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

(Unit 2 continued)															(Unit 2 continued)																
	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	
Year Two																															
		F									F									F				F						S	
	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	
<b>Field Research Placement with Host Partner</b>																															