

MA Global Fashion Retailing

Programme Specification 22/23

Awarding Body	University of the Arts London
College	London College of Fashion
School	Fashion Business School
Programme	LCF Marketing and Branding Programme (L071)
Course AOS Code	LCFMAFRMF02
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2022
QAA Subject Benchmark	Business and Management
Collaboration	N/A
UAL Subject Classification	Fashion business
JACS Code	N240 - Retail Management
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard entry requirements for this course are as follows:</p> <ul style="list-style-type: none"> • An Honours degree at 2.1 or above in a related discipline • OR Equivalent qualifications; <p>APEL (Accreditation of Prior (Experiential) Learning)</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that</p>

	<p>demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience (minimum of three years) • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors <p>Each application will be considered on its own merit but we cannot guarantee an offer in every case.</p> <p>English Language Requirements</p> <p>IELTS level 7.0 with a minimum of 6.0 in reading, writing, listening and speaking. Please check our main English Language Requirements.</p>
<p>Selection Criteria</p>	<p>The course seeks to recruit students from diverse socio-economic and cultural backgrounds and welcomes applications from mature students.</p> <p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • the potential to develop their practical and critical abilities through academic study; • critical knowledge of a subject area; • a capacity for intellectual enquiry and reflective thought; • an openness to new ideas and a willingness to participate actively in their own intellectual development; • initiative with a developed and mature attitude to independent study.
<p>Scheduled Learning and Teaching</p>	<p>Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.</p> <p>Scheduled learning and teaching activity may include</p>

	lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.
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Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Postgraduate Certificate	60
Postgraduate Diploma	120
Master of Arts	180

Scheduled Learning Split by Level	
Level 7	13%
Total Scheduled Learning Split	13%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To develop your intellectual curiosity, creative skills and innovative thinking through the synthesis of theoretical and practical approaches to Global Fashion Retailing;
Aim	To enable you to define, develop and extend your knowledge and conceptual understanding of Global Fashion Retailing, through developing a responsive approach to management;
Aim	To advance your independent judgement and foster an inquiring and analytical approach to the study and practice of fashion retailing in the wider global context of cultural, ethical, societal, technological and economic change;
Aim	To empower you to use rigorous evidence-based enquiry, networking and communication skills, both individually and/or as part of a team;
Outcome	Comprehend economic, market and technological change and assess potential opportunities for growth within a retail context (enquiry);
Outcome	Evaluate diverse and disruptive forms of retail innovation that contribute value to fashion retail and assess their ability to shape the future of global fashion retailing (enquiry);
Outcome	Synthesise retail theories and practices to create, develop and manage new opportunities, new formats and new markets (knowledge);
Outcome	Apply academic and vocational skills and knowledge to analyse the viability and growth of retail organisations globally (knowledge);
Outcome	Articulate and communicate ideas clearly through different forms, and reflect critically on your own practice (communication);
Outcome	Work independently and in teams to conduct original research, using appropriate methodology and building relevant networks for collaborative work (process);
Outcome	Realise a body of work through independent study which demonstrates an original and creative approach in the field of global fashion retailing, and which will either be of direct value to the

	industry or education, or have the potential to be developed for research at higher degree level (realisation).
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Distinctive Features	
1	One of only four known courses to currently offer a Postgraduate Masters specialising in the fashion retail business, and the only course to include a creative project-based unit within the curriculum.
2	Pioneering student-centred projects with positive impact, delivered by an expert team comprising research active academics and retail professionals.
3	Strong and continuous industry collaborations, encouraging research in action and making a compelling contribution to fashion retail transformation.
4	A global course in cohort construction and outlook. Pioneering partnerships with international HE institutions for staff and student exchange.
5	Mentoring network – the ecosystem of alumni relationships is enhanced through mentoring arrangements between alumni and current students.
6	Generating new skills and capabilities, required by industry, through team-based interactions to propose innovative solutions to industry challenges.

Course Detail

MA Global Fashion Retailing is a dynamic and academically rigorous course, equipping you with the knowledge, skills and capabilities demanded by fashion retailers operating in an increasingly competitive, complex and unpredictable global environment.

You will apply curiosity, inquiry, creativity and criticality through the synthesis of theoretical and practical approaches to learning. You will demonstrate the ability, knowledge and competencies to be effective and responsible leaders in the rapidly changing global fashion retail industry. Throughout the course you will develop skills in teamwork, communication, problem-solving and decision-making through independent judgment and critical self-awareness, working effectively both individually and collaboratively as a team.

With rigorous research underpinning the curriculum, you will explore and examine retail strategy and operations, internationalisation, brand management, consumer insights, responsible retailing, retail analytics, omnichannel retailing and creative retail futures, with a focus on sustainability, innovation and disruption within the retail business.

The course structure provides you with the opportunity to personalise your learning. The specialisms are tailored to your interests and career aspirations. The course is industry anchored, with guest speakers, and live projects embedded into the teaching and learning, ensuring course saliency whilst enhancing your employability.

Course Units

1. Collaborative Challenge (20 credits)
2. Retail Strategy and Operations (20 credits)
3. Brand Management and Consumer Insights (20 credits)
4. Research Proposal (20 credits)
5. Creative Retail Futures (20 credits)
6. Advanced Retail Business (20 credits)
7. Masters Project (60 credits)

Learning and Teaching Methods

The use of a range of case studies, simulations, role play, industry projects, debates, discussions, presentations, peer learning and reflexive practice are used throughout the course to encourage criticality and self-directedness.

The range of blended learning methods include:

- Action learning – students learn from each other and interactions with academics and experts, and engage in shared learning through reflection and effective questioning
- Online forum discussions and other forms of digital communication tools through Moodle
- Project-based learning – through industry projects, simulations, role play, scenarios and case studies
- Alumni and industry engagement to provide relevant industry insights
- Collaborative group projects and team activities using blogs and cloud technologies to capture the team working activities
- Peer critiques to enhance resilience, confidence, interpersonal skills and team learning
- Activities like Hackathons and Symposiums, to scaffold students’ Master level academic study skills, learning and networks

These learning methods are delivered through a combination of teaching approaches: both face-to-face and online, lectures, seminars, workshops, group and individual tutorials. In addition to the course team, the teaching and learning aligns with LCF’s research centres, leveraging their expertise in aspects of curriculum delivery.

Assessment Methods

- Written strategy reports, critical essays, case study analysis and solutions
- Visual essays, digital presentation and supporting visual material
- Group presentations
- Literature reviews and evaluations
- Planning, conducting and managing projects

Final summative assessments are supported by a range of formative, holistic feedback points: peer assessment, group and individual critiques and tutorials.

Collaborative practice is encouraged alongside one-to-one provision as valued principles of MA study. Individual development and progression is monitored through face-to-face and online tutorials which are also a first contact for pastoral support. The Language Centre and Academic Support departments are also integrated into the curriculum, enhancing our quality of learning.

Reference Points

The following reference points were used in designing the course:

- UAL Learning, Teaching and Enhancement Strategy, 2015-2022:
https://www.arts.ac.uk/_data/assets/pdf_file/0025/18457/2015-2022-Learning,-Teaching-and-Enhancement-Strategy.pdf

- UAL Creative Attributes Framework (CAF):
https://www.arts.ac.uk/_data/assets/pdf_file/0026/37853/Creative_Attribute_Framework_Overview_PDF_582KB.pdf
- National Framework for Higher Education Qualifications Level Descriptors
- The Master's Degree Characteristics (QAA, September 2015) benchmark statement
- LCF Internal functions, including LCF digital learning team, operations, IER, Library, IT, academic registry
- LCF Research Centres (Centre for Sustainable Fashion, Digital Anthropology Lab, Centre for Fashion Enterprise, Fashion Innovation Agency) and research department
- External examiner
- Industry partners
- Current and alumni students

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable