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APPROVED

## Graduate Diploma Fashion Management

|                                   |   |
|-----------------------------------|---|
| <b>Awarding Body</b>              | University of the Arts London                                   |
| <b>College</b>                    | London College of Fashion                                       |
| <b>School</b>                     | Fashion Business School   |
| <b>Programme</b>                  | LCF Leadership and Management Programme (L070)                  |
| <b>Course AOS Code</b>            | LCFGDFMGMF01  |
| <b>FHEQ Level</b>                 | Level 6 Grad Diploma  |
| <b>Course Credits</b>             | 120   |
| <b>Mode</b>                       | Full Time   |
| <b>Duration of Course</b>         | 1 year  |
| <b>Valid From</b>                 | September 1st 2020  |
| <b>QAA Subject Benchmark</b>      | Business and Management   |
| <b>Collaboration</b>              | N/A   |
| <b>UAL Subject Classification</b> | Fashion business  |
| <b>JACS Code</b>                  | N212 - Creative management                                      |
| <b>UCAS Code</b>                  | N/A   |
| <b>PSRB</b>                       | N/A   |
| <b>Work placement offered</b>     | N/A   |
| <b>Course Entry Requirements</b>  | The standard entry requirements for this course are as follows: |

|                           |   |
|---------------------------|---|
|                           | <ul style="list-style-type: none"> <li>• First degree (2:2 or above) or FDA with a merit/distinction profile in any discipline, or equivalent qualifications / awards.</li> </ul> <p><b>APEL (Accreditation of Prior (Experiential) Learning)</b></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 demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> <li>• OR a combination of these factors</li> </ul> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>English Language Requirements</b></p> <p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main <a href="#">English Language Requirements</a>.</p> |
| <b>Selection Criteria</b> | <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"> <li>• Creativity</li> <li>• An understanding of the benefits of organisational and management skills in the workplace</li> <li>• A mature study commitment, which is essential as entering the fashion management industry is highly competitive</li> </ul> <p><b>Extra information required for applications to this course</b></p> <p>When you are submitting your application form, you will also need to provide the following pieces of documentation in support of your application:</p>   |

|   |  |
|---|--|
|   | <p><b>Curriculum Vitae</b></p> <p>You will be required to submit a Curriculum Vitae (C.V.) in support of your application. This should include your full education and employment history.</p> <p><b>Personal statement</b></p> <p>The personal statement is your opportunity to tell us about yourself and your suitability for the course that you intend to study.</p> <p>Some key points to consider:</p> <ul style="list-style-type: none"><li>• Make sure that personal statement is your own work and is about you.</li><li>• Why you want to study the course you are applying to.</li><li>• Try to link your skills and experience required to the course.</li><li>• Demonstrate your interest and enthusiasm for the course and link these with your personality.</li><li>• Make sure it is organised and literate (grammar, spelling, punctuation check).</li></ul> |
| <p><b>Scheduled Learning and Teaching</b></p> | <p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found <a href="#">here</a>.</p>  |

## Awards and Percentage of Scheduled Learning

### Year 1

|   |                |
|---|----------------|
| <b>Percentage of Scheduled Learning</b> | <b>13</b>      |
| <b>Awards</b>                           | <b>Credits</b> |
| Graduate Diploma                        | 120            |

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

| <b>Aim/Outcome</b> | <b>Description</b>   |
|--------------------|--|
| Aim                | Enable you to obtain a systematic understanding of the creative and fashion industries, and specialise in key aspects within this field for further study.   |
| Aim                | Support the development of your skills of research, enquiry and evaluation necessary for the practice of fashion management.   |
| Aim                | Empower you to develop and sustain critical arguments, and/or to solve problems, using a variety of ideas and techniques relevant in the management of global fashion business.                                      |
| Aim                | Encourage development of creative intellectual and personal attributes in the self-management of independent learning.   |
| Aim                | Enable you to make informed decisions in complex and unpredictable contexts through academic enquiry and collaborative working.  |
| Aim                | Prepare you for entry into further study or relevant self-employment/ enterprise initiatives or employment in corporate organisations.   |
| Outcome            | A coherent and systematic understanding of the underlying concepts and principles of fashion management applicable to global fashion organisations.  |
| Outcome            | A conceptual understanding that enables you to form sustainable and critical arguments, and/or solve problems using ideas and techniques, which are at the forefront of the discipline of global fashion management. |
| Outcome            | Competence with varied techniques of enquiry and analysis using a range of both primary and secondary sources.   |
| Outcome            | The ability to define appropriate questions, formulate judgments, and evaluate a range of solutions within a collaborative, cooperative and/or independent working environment.                                      |
| Outcome            | Evidence of engagement with principles of personal and professional development as outlined in the Creative Attributes Framework.  |

| <b>Distinctive Features</b> |  |
|-----------------------------|--|
| 1                           | A unique one year graduate diploma conversion course in fashion management at Level 6 offered at the Fashion Business School at the London College of Fashion. The course has enabled many students to successfully apply and complete further MA studies and provided the opportunity to change career direction to the fashion and related industries. |
| 2                           | The course offers a transformative experience, facilitating the acquisition of knowledge, learning and communication with a high degree of digital engagement. It offers a conversion at Level 6 to the specialist knowledge required in the field of fashion management.  |
| 3                           | The course leverages the richness of diversity in its international cohort, through in class presentations and discussions from a global perspective.  |
| 4                           | The course offers a rigorous academic and practical study of fashion management, from the demands of the consumer, to the operations of modern fashion business models from a global perspective.  |
| 5                           | Technological and employability skills are embedded within the course through team work, presentations and online collaboration.   |
| 6                           | The Course Leader and staff bring a wealth of industry experience to the course which combined with external speakers, ensure students appreciate the application of theoretical concepts.   |
| 7                           | The course is within the Fashion Business School, London College of Fashion enabling the student to connect with shared resources. A language support programme runs alongside the course to enable the student to enhance their language skills both written and oral.  |

## Course Detail

### Introduction

The course provides an approach to learning that encourages autonomous and creative work to build confidence in becoming a reflective and independent learner.

We aim to make you a strategic thinker and decision maker together with developing your creative attributes through your Professional Portfolio.

### What to expect

- A one-year conversion course for students who have a 2:2 or higher first degree; we welcome students who may have a previous degree outside the area of fashion management.
- The course emphasises the importance of sustainability and ethics within the fashion industry when responding to consumer behaviour and demand.
- Business and management theories are explored and combined with practical applications.
- The course is taught by a range of specialist academics with knowledge and experience relevant to the disciplines of the course.
- Throughout the course your personal and professional development is informed through the UAL Creative Attributes Framework (CAF), this culminates in the creation your Professional Portfolio produced as part of your Final Major Project. This framework emphasises the transformative education that we are committed to provide, to develop your creative employability and enterprise attributes, supporting your ambitions in the competitive fashion environment.
- The course is divided into two blocks of 15 weeks. After an induction week, the first block of the course will take you through an understanding of the fashion consumer and their relationship to fashion business organisations with the internal and external facing operations of these businesses.
- The course culminates in the second block with your Final Major Project, which requires you to produce a body of work through independent study that demonstrates research through advanced critical and analytical skills together with an innovative approach to problem solving in your specific field of ambition and practice.
- It will be expected that the students make industry and academic connections using the resources available at LCF and UAL throughout the course

- This final project enables students to prepare for the next stage of their career, whether that be an MA in a related field a personal entrepreneurial project or moving into industry.

### **Work experience and opportunities**

It will be expected that the students make industry and academic connections using the resources available at LCF and UAL for their Final Major Project. This final project enables students to prepare for the next stage of their career, whether that be an MA in a related field or a personal entrepreneurial project.

### **Mode of study**

Undergraduate (Level 6) full time.

The academic year for this course is divided into Block 1 and Block 2. For term and holiday dates please see the University timetable available here: <https://www.arts.ac.uk/students/term-dates>

If you have a tier 4 visa you will be expected to be in attendance in the UK during these times.

### **Course Units**

#### **Block One:**

For the first 15 weeks of the course there is focus on providing an understanding of the fashion industry through theoretical frameworks.

#### **Unit 1: Fashion Contexts (Weeks 1- 5) 20 Credits**

This unit focuses on the consumer of fashion in a cultural and commercial context. It is delivered through a combination of lectures, seminars and formative assessment. This unit provides the academic framework to develop curiosity, the enthusiasm to seek out new perspectives and to create and build on existing knowledge through systematic academic enquiry. Within this unit there will be an individual essay and a team presentation on which you will be marked separately.

#### **Unit 2 : Fashion Organisations (Weeks 7 – 16) 20 Credits**

This unit looks at the internal operations of a fashion organisations; including its business structure, supply chain and issues of sustainability. It will also look at the various roles within the fashion organisation such as the role of the buyer and designer. The unit shows the fashion organisation as one that can accommodate constant change, how a business must be open to encouraging openness and

agility. This unit is delivered through a series of lectures, seminars and formative assessment opportunities.

### **Unit 3: Fashion Communications (Weeks 7 – 16) 20 Credits**

This unit looks at the outward facing communications of a fashion company; its ability to fulfil customers' demands. This unit will also develop your ability to collaborate with others, create networks and contribute to communities of practice. This is contextualised through team work and the understanding of how companies segment, target and position themselves and communicate with their customers.

All three units are linked; the second two units run concurrently and refer to the types of consumer identified in the first unit.

### **Block Two:**

#### **Graduate Diploma: Final Major Project (60 Credits)**

In this Block you will complete your Final Major Project (FMP). You will be given the opportunity to choose between either a dissertation or a business report. Both options will give you a valuable body of work to present to either a prospective employer, or as part of an application for future study. Both options allow you to demonstrate proactivity, initiative, hard work and passion through the investigation or study of an emerging issue or new proposal. You are expected to demonstrate resourcefulness in pursuing these opportunities for an ethical and sustainable outcome and will be given the opportunity to present your work to a panel for formative feedback.

As part of this unit you will also submit a professional portfolio, which will include a personal statement reflecting on your experience of the course and demonstrating how this has informed future career aspirations. Your Professional Portfolio will allow you to demonstrate academic and personal skills in your chosen field.

The Final Major Project and the Professional Portfolio are submitted marked separately.

#### **Showing your work:**

All students are advised to set up a profile on the Graduate Showcase UAL's portfolio platform, which can be done at any point during your time at LCF and will last for up to 12 months after graduation. This platform is often used to source student work for promotional use on the website, social media and for print and can be a great way of getting your work seen.

## **Learning and Teaching Methods**

*The following teaching and learning methods are employed to support the integrated aims of the course outcomes:*

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

Following the lectures, which will also be available online, there will be interactive seminars, you will be expected to make short presentations in small teams discussing points and applications of the ideas presented in the lecture.

Full use is made of online interactive tools such as the 'teams' and other online sharing platforms to allow you to interact and share with peers. The course Virtual learning Environment (VLE) has links to a repository of key information, academic texts, websites of interest, and key e-books. Links to this information are put into the lecture slides.

There is a high proportion of self-directed study on this full-time course, during which time we expect you to make full use of the facilities available to both online and in our college library. The libraries on all the main UAL sites are also available to you, most of which have extended opening hours.

Your personal and professional development is accomplished through our Creative Attributes Framework. Using this framework, you will be asked to reflect critically on your achievements and developments throughout the course, this reflection will be in the form of writing as well as the creation of a professional portfolio to demonstrate your abilities to future employers or for further academic study.

Throughout the academic year there will be tutorials, these can range from small group to personal tutorials to discuss pastoral matters. For the final major project, you will be assigned a supervisor who will work with you on a one-to-one basis.

All assessment is through coursework, this allows you to demonstrate your interpretation of the brief, make your own judgement of the most relevant knowledge and use appropriate analysis within the prescribed word count. Integral to coursework is academic referencing, through which you will acknowledge the work of others and underpin arguments and proposals on a firm academic foundation.

## **Assessment Methods**

*The following assessment methods are employed to support the integrated aims of the course outcomes:*

A wide variety of methods are employed including essays, reports, case study analysis, reflections, team and individual presentations, online and in class.

Assessment takes two forms:

- Formative assessment, this can be marked or taken in the form of verbal feedback from which you would be expected to take notes. If it is marked the marks do not contribute to your final grade, it provides an opportunity for you to receive feedback from an academic, your fellow students and in the case of the Final Major Project through a presentation that will be made in a business and/or academic context.
- Summative assessment is marked, and is contributes to your final classification.

## Reference Points

The following reference points were used in designing the course:

- National Framework for Qualifications :  
<http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>
- UAL Credit Framework: <https://myintranet.arts.ac.uk/staffonly/policies-regulations/quality-assurance/credit-framework/>
- The Learning and Teaching policies of the University of the Arts London:  
<http://www.arts.ac.uk/about-ual/teaching-and-learning/about-the-exchange/teaching--learning-strategy/>
- College policies and initiatives :  
<https://myintranet.arts.ac.uk/staffonly/college-information/london-college-of-fashion/college-realignment/>
- The UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>
- The UAL Creative Attributes Framework : <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/>

In addition, the following reference points were used in designing the course:

QAA. (2015) Subject Benchmark Statement Business and Management. Available at: <http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2915#.VSY8Vlyuerw>

Discussion held in Autumn 2016 and early 2017 to inform course design include: the teaching team, Fashion Business School Postgraduate Course

## Course Diagram

**Graduate Diploma Fashion Management** – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

| LEVEL 6 – Year 1                        |   |   |   |    |   |   |   |   |    |    |    |    |    |    |  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
|---|---|---|---|----|---|---|---|---|----|----|----|----|----|----|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|
| BLOCK 1                                 |   |   |   |    |   |   |   |   |    |    |    |    |    |    | BLOCK 2  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
| 1                                       | 2 | 3 | 4 | 5  | 6 | 7   | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16   | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |  |  |
| <b>Fashion Contexts</b><br>(20 credits) |   |   |   | E1 |   | E2  |   |   |    |    |    |    |    |    |  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
|   |   |   |   |    |   | <b>Fashion Organisations</b><br>(20 credits)  |   |   |    |    |    |    |    |    | S  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
|   |   |   |   |    |   | <b>Fashion Communications</b><br>(20 credits) |   |   |    |    |    |    |    |    | S  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
|   |   |   |   |    |   |   |   |   |    |    |    |    |    |    | <b>Graduate Diploma: Final Major Project</b><br>(60 credits) |    |    |    |    |    |    |    |    |    | E1 |    | E2 |    |    |  |  |

*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*