

MSc Fashion Analytics and Forecasting Programme Specification 21/22

Awarding Body	University of the Arts London
College	London College of Fashion
School	Fashion Business School
Programme	LCF Leadership and Management Programme (L070)
Course AOS Code	LCFMSFAFD01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time, Distance Learning
Duration of Course	1 year
Valid From	September 1st 2021
QAA Subject Benchmark	Business and Management
Collaboration	N/A
UAL Subject Classification	Business & management, and science, Fashion business
JACS Code	N210 - Management techniques
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 (e.g., any Fashion Business School undergraduate course, or undergraduate courses from other institutions in Business, Marketing or Management, or with a Product, Enterprise or Quantitative focus). • OR equivalent qualifications. • OR applicants with a degree in another subject may be considered, depending on the strength of the application. We welcome applications from graduates with qualifications in broader fashion

	<p>and creative subjects who can demonstrate an aptitude for using data and data analytics to support effective decision making.</p> <p>1. 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 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>2. 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>	<ul style="list-style-type: none"> • Sufficient prior knowledge and experience of and/or potential in a specialist subject area to be able to successfully complete the programme of study and have an academic or professional background in a relevant subject for the Master’s. • An aptitude for, or clear interest in, quantitative research, applied statistics, data analytics, data mining, machine learning, big data analytics, or forecasting from a fashion business context. • A willingness to work as a team player. • Good language skills in reading, writing, listening and speaking. • The ability to work independently and be self-motivated.

Scheduled Learning and Teaching

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. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.

Awards and Percentage of Scheduled Learning Year 1

Percentage of Scheduled Learning	13
Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Science	180

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To enable you to extend your knowledge and understanding of how data can be harnessed for sustainable business practices in global fashion.
Aim	To support you in developing your data literacy, which is the general capacity to adaptively, ethically and intentionally apply data analytics to meet personal, professional and societal needs.
Aim	To enable you to enhance your transferable skills including critical thinking, research, data analytics, and communication through the synthesis of theoretical and practical approaches to learning.
Aim	To support your acquisition, application and evaluation of relevant skills in advanced data analytics for decision making in the context of sustainable fashion business supply chains.
Aim	To support the development of your digital and data-related managerial skills to enhance your ability to contribute to the operation of emerging fashion business models.
Outcome	Develop a systematic knowledge and critical understanding of the relationship between economics, consumer insights, and global fashion business, and how advanced data analytics can add value to sustainable business models.
Outcome	Solve complex contemporary problems in fashion business by creatively applying high level knowledge and practical data analysis.
Outcome	Develop skills in accurately interpreting and communicating quantitative ideas and findings orally, visually and in writing and the ability to reflect critically on methodologies used.
Outcome	Undertake advanced independent and original research, identifying and applying appropriate research methodologies, data collection and analysis techniques that enable decision making based on reliable, valid, and ethically sourced data.
Outcome	Demonstrate proficiency in the use of software for data collection, analysis and visualisation of information as relevant to fashion business operations.

Outcome	Develop your creative attributes including resilience, connectivity and self-efficacy to support your personal and professional development by engaging with UAL's Creative Attributes Framework.
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Distinctive Features	
1	This MSc is the first Master's programme in the world to apply data analytics and forecasting in the context of fashion business.
2	This programme aims to enable graduates to use data analytics to creatively solve complex real-world problems in the fashion industry from design, production and consumption challenges through to considerations of environmental impact.
3	This is the first Master's programme to bring together the expertise of the three schools of London College of Fashion in the application of highly contextualised data analytics to Fashion Design and Technology, Fashion Media and Communication and Fashion Business disciplines across the global fashion industry.
4	This programme offers a premium online learning experience with a focus on the use of live industry briefs to develop problem solving skills.
5	Graduates will gain skills in the use of a variety of industry-relevant software tools for the collection, analysis and visualisation of data. Such tools currently include Qualtrics, R Studio, IBM SPSS Statistics, Microsoft's SQL Server, Microsoft Power BI, and Adobe In-Design. The list is regularly reviewed with industry partners to ensure currency.
6	This programme has been developed in consultation with our industry partners in response to an identified skills gap and so positions graduates well for employment, consultancy or research futures in the fashion and allied industries.

Course Detail

The global fashion industry is a highly competitive market in which the consumer now demands sustainable, efficient, and inclusive business operations. External shocks create risk and opportunity within the industry so accelerating the need for digital innovation and e-commerce initiatives. The need to harness data to improve fashion business models is at its peak in an industry that has traditionally relied on intuition and creative direction for setting global trends. Data-driven insights and accurate forecasts are needed to support investment decisions, model demand for new products, technologies and business practices. As such, fashion businesses must develop a strategic response to continual global economic change, sustainability agendas and technological developments to retain their competitive advantage. Accordingly, there is a growing need for graduates who are competent and confident in skills of data analysis.

The course is delivered fully online. It is unique in LCF as the first of our taught Master's courses to bring together the teaching and research expertise of all three schools. The Fashion Business School (FBS) leads the course with specialist units delivered by staff from School of Media and Communication (SMC) and School of Design and Technology (SDT). As an advanced signatory to the UN Principles of Responsible Management Education (PRME), FBS tailors its curriculum to meet the six principles of responsible management education. The curriculum emphasises the development of an understanding of the contemporary global fashion industry coupled with quantitative data literacy and data analytics in a world where unforeseen events have reinforced the importance of data-driven insights.

The course aims to provide you with a solid grounding in both theoretical and practical approaches to quantitative data analysis and visualisation within the wider disciplines of supply chain management, consumer insights, economics, and research methods as relevant to the contemporary global fashion industry. Our learning approaches encourage you to work autonomously and creatively whilst enabling you to develop confidence in becoming a reflective learner, strategic thinker, and effective decision-maker.

Course Units

The Course is divided into three 15-week 'blocks' of study (full-time). The first block is 60 credits and students who successfully complete this block are eligible to progress to the second block. The second block is a further 60 credits and students who complete blocks 1 and 2 are eligible to continue to the third and final block unit, *Master's Project*. Successful completion of this 60 credit unit renders you eligible for the award of a Master's degree. The final award classification is based upon the Master's Project only.

Postgraduate Block 1

Unit Name: Forecasting & the Global Fashion Economy (20 Credits)

This unit will introduce you to the economic environment of the global fashion industry via an in-depth foundation in fundamental micro and macroeconomic concepts that lead to sustainable economic growth. You will be introduced to the economics of supply chain management and a wide range of advanced univariate forecasting techniques and their application via R Studio for predicting future economic trends relevant to the global fashion industry. The basic coding skills which you learn in this unit will provide a foundation for future units.

Unit Name: Collaborative Challenge (20 Credits)

This unit is your opportunity to innovate and explore developmental processes and engage with collaborative working practices. You will develop your professional negotiation, teamwork and networking skills that are essential in the cultural, entrepreneurial, and creative industries. The emphasis of this unit is on developing and showcasing your consultancy skills. You can engage with industry or college-based briefs.

Unit Name: Connecting with Global Fashion Consumers (20 credits)

This unit is delivered by LCF's School of Media and Communication. You will be introduced to the principles of communication with diverse consumer audiences and the role of data in fashion communication. The unit also emphasises data protection, privacy, and the ethical use of data in communications. You will develop your skills for storytelling and engaging global fashion consumer audiences through written and visual narratives.

Postgraduate Block 2

Unit Name: Quantitative Research Methods (20 Credits)

This unit is designed to support the development of the research design of your MSc Master's Project and your advanced quantitative research skills for consumer data collection and analysis. You will develop the advanced skills necessary for critically evaluating secondary research, designing reliable and valid quantitative research instruments, and conducting hypothesis tests with parametric and non-parametric statistical tests which will benefit the remainder of this course and your future employability. You will obtain experience in using industry relevant software to design, analyse and evaluate a consumer survey in response to a current fashion business problem of your choice.

Unit Name: Principles of Machine Learning for Fashion Analytics (20 Credits)

This unit aims to develop your understanding of e-commerce led fashion business models and introduce the basic theory underpinning key machine learning and data mining techniques for uncovering hidden insights from Big Data in fashion. The unit will focus on the practical application of supervised learning algorithms and data mining techniques on fashion consumer data with a critical appraisal of the associated ethical issues. You will be exposed to a toolbox of automated machine learning algorithms. The skills you develop will enable you to successfully apply a selected machine learning or data mining algorithm on fashion-related Big Data.

Unit Name: Data Driven Fashion Product Innovation (20 Credits)

This unit is delivered by LCF's School of Design and Technology with the aim of challenging traditional assumptions of fashion industry practices by using data in fashion product innovation. Fashion design requires a dynamic supply chain management process to meet contemporary demands for better products. This in turn requires data analytics to inform the development of sustainable business models. The strategic application of complex data from a wide range of sources will validate a concept and situate this in a contemporary context that drives advanced practices in fashion product innovation. You will learn to critically analyse the impact of changing consumer preferences on product life cycles, supply chain strategies, and sustainable business models. The analysis will support you to propose a conceptual framework and/or fashion product innovation idea for a specific market or sector.

Postgraduate Block 3**Unit Name: Master's Project (60 Credits)**

The Master's Project is an important piece of work central to achieving the course aims, which will provide an opportunity for you to demonstrate your knowledge and skills in relation to the course learning outcomes. Throughout the Master's Project, you are guided and supported by tutorials and peer and staff evaluation at interim stages. You will be allocated a supervisor for your project and will complete a learning contract outlining how you intend to develop and deliver your project.

The credit framework conforms to the University of the Arts London framework in which the unit of credit is 20 credits (equivalent to 200 hours of student study time). All credits on the MSc programme are at postgraduate level 7.

Learning and Teaching Methods

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

- Online asynchronous (pre-recorded) and online synchronous (live) lectures and briefings (large group)
- Online synchronous seminars (small group)
- Online asynchronous and online synchronous practical workshops and demonstrations (small group)
- Online academic skills workshops including library induction (small group)
- Online synchronous tutorials (individual or small group)
- Online asynchronous and online synchronous peer-to-peer and/or tutor feedback sessions (individual or small group)
- Presentations (live or pre-recorded)
- Independent learning (individual or small group)

Assessment Methods

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

- Formative assessment opportunities are provided within each unit to enable you to check the progress of your learning.
- A range of varied summative assessment methods are used including:
 - Project portfolio comprising of technical prototypes and presentations
 - Essays and reports
 - Time-constrained analysis exercises
 - Master's project, which requires the production of a body of work through independent study that demonstrates a high level of quantitative research, advanced critical and analytical skills, an innovative approach to problem-solving and an ability to work in collaboration with the fashion industry.

Reference Points

The following reference points were used in designing the course:

- UAL Learning, Teaching and Enhancement Strategy (2015-22)
- UAL Higher Education Assessment Policy
- UAL Assessment Criteria Descriptors (Level 7)
- QAA Framework for Higher Education Qualifications
- UK Quality Code for Higher Education
- QAA Subject Benchmark Statements (Master's Degrees in Business and Management, 2015)

- UN Principles of Responsible Management Education

Course Diagram

MSc Fashion Analytics and Forecasting – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 7																																														
BLOCK 1															BLOCK 2															BLOCK 3																
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	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45		
Forecasting and the Global Fashion Economy (20 credits)					E1										E2																															
Collaborative Challenge (20 credits)											S																																			
Connecting with Global Fashion Consumers (20 credits)													S																																	
															Quantitative Research Methods (20 credits)															S																
																							Principles of Machine Learning for Fashion Analytics (20 credits)					E1								E2										
																												Data Driven Fashion Product Innovation (20 credits)							S											
																														Master's Project (60 credits)															S	

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