

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	London College of Fashion
Final Award	MA Fashion Entrepreneurship & Innovation
Relevant QAA Benchmark Statement	<p>Master's Degrees in Business and Management</p> <p>http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf</p> <p>http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf</p> <p>These statements have been adapted to reflect the practical application of theory and sector-specific knowledge of the course as well as the unique Business School context. Therefore, a range of learning outcomes characterise the curriculum and assessment. There is currently no specific benchmark statement for the discipline of entrepreneurship.</p>
Date of production/revision	May 2018

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.

The MA Fashion Entrepreneurship & Innovation forms part of a portfolio of postgraduate courses in the Fashion Business School, London College of Fashion. Building on London College of Fashion's world-renowned reputation for industry aligned programmes, this pioneering course was established to support the development of new businesses and corporate ventures in the fashion sector.

MA Fashion Entrepreneurship & Innovation is aimed at graduates with a distinct vision of innovation in fashion who want to construct their own entrepreneurial venture or intrapreneurial project within a larger fashion organisation. In a highly competitive, global fashion marketplace, entrepreneurs generate new business models and seek to disrupt and challenge the market status quo by creating value through state-of-the-art products and services in the fashion industry. Micro, small and medium sized enterprises are the

catalysts for economic growth and employment. These enterprises require effective teamwork and entrepreneurial leaders who are resilient, skilled at handling uncertainty, measuring progress and building viable businesses through continuous innovation.

The course focuses on applied entrepreneurship and actionable theory in a real-world context. The 'learning by doing' ethos of the course is underpinned by teamwork and an innovative, self-determined approach to learning. The 'team entrepreneur' (student) sets personal and team objectives, builds strategic networks and creates viable fashion ventures. Inspired by the international success of Team Academy, Finland, this course uses team coaching techniques to support team entrepreneurs in building the skills, mindset and practical experiences needed to define and achieve their own and their team goals in entrepreneurship. The Master's Project provides the opportunity for you to develop an extensive research project in entrepreneurial practice that may lead to the launch or scaling of a viable fashion business or company project, and demonstrates the academic rigour appropriate to Master's level work in entrepreneurship and innovation.

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:

The aims of the MA Fashion Entrepreneurship & Innovation Course are:

- to develop your intellectual curiosity, creative skills, and innovative thinking by drawing on actionable theory of Entrepreneurship and Innovation;
- to enable you to define, develop and map your own entrepreneurial capabilities through learning by doing and reflecting on your experiences;
- to encourage you to build and evaluate the performance of entrepreneurial teams and collaborations through peer review;
- to support you to review and enhance your own entrepreneurial leadership skills through team coaching;
- to provide an opportunity for you to develop a personal and professional focus at postgraduate level within Fashion Entrepreneurship and Innovation.

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:

- Formulate an advanced synthesis of entrepreneurial thinking to create, develop and manage new opportunities, new products and new markets;
- Comprehend changes in economic, market and technological trends, by identifying potential opportunities for growth;

- Evaluate diverse and disruptive forms of innovation that contribute value to a fashion enterprise and shape the future of the fashion industry;
- Apply academic and vocational entrepreneurial skills and knowledge to analyse and benchmark the viability, start-up and growth of new businesses or projects;
- Articulate and communicate ideas clearly both in writing and orally and, through presentation to peer review, reflect critically on your own practice and that of your peers;
- Work independently and in teams and to conduct original research, identify and utilise appropriate methodology and build relevant networks for collaborative work;
- Realise a body of work through independent study which demonstrates an original and creative approach in the field of fashion entrepreneurship and innovation, and which will be of direct value to industry and education, and may have the potential to be developed for research at higher degree level.

Learning and Teaching Methods:

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

Course content is delivered through a blend of face-to-face and online methods providing an accessible and flexible space to interact with course and school activity. Team and individual coaching, shared training sessions, learning through practice, action learning sets, lectures and seminars, peer review, hackathons, bootcamps, workshops, discussions; critiques, PPD activities, and brainstorming sessions take place across a variety of campuses, with academics, practitioners and visiting lecturers. Business Pitching, presentations, numeracy and media skills, research and collaborative learning experiences focused towards start-up businesses, freelancing and consultancy are integrated across the School and with industry and academic partners.

Assessment Methods:

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

Final summative assessments are supported by a range of formative, holistic feedback points: peer assessment, team and individual coaching sessions. Teamwork and 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 coaching sessions, which are also a first contact for pastoral support. Language and study support systems are also offered to maintain our quality of learning. Course assessments include a blend of individual and group reflective statements and reports, business pitches and verbal presentations. Collaborative projects and team-working form the backbone of the course and enhance the learning by doing methodology and experiential learning of Enterprise Culture.

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:

CMI (Chartered Management Institute): Level 5 Award Coaching and Mentoring.

<http://www.managers.org.uk/individuals/qualifications/cmi-levels-3-5-and-7-coaching-and-mentoring>

FHEQ <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>
<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf>

UK Quality Code: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code> QAA subject benchmark statements: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/masters-degree-subjects>

UAL Learning, Teaching and Enhancement Strategy 2015-2022:

<https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015-2022> Learning,-Teaching-and-Enhancement-Strategy.pdf

UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>

UAL Creative Attributes Framework: <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework>

UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy>

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.

Full time start in September and normally have their shared coaching sessions over two days per week. The emphasis at post graduate level is on independent study and in addition to coaching and taught sessions you will be expected to engage in extensive self-directed research and experimentation and to utilise the library and open access facilities. Details of the contact hours for your course are available via Myarts – <http://mycontacthours.arts.local/>.

Full schemes of work are published in your Unit Handbooks available via Moodle.

Credit Framework

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 Masters programme are at postgraduate level 7.

Organisation of the Curriculum

The Course is divided into three 15 week stages (full-time). The first stage is 60 credits and students who successfully complete this stage are eligible for the award of a PG Cert. The second stage is a further 60 credits and students who complete stage 1 and 2 are eligible for the award of PGDip. The third and final stage is the Masters Project, this is a 60 credit unit and students who successfully complete this stage are eligible for the award of a Masters. The final award grading is based upon the Masters Project only.

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.

- **Fashion entrepreneurship** – a pioneering UK course in fashion entrepreneurship, focusing on product and process innovation and new venture creation targeting a multi-disciplinary intake of design, media and/or business practitioners;
- **Coaching pedagogy** – the underpinning ethos of this course is a coaching pedagogy to support the student's self-determined learning from multiple perspectives: that of the individual, the team and the company. The CMI Level 5 Award in Coaching in practice and theory will be proposed as an option to reinforce the self-determined learning approach and to provide professional recognition of the students' skills in coaching;
- **Collaborative working** – building on LCF's distinctive position in London's East End, the course aims to generate new interdisciplinary business challenges from an identified market opportunity with local industry partners in fashion media, fashion design, fashion business and manufacturing;
- **Mentoring** – the eco-system of alumni networks is enhanced through meet-ups and informal mentoring relationships between experienced alumni and current students;
- **Experiential learning in synergy** – the course brings together two groups of students: early-stage entrepreneurs with a trading business, and embryonic entrepreneurs with a strong business idea. Through teamwork and peer coaching, these student groups jointly cultivate an entrepreneurial mindset and skills to facilitate new business creation and scaling of existing businesses;
- **Entrepreneurial pipeline** – the course provides preparation for incubation in the LCF Fashion Lab programme, where selected ventures and micro-sized businesses will be supported to incorporate;
- **Investment opportunities** – the course provides opportunities to meet networks of industry partners and innovation hubs to explore a range of timely and appropriate funding opportunities. This is distinctive from the other practically-oriented postgraduate courses at LCF: the MBA and the EMBA, which focus on Fashion Supply Chain Management (MBA) and Strategy and Leadership (EMBA) predominantly in a corporate context;
- **Akateamia network** – in the global context of postgraduate fashion business courses, this course is unique in providing membership to the Akateamia group of Universities. Membership offers experiential learning opportunities in applied entrepreneurship to staff and students through coach exchanges and student collaborations with international and national PG Akateamia courses including: Mondragon, Bilbao Spain, Tampere, Finland, and in the UK: Falmouth University, University of the West of England, Northumbria University, Bishop Grossteste, Lincoln and University of Westminster.

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.

You will need to enter the following information in the online application form:

- Personal details (including full name; date of birth; nationality; permanent address and English language level);
- Current and/or previous education and qualification details;
- Employment history.

Before you can submit the form, you'll also need to agree to the terms and conditions for how we process your data – these are explained in the form.

Please note, if you're an international applicant we will need to contact you separately to ask for copies of certain documents (for example, English language qualification/certificate and copies of any previous UK study visas).

Extra information required for applications to this course

Once you have submitted the form, you will receive a confirmation email that includes links to where you should submit the extra information we require for the selection process:

Curriculum Vitae

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.

1 minute video pitch including a) a personal statement and b) a study proposal

a) The personal statement is your opportunity to tell us about yourself and your suitability and motivation for the course that you intend to study.

Some key points to consider:

- The personal statement should be about you and who or what inspires you;
- Why you want to study the course you are applying to;
- Link your skills and experience required to the course;
- Demonstrate your interest and enthusiasm for the course and link these with your personality.

b) Explain the inspiration for your study proposal for the Master's Project and why you think it is important to the fashion industry. Your proposal should include the following:

- A title;
- Rationale (why is this idea or concept significant to the fashion sector and what is your personal motivation?);
- Overall aim of research;
- A brief outline of the methodology.

Essay (500 words)

Write a short essay (excluding references/bibliography) on the following topic:

'Identify and evaluate the contribution of a leading entrepreneur in the creative industries, who has inspired you'

Portfolio (optional)

If you are a designer, you may submit a digital portfolio containing six images. Ensure all work is carefully labelled.

You may include examples of:

- Fashion Apparel;
- Accessory Design;
- Illustration;
- Styling;
- Artefacts / window displays.

Please note, you can submit text and as many website links as you need to, but the portfolio form does not allow you to upload files.

Entry Requirements

List the entry requirements relevant to the course.

Entry to this course is highly competitive: applicants are expected to achieve, or already have, the course entry requirements detailed below.

- An Honours degree at 2.1 or above in a related discipline. Applicants with a degree in another subject may be considered, depending on the strength of the application;
OR
- Equivalent qualifications;
OR
- Relevant and quantitative industrial experience for a minimum of three years.

Selection for interview will be made on the basis of your application, including the personal statement and the supporting written statement. If you are selected for interview you will be asked to bring examples of previous written work and to undertake a written aptitude test.

Admission Procedures

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

Student selection criteria

The course seeks to recruit students from diverse socio-economic and cultural backgrounds, and welcomes applications from mature students.

What we look for

The course seeks to recruit students who can demonstrate:

- A clear academic interest in the constructing an entrepreneurial project within the fashion sector through entrepreneurship (for-profit as well as social enterprise) and a multidisciplinary approach;
- Awareness and relevant experience of fashion and the fashion industry at large;
- Appropriate knowledge and skills commensurate with planned entry into the course.

English language requirements

All classes are conducted in English. The level required by the University for this course is IELTS 7.0 with a minimum of 6.0 in each skill.

For more information, read the University's [English Language requirements](#) page.

Once the application has been completed on the online admission site, your application will be reviewed by the Course team, usually within 5 working days. If the Course team selects you for an interview, you will be contacted by the admissions team, who will offer a date and indicate the format (Skype or in person) for the interview. You will be interviewed by a member of the course team and will be notified of their evaluation and decision by the admissions team within two weeks of the interview date.

If you are required to submit additional material to support your application, you will be given guidance on the content, format and the date resubmission.

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

Sep	Jan	Feb	June	June	Sept
Building Effective Teams 20 Credits		International Collaborative Project 20 Credits		Master's Project 60 Credits	
Viable Fashion Ventures 20 Credits		Business Modelling 20 Credits			
Leadership for Entrepreneurs 20 Credits		Coaching for Entrepreneurial Leaders Optional CMI Level 5 Award in Coaching 20 Credits			