

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 modifications or local developments).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	NA
Teaching Institution	London College of Fashion
Final Award	Graduate Diploma Fashion Management
Length of Course	1 Year
UCAS code	NA
Date of production/revision	June 2017

This is a conversion course located in the Fashion Management Programme of the Fashion Business school (FBS) at the London College of Fashion (LCF). The FBS provides a multidisciplinary environment with a global reputation for specialist and unique fashion management courses.

The course is aimed at students who already have a first degree, and wish to move into the fashion industry having previously studied a different discipline, or, who wish to widen their approach to their existing fashion studies at a higher academic level.

The course is academically intense, providing a solid foundation for future study at MA level or as a newly starting practitioner in the fashion industry. At the core of the course is enquiry, as we seek to support as well as challenge management disciplines across the economically important global fashion industry where our LCF graduates are seen to make a valuable contribution.

The course is divided into two Blocks of 15 weeks. After an induction week before the first block, the course units examine the fashion consumer, their relationship to fashion business organisations and the internal and external facing operations of these businesses.

In the second block of the course you will focus on your future ambitions, by choosing to produce and present either an academic dissertation or a business report supported by your professional portfolio. This work demonstrates your application of the knowledge and skills you have learnt in the first block.

Throughout the course, your personal and professional development is focused through the UAL Creative Attributes Framework (CAF). This framework will, we believe, provide the framework to support your personal ambition. The first block allows you to develop interpersonal skills through collaboration and teamwork, the second block allows you to develop specialist skills through self-directed learning assisted by workshops peer presentations and formative assessment of your final major project to peers, academics and industry.

Course Aims

- Enable you to obtain a systematic understanding of the creative and fashion industries, and specialise in key aspects within this field for further study.
- Support the development of your skills of research, enquiry and evaluation necessary for the practice of fashion management.
- 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.
- Encourage development of creative intellectual and personal attributes in the self-management of independent learning.
- Enable you to make informed decisions in complex and unpredictable contexts through academic enquiry and collaborative working.
- Prepare you for entry into further study or relevant self-employment/enterprise initiatives or employment in corporate organisations.

Course Outcomes

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

1. A coherent and systematic understanding of the underlying concepts and principles of fashion management applicable to global fashion organisations;
2. 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;
3. Competence with varied techniques of enquiry and analysis using a range of both primary and secondary sources;
4. The ability to define appropriate questions, formulate judgments, and evaluate a range of solutions within a collaborative, cooperative and/or independent working environment;
5. Evidence of engagement with principles of personal and professional development as outlined in the Creative Attributes Framework

Learning and Teaching Methods:

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 course blog 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.

Scheduled Learning and Teaching

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

Scheduled Learning and Teaching – this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

Graduate Diploma Fashion Management

Percentage of time spent in timetabled learning and teaching - 13%

Assessment Methods:

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:

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- National Framework for Qualifications :
<http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>
- UAL 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
- The UAL Assessment Strategy
- 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>

Programme Summary

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

Block 1:		Block 2:
Unit 1: Fashion Contexts Week 1-5 20 credits	Unit 2: Fashion Organisations Week 6-15 20 credits	Unit 4: Final Major Project Week 16-30 60 credits:
	Unit 3 Fashion Communications Week 6-15 20 credits	
Integral Language support classes Study support classes		Integral Language support classes Study support classes

For types of learning, learning hours per week and details of tutorial support please refer to the Key Information Sets (KIS)

Pre-course there will be an induction week during which you will be introduced to each other and guided through the Virtual Learning Environment, shown the academic resources available and introduced to the course team.

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)

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 6 - 15)

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 6 – 15)

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 that run concurrently and refer to the types of consumer that have been identified in the first unit

Block Two:

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 private statement reflecting on your experience of the course and demonstrating how this has informed future career aspirations. Your portfolio will allow you to demonstrate academic and personal skills in your chosen field.

Distinctive features of the course:

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.

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.

The course leverages the richness of diversity in its international cohort, through in class presentations and discussions from a global perspective.

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.

Technological and employability skills are embedded within the course through team work, presentations and online collaboration.

The Course Leader and staff bring a wealth of industry experience to the course which combined with external speakers, ensure students appreciate practical applications of theoretical concepts. Examples include in class workshops with a fashion designer, a fashion journalist and a fashion marketer.

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.

Recruitment and Admissions

Selection Criteria

- A demonstration of the understanding of the skills required for fashion management and marketing will be assessed on the application statement/proposal and at interview. You must be able to demonstrate creativity and an understanding of the benefits of organisational and management skills in the workplace. A mature study commitment has to be demonstrated in the application and at interview as entering the fashion management industry is highly competitive.

Both Home/EU and international students can apply for this course using our online application form – the link to this is below.

Entry Requirements

- Applicants must have a first degree (2:2 or above) or FDA with a merit/distinction profile in any discipline, or equivalent qualifications / awards. Please refer to the International Qualifications Guide.

[International Qualifications Guide \[PDF - 913KB\]](#)

English language requirements

All classes are conducted in English. The level required by the University for this course is **IELTS 6.5 with a minimum of 5.5 in each skill.**

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

Course Diagram

Year 1, Stage 1: 120 credits at Level 6

Block 1		Block 2
Fashion Contexts (20 credits)	Fashion Organisations (20 credits)	Final Major Project (60 credits)
	Fashion Communications (20 credits)	
Integral Language support. Study Support		Integral Language support. Study Support