

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	MA Fashion Design Management
Length of Course	1 Year
UCAS code	NA
Date of production/revision	June 2018

MA Fashion Design Management

Many Design, or Business trained students want to develop their managerial and business skills, to enter a fast moving and dynamic industry that appreciates the value of design above all things and demands individuals with diverse skills and abilities. The aim of this course is to produce versatile individuals who can operate as advocates for their profession, undertaking everything from project management through to creative business problem-solving and visionary product and organisational development. MA Fashion Design Management is suited to design graduates from a range of disciplines who wish to develop creative management or leadership roles in the fashion industry, however applications are also welcomed from creative individuals with Business or other backgrounds. Students develop an understanding of the global implications for the fashion industry from many perspectives, which include; branding, creative thinking, ethics, new technologies and potential futures. The course offers three specific units for design managers who want to expand their knowledge of areas such as; Design Thinking, Creative Futures and Managing Fashion Projects. The course shares three common units with the other 3 MA's in the Business and Management Programme, the Collaborative Unit, Research Methods and Fashion Branding. The Masters Project provides an opportunity to develop a focused piece of research that is either practise-based or theoretical.

The course uses a broad range of technical and learning strategies that use online and offline resources, case studies and problem based learning. Industry speakers and projects are an integral part of the programme. The emphasis is on developing

your critical thinking and analytical skills and developing your interpersonal and employability skills.

Course Aims

The aims of the MA Design Fashion Management Course are:

- to create a unique postgraduate learning environment, within London College of Fashion as a specialist college, which stimulates debate and the exchange of ideas, through a multidisciplinary approach to fashion and the creative industries; drawing on the College's academic excellence in these specialist areas;
- to develop your intellectual, imaginative, and creative skills and innovative thinking through the critical synthesis of theoretical and practical approaches to learning in Fashion Design Management;
- to enable you to define, extend and develop your knowledge and conceptual understanding in Fashion Design Management;
- to develop your independence of judgement and foster an inquiring and analytical approach to the study and/or practice of fashion or performance in the wider global context of cultural, technological and economic change;
- to provide an opportunity for you to develop a personal and professional focus at postgraduate level within Fashion Design Management.

Course Outcomes

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

- Formulate a systematic and sophisticated synthesis of current and emerging managerial and design thinking to create, develop and manage new and existing: opportunities, products and markets
- Comprehend changes in economic, market and technological trends, by identifying potential opportunities within a strategic and innovative organisational context

<ul style="list-style-type: none"> Identify diverse, creative and strategic forms of; thinking, innovation and organisation that contribute value to fashion enterprises and shape the future of the fashion industry
<ul style="list-style-type: none"> Understand and apply academic and vocational Design Management skills and knowledge to analyse and evaluate the viability, of businesses, projects and processes
<ul style="list-style-type: none"> Articulate and communicate ideas both in writing and orally and, through presentation to peer review, reflect critically on your own practice and those of your peers
<ul style="list-style-type: none"> Work independently to conduct original research, identify and utilise appropriate methodology and build relevant networks for collaborative work
<ul style="list-style-type: none"> Realise a body of work through independent study which demonstrates an original and creative approach in the field of fashion design management, 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

Learning and Teaching Methods:

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. One-to-one tuition, lectures, seminars, discussions, tutorials, workshops, demonstrations, critiques, peer review, PPD activities, and workshops take place across a variety of campuses, from academics, practitioners and visiting lecturers and presentation; numeracy and media skills, research and negotiation methods focused towards start-up businesses, freelancing and consultancy are integrated across the School.

At a course level, we encourage you to pursue your individual ambitions, to identify them and use the course to achieve them. Whether you wish to work for large or small organisations or eventually set up your own companies. Our students are encouraged to learn as a community, bringing a wealth of global and cultural experiences to the group and to learn from each other as well as from your staff. You will have the opportunity to work individually, in teams and with external organisations, you will direct your own study and be encouraged to think strategically about your learning and future opportunities.

Scheduled Learning and Teaching

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 hours over 45 weeks; below is the amount of time

which is timetabled activity. The rest of your learning time will be self-directed, independent study.

MA Fashion Design Management

Percentage of time spent in timetabled learning and teaching – 11%

Assessment Methods:

Final summative assessments are supported by a range of formative, holistic feedback points: peer assessment, group and individual crits 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. Language and study support systems are also offered to maintain our quality of learning. At a course level you will be assessed by a variety of methods: written reports and presentations either individual or as a group or team. Practical/creative/visual submissions are also accepted although never more than about 30% of a unit.

Reference Points

The following reference points were used in designing the course:

- UAL Learning and Teaching Strategy
- UAL Assessment Strategy
- The Learning and Teaching Policies of UAL
- National Framework for Higher Education Qualifications Level Descriptors

Programme Summary

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

Full time start in September and normally have their taught sessions over two days per week. The emphasis at post graduate level is on independent study and in addition to 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:

- The strategic focus is on managing design in the global fashion industry, brand communication and development, managing fashion projects, design thinking to inform economic, social and environmental benefits;
- The course maintains links with professional International organisations to engage and building new creative collaborations and networks.

Recruitment and Admissions

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:

- 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 and a developed and mature attitude to independent study.

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.

Entry Requirements

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 supporting motivational statement, project proposal and Curriculum Vitae. If you are selected for interview you may be asked to bring a portfolio of previous design work and/or may be required to undertake a written aptitude test.

Course Diagram

Full time

Sep	Jan	Feb	June	June	Sept
Fashion Branding 20 Credits		Creative Futures 20 Credits		Masters Project 60 Credits	
Design Thinking 20 Credits		Managing Fashion Projects 20 Credits			
Research Methods 20 Credits		Collaborative Unit 20 Credits			