



PROGRAMME SPECIFICATION FOR TAUGHT PROGRAMMES AT ALL LEVELS

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| Name of Programme: | | Entrepreneurship: Fashion & Creative Industries | |
| Final award (BSc, MA etc): | | MA | |
| Awarding institution/body: | University of Buckingham | Teaching institution: | Condé Nast College of Fashion & Design |
| School of Study: | | Parent Department: (the department responsible for the administration of the programme) | |
| Length of the programme: (please note any periods spent away from Buckingham, e.g placements) | 12 Months – Full time 24 months – Part-time | Method of study: Full-time/Part-time/Other | Full Time OR Part-time |
| Framework for Higher Education Qualifications (FHEQ) Level (see Guidance notes, section D – External Reference Points) | 7 | Relevant subject benchmark statement (SBS) (see Guidance notes, section D – External Reference Points) | There is no specific benchmark for the MA Entrepreneurship: Fashion & Creative Industries, although the QAA benchmark statement for Master’s Degrees in Business and Management has been considered. |
| Professional body accreditation (if applicable): | | | |
| Criteria for admission to the programme: | 2:2 (Hons) degree or equivalent. IELTS 6.5; | Cohort(s) to which this programme specification is applicable: (e.g.from 2012 intake onwards) | From January 2021 intake |
| UCAS Code | | | |

Summary of Programme

The MA Entrepreneurship: Fashion & Creative Industries provides a learning environment for students that will introduce them to entrepreneurship specific to fashion and the creative industries. The programme offers students from varied backgrounds and disciplines the opportunity to be introduced to subjects such as branding, marketing, business, business planning and finance at post-graduate level, utilising and honing their existing transferable skills whilst attaining valuable knowledge of fashion and related creative industries.

The first two terms of the programme establish the importance of critical and market research for MA level study and new business development while exploring the world of entrepreneurship in fashion and the creative industries. In addition, students will develop the digital design skills needed to effectively communicate brand concepts. The knowledge and skills acquired will support and underpin continued study, by providing valuable context and awareness of a broad spectrum of information, theory and models, including examining key brand development and marketing strategies employed by creative businesses.

The next stage of the course, terms 3 & 4, aims to develop students' understanding of business planning and finance, providing an opportunity for the nurture of potential business ideas, and to equip students with the abilities to understand how to acquire finance/funding for their business and deliver a pitch to potential investors in the future. The final 60-credit module consolidates the key aspects of previous study and applies learning to the development of a new company/brand/concept. In the final term of the programme students will study independently, supervised/supported by a business development mentor, developing their business idea more fully and preparing a suitable strategy and brand identity for potential launch. By developing and preparing to launch their own fashion/creative industries business students are provided the opportunity to demonstrate their ability to conduct market research, strategically and financially plan a new business, manage a project, develop a marketing plan, liaise with relevant industry stakeholders, and apply relevant business models and entrepreneurship theory to a practical project.

There is no specific benchmark for the MA Entrepreneurship: Fashion & Creative Industries, although the QAA benchmark statement for Master's Degrees in Business and Management has been considered. With reference to QAA's Masters' Degree Characteristics Statement, the programme is a 'Category 2' specialised Masters' degree that aims to prepare students for a career in the fashion/creative industries.

The programme offers options for full or part-time study to cater for differing groups of students:

- Graduates from different backgrounds that have not previously studied fashion or business/entrepreneurship related subjects but have a genuine, proven interest in the field and are seeking to develop establish or develop a new business in fashion/creative industries. They are likely to be keen to explore possible business opportunities, as well as be exposed to a variety of project types and career options within enterprising companies with entrepreneurial cultures.
- Graduates with qualifications in relevant fields such as business studies, communication, or various forms of design that are looking to focus their existing skills and knowledge on fashion or creative business/entrepreneurship specifically in a way that their undergraduate degree did not accommodate. They are likely to be looking to explore fashion and the creative industries in more depth, and identify ways to apply their existing skill sets to building their own businesses/careers.
- Those currently working in creative fields looking to explore a possible business concept and progress their careers in a new and relevant direction within fashion/creative industries.

The course will draw upon the expertise of Condé Nast Publications and its wider network of industry partners in fashion and the creative industries. Students will be supported to engage with relevant professionals and organisations. The programme will combine independent research with taught academic content and talks/master-classes from leading industry professionals. Technical support will be provided to support and develop skills in adobe creative suite, enhancing professional creative communication skills and facilitating the exchange of ideas.

Although it is expected that most graduates will focus on business entrepreneurship, the programme is also suitable as a route to higher level academic study and further, more in-depth practice-led research.

Educational Aims of the Programme

The core aim of this programme is to encourage students to explore the world of entrepreneurship and business with a particular focus on fashion and the creative industries. The programme will provide students with the opportunity to understand creative businesses, marketing, branding and brand communication, financial planning, and innovation and entrepreneurship through a range of learning opportunities.

This industry-focused programme aims to support and empower students to have the confidence to plan, develop and launch their own start-up business at the time of completion, facilitating the development of transferable professional skills and industry appropriate business propositions.

This is a broad and forward-thinking programme, that examines a range of areas within the fashion and creative industries, encourages students to identify opportunities and propose their own business solutions using relevant innovative and traditional business start-up models and methods.

An emphasis will be placed on developing the industry knowledge and practical business skills required for the establishment and development of a sustainable, contemporary creative business.

In line with the QAA's Master's Degree Characteristics Statement, the programme aims to ensure that graduates are given the opportunity to demonstrate:

- Critical awareness of business opportunities, issues and developments in both the fashion and creative industries.
- The effective application of critical thinking skills.
- Knowledge and understanding of professional responsibility, integrity and ethics.
- The ability to reflect on their own progress as a learner / business thinker / professional practitioner.

Students will be supported in the development of an effective transition from study to business owner (or employment), clearly connecting theoretical topics, business models, academic study, and industry thinking with the contemporary world of business and entrepreneurship in the creative industries. Students will become familiar with life-long learning approaches that will allow them to continue to advance their knowledge and understanding and develop new skills to a high level after graduation.

The Condé Nast College of Fashion & Design has a strong focus on preparation for industry. The course will explore distinct opportunities for business start-up and within entrepreneurial fashion/creative organisations, appealing to a range of students from different backgrounds.

Although the focus of the MA is on entrepreneurship and encourages students to launch their own business, the transferable skills that will be gained are also highly relevant to an increasingly broad range of job opportunities, driven by a fast-moving and changing market place in both fashion and the wider creative industries. Many employers value entrepreneurial traits when recruiting for new staff in these highly creative and visionary industries.

The programme's key aims are to:

- Encourage students to explore a broad range of areas within the disciplines of business, entrepreneurship and marketing for fashion and the creative industries.
- Facilitate students' understanding of the key issues surrounding the advancements within fashion and the creative industries in the 21st Century and beyond.
- Develop students' business and management skills across a variety of markets, with an emphasis on professional and innovative outputs.
- Provide opportunities for students to develop key transferable skills in research, analysis, intellectual autonomy, creative business thinking, collaboration, organisation, and enterprise.
- Enable each student to determine their own personal and professional strengths through critical reflection, with a view to identifying and pursuing a suitable business opportunity within the fashion or creative industries.

Programme Outcomes

| <u>Knowledge and understanding</u> | <u>Teaching/Learning Strategy</u> |
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| <p>Students will be able to demonstrate knowledge and critical awareness of key theory and industry development in relation to contemporary culture and fashion/creative industries environments.</p> <p>Students will be able to demonstrate a comprehensive awareness and understanding of new and emerging fashion/creative industries entrepreneurship strategies and business practices.</p> <p>The programme will focus on the following related areas:</p> <ol style="list-style-type: none"> 1. The development of fashion and creative industries and related entrepreneurship, from past to present and anticipated future 2. Contemporary fashion/creative industries business, entrepreneurship, marketing and branding strategies 3. Working practices in fashion and related creative industries, with an emphasis on digital communication channels and innovative ways of operating and developing a new business 4. Ethical issues in fashion/creative industries business and marketing practice 5. The role of fashion/creative entrepreneurs and businesses in the global economy, and their impact on and within their respective industries 6. The impact of globalisation and opportunities in new and emerging markets 7. Business planning techniques and methods of raising finance for business start-ups 8. Key stakeholders in fashion/creative industries and how to pitch/present for funding at a professional level | <p>Knowledge and understanding will be acquired through a variety of teaching methods, including lectures, workshops and seminars. Practical workshops will utilise case studies, group work and industry-relevant tasks, often facilitated by industry professionals. Student-centred seminars will encourage active participation in learning and develop critical thinking skills. (1-8)</p> <p>Classroom-based tuition will be further enhanced by guided self-study and the development of higher-level study skills. Modules will be supported by relevant sessions and activities intended to promote essential skills for effective academic practice, reflexivity and professional development. (1-8)</p> <p>The programme will include regular talks by industry professionals, visits to relevant exhibitions or events, and planned visits to Condé Nast International and other relevant businesses. (1)</p> <p>The final business launch project will provide an opportunity for students to apply the knowledge acquired during the course and demonstrate advanced understanding of a specific area of industry, allowing them to both utilise and enhance existing skillsets and knowledge. (2,5,7,8))</p> <p>Group tasks will encourage students to apply knowledge to, and work with others on, specific projects, providing a cohesive and informed team response to industry challenges and set tasks (1-8)</p> <p>Canvas, the college VLE will be used to support learning by providing access to study material, key college and course information, and a channel for communicating with students and staff. (1-8)</p> |
| | <p><u>Assessment Strategy:</u></p> <p>Written Work: will assess knowledge and understanding of the course material / theory / the syllabus of each module, as well as the ability to write clear, well-reasoned arguments. (1-8)</p> <p>Individual Projects: will assess the ability to apply theoretical knowledge to industry problems and produce appropriate creative and/or strategic business outcomes. (1,2)</p> <p>Presentations: will assess the ability to pitch ideas, explain proposals and respond to set tasks using clear and concise verbal communication skills to present well-reasoned arguments that demonstrate knowledge and understanding of module topics (8)</p> <p>Research and development logs / Reflective journals: will assess working practices, project</p> |

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| | | <p>management skills and the ability to critically reflect on personal progress in relation to acquired knowledge (5)</p> |
| <p><u>Cognitive (thinking) skills:</u></p> <p>Students will be able to demonstrate the ability to:</p> <ol style="list-style-type: none"> 1. Deal with complex issues both systematically and creatively, applying creative thinking to projects and/or strategic industry challenges 2. Undertake primary and secondary research, critically analysing and applying findings to project work and solution-finding 3. Collect, evaluate and apply qualitative and quantitative data, including (when necessary) making sound, informed judgments in the absence of entirely complete data sets 4. Critically evaluate current practice, research and advanced scholarship in fashion business, entrepreneurship and related disciplines, recognising the most relevant theories, concepts and perspectives 5. Evaluate and critique research and practice based methodologies and where appropriate, propose new hypotheses 6. Apply numerical reasoning and show awareness of financial planning, return on investments, and budgetary considerations | | <p><u>Teaching/Learning Strategy:</u></p> <p>Across all forms of assessment, students should be able to show originality in the application of their knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the relevant discipline.</p> <p>As well as the pedagogical model described above, the acquisition of the cognitive skills listed will be supported by individual and small group tutorials. (1-6)</p> <p>Seminars will focus on the critical scrutiny of industry practice and relevant theories, with a view to promoting discussion and debate. (1,4)</p> <p>Peer reviews and critiques will provide further insight and opportunity to explore the varied skills of the student group whilst sharing best practice, idea development and creative interpretation of the subject. (3,4,5)</p> <p>Study groups and directed group tasks will enhance cognition, assisting students from varied backgrounds and providing support and assistance amongst peers. (1-6)</p> <p>Guided independent study, including preparatory reading and practical research tasks, will support the development of cognitive/thinking skills throughout the course. (2,5)</p> <p>A 'Critical Research' module is included at the start of the course and will provide instruction in relevant primary and secondary research methods, including quantitative and qualitative techniques. (2)</p> |
| | | <p><u>Assessment Strategy:</u></p> <p>The assessment methods noted above can all be utilised to evaluate how effectively the cognitive skills listed have been demonstrated. Where the cognitive skills being assessed are more complex in nature, they will be principally articulated through sustained intellectual engagement in the form of academic essays and reports.</p> <p>For practical assignments, students at Condé Nast College use research and development books to log the progress of their projects and demonstrate the application of research and individual responsibilities, engagement and participation in a project. These documents provide a comprehensive overview of the process and thinking behind each practical outcome. (1,2,4)</p> <p>In presentations, students will be required to justify their choices, make reference to industry, and demonstrate</p> |

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| | <p>the thinking behind their conclusions and outcomes. Students will be expected to choose and deliver appropriate content in a method that is most suited to the module requirements, or as stipulated in a project brief. (3,4,5)</p> <p>An awareness of financial considerations and return on investment will be imbedded in any discussions of business development. Specific workshops on finance and financial planning will take place in the third term in preparation for the final project.(6)</p> |
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| <p><u>Practical/Transferable skills):</u></p> <p>Students should be able to demonstrate the ability to:</p> <ol style="list-style-type: none"> 1. Communicate findings, conclusions, and proposals to specialist and non-specialist audiences, verbally, visually and/or in writing across a range of media 2. Utilise design software to present information and project outcomes to a professional standard, as appropriate to the discipline 3. Demonstrate self-direction and originality in tackling and solving problems, acting autonomously in planning and implementing tasks at a professional level 4. Engage in reflective practice, including consideration of own ability to: exercise initiative, accept personal responsibility, identify areas for development, and make effective decisions in response to complex and/or changeable circumstances 5. Demonstrate the independent learning ability required for continuing professional development | <p><u>Teaching/Learning Strategy:</u></p> <p>All practical and transferable skills will be embedded into modules across the course, allowing them to be developed continuously throughout.</p> <p>Communication skills will be developed formatively and informally throughout the course when students feedback on class-based activities. The type of communication skills given the most focus will be dependent on the assessment outcomes stipulated by the module brief. The relevant amount and level of workshops required is incorporated into the module of study. (1)</p> <p>The use of design software will be a requirement throughout the course. Regular workshops will ensure all students are given the opportunity to develop the digital design skills that will allow their work and new business concept to be presented to a professional standard. (2)</p> <p>Self-direction, autonomy and independent learning are key features at Masters level and the assessed project work will require and encourage students to seek out original approaches that build on what is covered in taught sessions. Students will be encouraged to be self-sufficient learners, with tutors using Socratic questioning to encourage students to solve their own problems and engage in reflective inquiry. (3,5)</p> <p>Students will be required to critically reflect on project work at interim/formative and summative stages. (4)</p> <p>Although there are no group assessments, activities will be introduced to classes and workshops where students will be set both informal and formatively assessed group tasks during the course. Students will participate in group activity throughout and there is also an option for collaborating with a business partner on the final project.</p> |
| | <p><u>Assessment Strategy:</u></p> <p>In order to support deep learning, the programme utilises project-based learning and a project-based assessment strategy. Project-based learning is used throughout the course to provide realistic, industry-led experiences, ensuring that these are underpinned with robust academic practice. This approach encourages</p> |

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| | <p>and allows the development of the practical/transferrable skills listed.</p> <p>The practical/transferable skills are embedded in the assessed project work across the programme.</p> <p>Research & Development Logs / Reflective Journals are an effective method for assessing personal development when considered in relation to practical outcomes. (3)</p> <p>Practical assessments, presentations and written work are used to assess most of the practical / transferrable skills listed and feature throughout the assessment of the course. The combination and weighting will be determined by the nature and focus of the module studied; distributed appropriately and as required by the subject and focus of the module. EG: Point 2 is assessed based on the course work and final practical outcomes of assignments. (1-5)</p> <p>The final project, which accounts for one third of the academic credit required for the MA, is a self-directed module. It allows students to simultaneously utilise existing skills, developed during the taught modules, and develop their practical/transferable skills further. (1)</p> |
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External Reference Points

The following reference points were used in designing the programme

- Framework for Higher Education Qualifications
<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx>
- QAA Master's Degree Characteristics Statement (2015)
<http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2977#.Wc96Y62ZMc>

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each course unit/module can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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| Programme Director(s) Name(s): | Lisa Mann |
| Date of Production: | 18 th February 2020 |
| Date approved by School Learning and Teaching Committee | |
| Date approved by School Board of Study | |
| Date approved by University Learning and Teaching Committee | |

PROGRAMME STRUCTURE

NB – include unit value and level of modules

FULL-TIME

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| <i>Winter/Spring Term</i> | | |
| 1 | Brand Communication & Marketing Strategy <i>[30 units]</i> | Critical Research: Audience Understanding <i>[30 units]</i> |
| 2 | Creative Entrepreneurship <i>[30 units]</i> | |
| EXAMINATION | | |
| <i>Summer/Autumn Term</i> | | |
| 3 | Business & Financial Modelling for Creative Industries <i>[30 units]</i> | |
| 4 | Final Masters Project <i>[60 units]</i> | |
| EXAMINATION | | |

All modules at FHEQ Level 7

PART-TIME

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| | Winter/Spring Terms |
| 1 & 2 | Critical Research: Audience Understanding <i>[30 units]</i> |
| | Brand Communication & Marketing Strategy <i>[15 of 30 total units]</i> |
| | EXAMINATION |
| | Summer/Autumn Terms |
| 3 & 4 | Brand Communication & Marketing Strategy <i>[Continued: 15 units]</i> |
| | Creative Entrepreneurship <i>[30 units]</i> |
| | EXAMINATION |

YEAR 2:

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| | Winter/Spring Terms |
| 5 & 6 | Business & Financial Modelling for Creative Industries <i>[30 Units]</i> |
| | Final Masters Project <i>[15 of 60 total units]</i> |
| | EXAMINATION |
| | Summer/Autumn Terms |
| 7 & 8 | Final Masters Project <i>[Continued: 45 units]</i> |
| | EXAMINATION |

All modules at FHEQ Level 7