

Programme Specification Pro-forma (PSP)

1.	GENERAL INFORMATION	
1.	Programme Title:	Luxury Brand Management
2.	Final Award:	MBA Luxury Brand Management
3.	Exit Awards:	PgCert Business Administration in Luxury Brand Management PgDip Business Administration in Luxury Brand Management
4.	Awarding Body:	Glasgow Caledonian University
5.	Period of Approval:	May 2020
6.	School:	GCU London
7.	Host Department:	GCU London / British School of Fashion
8.	UCAS Code:	n/a
9.	PSB Involvement:	n/a
10.	Place of Delivery:	GCU London / Distance Learning (online)
11.	Subject Benchmark Statement:	QAA Subject Benchmark Statements: Business and Management (Masters) (2015)
12.	Dates of PSP Preparation/Revision:	April 2020

2. EDUCATIONAL AIMS OF THE PROGRAMME

The British School of Fashion (BSoF) currently offers specialised postgraduate programmes in the business of fashion and luxury. The school's mission is to educate, challenge and develop a new generation of fashion and luxury business leaders, innovators and entrepreneurs for management in a fast changing competitive workplace. Over half of the students in BSoF are studying specifically luxury programmes, which reflects the global growth of the luxury sector across all categories. Students on the programme come from a diverse range of countries including the Americas, Europe and Asia, which provides a rich source of industry experience, and cultural insights for class discussions.

The university's key goals are to equip students with the skills and knowledge they need to achieve academically, to maximise their employability and to contribute to our mission, for the Common Good. The philosophy of the programme is to combine rigorous academic underpinning with the latest industry thinking and global insights in purpose-led fashion and luxury. The global luxury industry has grown to \$1.2tn and is expected to grow further in line with increases in wealth in China and SEA countries in particular. The fashion oriented personal luxury goods market is forecast to grow from E254bn in 2017 to E365bn in 2025 (Bain 2018). As the industry grows so there will be an increased need for management talent that has a deep understanding of the luxury discipline and also the rapidly changing markets in which it sits. Fastest growth is now from Asia, India, China - Tier 2, & 3 cities, and ASEAN countries.

The school is able to reflect the latest industry thinking and strategic discourse in a number of ways including through unique access to the most influential global luxury fashion conferences, which are hosted annually at different global locations. As such curriculum content is shaped by the evolving direction of travel within the global fashion and luxury sectors both in terms of challenges and strategic decision making. This currency of curriculum content is unique to BSoF and allows us to build differentiation from other London providers. It focuses learning on the most significant and directional industry agendas and provides a context for international students to apply to their own international experience. Key strategic agendas, which challenge the industry and that provide a focus across the

programme include; the dominance of China and millennials / Gen Z in luxury consumption, ESG (particularly sustainability and inclusivity) and the fast evolution of technology.

The MBA luxury brand management is specialist MBA, attracting applicants with commercial work experience. As such it combines industry experience with a luxury specialism that will enable graduates to enter a management career in the specialist luxury industry. The industry is one which is difficult to enter without requisite knowledge or experience. The programme experience is one that uniquely blends three important elements; luxury industry currency from the latest global and strategic luxury conferences (New York Times, Financial Times and Conde Nast), theory at the forefront of luxury, marketing and brand management disciplines and direct input into classes from industry speakers. The scope and scale of industry focus supports the programme's MBA status making it distinct from competing masters in the subject area which are predominantly Master of Arts courses.

The programme aims to develop and prepare students from a diversity of backgrounds to work in a management role within the global luxury industry. It is populated by graduates from a diversity of countries, reflecting the global growth of the luxury industry. The industry is one that is inherently global in its business and geographical spread. This is historically due to both the nature of its consumers and also because the personal luxury goods market is dominated by brand (as opposed to retailer) oriented business models, requiring the cooperation of globally distributed partners. Consequently applicants are typically seeking to study a programme unavailable in their own countries, but which will enable them to succeed quickly in their domestic luxury markets.

It is anticipated that graduates of the programme will be able to perform as professionals applying their knowledge, real world problem solving skills and competencies in order to successfully achieve careers within the luxury sector. This directly addresses industry requirements for graduates who are reflective practitioners. Specifically, the educational aims of the programme are to:

- Provide students with a transformational experience via range of opportunities for studying theory and practice relevant to luxury brand management thereby allowing them to gain new knowledge and skills necessary to progress further in their career;
- Enhance each student's professional experience in order to prepare them to undertake leadership roles within socially responsible luxury organisations;
- Develop advanced knowledge of luxury organisations, their management and the fast changing external environment in which they operate;
- Develop the ability to apply new knowledge of luxury brand management principles to a range of complex business issues faced by luxury companies;
- Develop the ability to integrate learning from a range of business and management disciplines with an appreciation of how these contribute to the process of value creation within luxury organisations;
- Develop advanced problem solving skills and decision-making skills;
- Develop the ability to conduct research into issues relevant to luxury brand management in order to support strategic decisions. This includes the ability to acquire and analyse data and information, to evaluate their relevance and validity and to synthesise a range of information in the context of new situations;
- Prepare students to undertake senior brand management roles within luxury organisations;
- Develop independent learners who take responsibility for continuous enhancement of their own

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 11

Module Code	Module Title	Credit
MMW226483	Luxury Concepts and Practice	15
MMW226481	Strategic Leadership and Social Responsibility	15
MMW226480	Legal Aspects of Brand Management	15
MMW226502	Sustainable Luxury	15

MMW226461	Global Luxury Brand Strategy	15
MMW226485	Strategic Finance for Luxury Management	15
MMW226501	Omnichannel Distribution Strategies for Luxury	15
MMN225006	Introduction to Research Methods	15
	<i>Exit Award – PgCert in Business Administration in Luxury Brand Management</i>	60
	<i>Exit Award – PgDip in Business Administration in Luxury Brand Management</i>	120
MMN225375	MBA Project	60
	<i>Final Award: MBA Luxury Brand Management (PgDip plus 60 credits Research Project)</i>	180

8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: [GCU Assessment Regulations](#)