

Programme Specification Pro-forma (PSP)

1. GENERAL INFORMATION

1. Programme Title:	Luxury Brand Management
2. Final Award:	MBA
3. Exit Awards:	PgC, PgD
4. Awarding Body:	Glasgow Caledonian University
5. Approval Date:	April 2015
6. School:	GCU London
7. Host Department:	GCU London
8. UCAS Code:	Not Applicable
9. PSB Involvement:	Not Applicable
10. Place of Delivery:	GCU London
11. Subject Benchmark Statement:	QAA Master's Degree in Business and Management Subject Benchmark Statement 2007
12. Dates of PSP Preparation/Revision:	December 2015

2. EDUCATIONAL AIMS OF THE PROGRAMME

A clear opportunity is presented to build on the success of the current MBA Luxury Brand Marketing programme and develop a new *MBA programme in Luxury Brand Management*.

The proposed new programme has been developed with the knowledge that over recent decades talented managers working in the luxury sector have successfully turned their luxury brands into global players. In addition, challenges faced by the industry has been the need to focus on meeting the needs of luxury consumers together with the assessment of market trends and emerging competitors in each of the international locations the luxury brand has a presence. Further to this, opportunities and associated challenges have been made evident to luxury brand companies as emerging markets for luxury goods and experiences have become apparent. Such markets include for example, Brazil, China, Russia and, more recently, Turkey, India, Mexico and Nigeria.

Such has been the fascination of the activities of the luxury sector that an emerging body of academic literature has developed, which spans brand management, marketing, strategy, leadership and wealth management. The new programme has been developed both in response to the emergent literature, some of which GCU staff have been active contributors to, and also, cognisant of the appropriate skills and competences required to be effective managers working in the luxury sector.

Students on the programme will be given the opportunity to demonstrate knowledge and understanding of luxury organisations and the external environment in which they operate. Particular emphasis is given to the legal and financial environment. Students will study management theory and practice, finance, leadership, strategy and marketing strategy specifically within the context of brand management. In addition, students will also study law relevant to brand management, for example, intellectual property and strategic brand marketing. Students will have the opportunity to engage in independent research through the research project. In keeping with the pervasive issues identified in the QAA Benchmarks for Business and Management, the mission of the University and PRME objectives, integrated throughout the modules are matters relating to social responsibility, diversity, sustainability and globalisation.

The programme, which adopts a luxury sector focus, is most appropriate for students who have previously studied business at undergraduate level and who wish to develop a deeper understanding of the tools and techniques available to managers and apply these in a luxury brand management context. The programme may also appeal to students who are from a non-business background but are committed to developing a career in luxury brand management. For these students, it is essential they have two years work experience in a supervisory or management capacity before they commence the programme. The programme is offered both full time and part time.

It is anticipated that future graduates of the programme will be able to perform as professionals applying their knowledge, real world problem solving skills and competences in order to successfully achieve jobs within the luxury sector. 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 students professional experience in order to prepare them to undertake leadership roles within luxury organisations;
- Develop advanced knowledge of luxury organisations, their management and the 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 knowledge and skills.

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

M Level

Three from the following modules

Module Code	Module Title	Credit
MMN523642	Luxury Perspectives and Practices	20
MMN323638	Finance and Wealth Management	20
MMN523641	Luxury Distribution and Retail	20
MMN223650	Strategy Leadership and Social Responsibility	20
MMN523640	Legal Aspects of Brand Management	20
MMN523648	Strategic Brand Management	20

Exit Award – Post Graduate Certificate in Business Administration in Luxury Brand Management **60**

All of the following

Module Code	Module Title	Credits
MMN523642	Luxury Perspectives and Practices	20
MMN323638	Finance and Wealth Management	20
MMN523641	Luxury Distribution and Retail	20
MMN223650	Strategy Leadership and Social Responsibility	20
MMN523640	Legal Aspects of Brand Management	20
MMN523648	Strategic Brand Management	20

Exit Award – Post Graduate Diploma in Business Administration in Luxury Brand Management **120**

All of the following

Module Code	Module Title	Credits
MMN523642	Luxury Perspectives and Practices	20
MMN323638	Finance and Wealth Management	20
MMN523641	Luxury Distribution and Retail	20
MMN223650	Strategy Leadership and Social Responsibility	20
MMN523640	Legal Aspects of Brand Management	20
MMN523648	Strategic Brand Management	20
MMN223636	Research Project: Design and Methods	20
MMN523643	Dissertation	40

Exit Award – Master in Business Administration in Luxury Brand Management **180**

The MBA Luxury Brand Management complies with the GCU exit requirements for a Master's programme. This modular programme reflects the Scottish Credit and Qualification Framework (SCQF) and follows the standard Glasgow Caledonian University structure for Postgraduate programmes, which normally comprise 180 credits. The programme will be offered also on a part time basis – normally 3 years.

The time frame in which the student chooses to complete their award will reflect; work load commitments, personal work life balance, initial confidence in studying at M-level, and for self- funding students the impact of module fees. For these reasons the programme has been designed to be very flexible so that it will meet the needs and aspirations of a wide range of students.

Below is an example of the part time study route.

A worked example of the MBA part time student experience over a two year period

Year 1 = 80 credits (select 3 modules for exit award of PgC)

Trimester A	Trimester B
Luxury Perspective and Practice (20 credits)	Luxury Distribution and Retail (20 credits)
Legal Aspects of Brand Management (20 credits)	Strategic Brand Management (20 credits)

Year 2 = 60 credits (plus Year 1 for exit award PgD)

Trimester A	Trimester B
Strategy Leadership and Social Responsibility (20 credits)	Finance and Wealth Management (20 credits)
Research Project: Design & Methods (20 credits)	

Trimester C = 40 credits (plus Year 1 & 2 for exit award Masters)

Trimester C
Dissertation (40 credits)

8. ASSESSMENT REGULATIONS

The Glasgow Caledonian University Assessment Regulations for **Taught Postgraduate Programmes** <http://www.gcu.ac.uk/media/gcalwebv2/theuniversity/gaq/gaqfiles/assessmentregulations/University%20Assessment%20Regulations%202015-16%20Taught%20Postgraduate.pdf>

apply to this programme. There are no exceptions.

DATE: **December 2015**

