



**GCU London**

**Programme Specification Pro-forma (PSP)**

**1. GENERAL INFORMATION**

<b>1. Programme Title:</b>	MSc Fashion Business Creation
<b>2. Final Award:</b>	MSc Fashion Business Creation
<b>3. Exit Awards:</b>	Postgraduate Certificate in Fashion Business Creation Postgraduate Diploma in Fashion Business Creation
<b>4. Awarding Body:</b>	Glasgow Caledonian University
<b>5. Approval Date:</b>	April 2015
<b>6. School:</b>	GCU London
<b>7. Host Division/Dept:</b>	GCU London
<b>8. UCAS Code:</b>	N/A
<b>9. PSB Involvement:</b>	N/A
<b>10. Place of Delivery:</b>	London
<b>11. Subject Benchmark Statement:</b>	QAA Master's Degrees in Business and Management Benchmark Statement 2007
<b>12. Dates of PSP preparation/revision:</b>	October 2015

**2. EDUCATIONAL AIMS OF THE PROGRAMME**

The MSc Fashion Business Creation is a ground-breaking new programme, continuing the innovative pattern set by GCU London and the British School of Fashion. It has been exclusively designed in collaboration with leading fashion companies and will focus on fashion business start-ups and related research within the SME sector.

The MSc Fashion Business Creation is a fusion of industry and academic expertise, bringing practical and theoretical insights together on campus in a bold new approach which will allow students to gain the specialist knowledge and strategic skills necessary to create and manage a sustainable fashion business.

The highly-specialised programme is focused on nurturing creative entrepreneurs who will acquire an in-depth knowledge and understanding of the complex business of fashion, including marketing and branding, particularly for today's digitally-focused and globally inter-linked markets. GCU's strong partnerships with major international fashion businesses also help support students through rewarding work-based learning opportunities, such as internships or research-based consultancy projects.

The MSc Fashion Business Creation is one of a number of pioneering programmes developed by GCU London in response to the growing academic focus on the business of fashion. Staff at GCU London and the British School of Fashion are at the forefront of this developing discipline, with academics contributing to key literature, undertaking research directly relevant to fashion business creation, and engaging in

consultancy projects with leading international brands.

Industry interaction on campus also includes the presence of co-located original ventures, such as the Marks & Spencer Studio, and the association with a distinguished range of influential industry figures whose adoption as Honorary Professors brings enormous benefit to students through knowledge-sharing and mentoring.

The Retail Trust, the biggest charity in this sector, have agreed provide funding in the form of a £20,000 scholarship and £10,000 seed funding loan to enable a graduate to establish their business upon graduation. In addition the Retail Trust has also pledged, with the agreement of their leading fashion business sponsors, to provide mentoring, resource-sharing and fund-raising support.

The MSc Fashion Business Creation programme aims to develop the skills and competencies required to successfully create and lead a Fashion business. The programme will integrate the latest academic research insights in fashion and business more widely with practical experience drawn from deep connections to industry. The programme will ensure those graduating have a rich and practical understanding of Fashion business creation.

Students will develop insight into the strategies and practices key to developing and sustaining a successful fashion business. This will include a critical review of the anatomy of a fashion business and examine the processes and actions associated with strategy development and implementation within new and developing fashion businesses. An understanding of how to create and market a fashion brand in today's global and digital focused world alongside global advancement strategies. Students will be given the option to further deepen their insight into fashion strategies by completing an internship or industry consultation project.

Central to the programme is the personal and professional development of students with an emphasis on developing insight into managing self, responsible leadership, cross-cultural and global awareness.

This MSc programme will enhance student employability through participation in a wide-range of teaching and learning experiences including integrative case studies, group projects and presentations, company visits and industry speakers.

The programme aims to meet the needs of students who wish to pursue an entrepreneurial or intrapreneurial fashion business career path. They will be equipped with the professional skills required to develop and manage a company, or alternatively to work in other entrepreneurial or management role in an existing organisation in the fashion industry.

Students may come from a background of having previously studied a business related subject who wish to gain a greater understanding of business creation and sustainability challenges to enhance their career opportunities. However, the programme will also be particularly attractive to applicants who have studied a creative fashion programme or non-business related subjects (e.g., fashion design, fashion promotion, creative direction, fashion buying and merchandising, fashion design technology etc) at undergraduate level who require a management qualification. The programme is offered on both a full and part time basis and the programme team welcomes applications through the Flexible Entry route involving Credit Transfer and RPL. Future consideration may be given to a part-time study option.

**Table 1: MSc Fashion Business Creation: Full Time Delivery Mode (September start)**

Trimester A	Trimester B	Trimester C
Research Project: Design Methods	Developing Personal and Professional Competence	Dissertation
Anatomy of A Fashion Business	Global Branding and Marketing Communications	
Establishing a Fashion Business Strategy	Fashion Growth Strategies and Performance Optimisation	

**Table 2: MSc Fashion Business Creation: Full Time Delivery Mode (January start)**

Trimester B	Trimester A	Trimester B
Research Project: Design Methods	Developing Personal and Professional Competence	Dissertation
Global Branding and Marketing Communications	Anatomy of A Fashion Business	
Fashion Growth Strategies and Performance Optimisation	Establishing a Fashion Business Strategy	

The primary aim of this programme is to provide a specific, analytical and integrative understanding of fashion business creation. Specifically, the educational aims are stated as follows:

- To develop skills to critically analyse developments in the fashion business creation environment from an interdisciplinary and international perspective.
- To develop critical appreciation of strategies, policies and practices key to sustainable fashion business creation and development.
- To explore contemporary and emerging themes in fashion business creation.
- To develop leadership potential and skills relating to managing self and others in a small to medium sized fashion business and increasingly diverse and international fashion organisations.
- To develop skills required to analyse and understand the strategic business creation practices which impact on financial and operational performance.
- To cultivate an understanding of the critical importance of technological innovation and adaptation within the fashion industry in order to ensure business continuity and market differentiation.
- To facilitate life-long career development skills through project management, practical experience and critical reflective self-development techniques.
- To develop a critical understanding of research techniques and methodologies and apply these to a proposal for an independent research or consultancy project relating to an appropriate topic.
- To develop personal and transferable skills related to independent research, problem solving, critical thinking, time management, ICT and inter-personal communication.

**Table 3: Assessment Mapping:**

Module Code	Module Title	Credits	Coursework 1	Coursework 2
MMN523653	Anatomy of a Fashion Business	20	Individual Presentation and a Management Report Summary (50%)	Case Study (50%)
MMN523655	Establishing a Fashion Business Strategy	20	Group Presentation and A Written Summary Report (30%)	Management Report (70%)
MMN223636	Research Project: Design and Methods	20		Individual Research Proposal (100%)
MMN223657	Fashion Growth Strategies and Performance Optimisation	20	Group Report (60%)	Individual Simulation / Oral Exam (40%)
MMN523656	Global Fashion Branding & Marketing Communications	20	Individual Brand Portfolio (60%)	Group Integrated Marketing Communications Plan (40%)
MMN223649	Developing Personal and Professional Competence	20	Personal Development Plan (40%)	Reflective Log (60%)
MMN223633	Dissertation	60		Dissertation (100%)

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

SHE1 Level

Module Code	Module Title	Credit
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**3 from the following**

Module Code	Module Title	Credit
MMN523653	<b>Anatomy of a Fashion Business</b>	20
MMN523655	<b>Establishing a Fashion Business Strategy</b>	20
MMN223657	<b>Fashion Growth Strategies and Performance Optimisation</b>	20
MMN523656	Global Fashion Branding and Marketing Communications	20

**Exit Award:**

**Post graduate Certificate in Fashion Business Creation** (at least 40 credits must be in those modules listed above highlighted in bold) **60**

**Post graduate Certificate (PGc)** (any three modules listed above) **60**

Module Code	Module Title	Credit
MMN523653	Anatomy of a Fashion Business	20
MMN523655	Establishing a Fashion Business Strategy	20
MMN523656	Global Fashion Branding and Marketing Communications	20
MMN223657	Fashion Growth Strategies and Performance Optimisation	20
MMN223636	Research Project: Design and Methods	20
MMN223649	Developing Personal and Professional Competence	20

**Exit Award – Post graduate Diploma in Fashion Business Creation** **120**

Module Code	Module Title	Credit
MMN523653	Anatomy of a Fashion Business	20
MMN523655	Establishing a Fashion Business Strategy	20
MMN523656	Global Fashion Branding and Marketing Communications	20
MMN223657	Fashion Growth Strategies and Performance Optimisation	20
MMN223636	Research Project: Design and Methods	20
MMN223649	Developing Personal and Professional Competence	20
MMN223633	Dissertation / Project	60

**Exit Award – Master of Science in Fashion Business Creation 180**

The MSc Fashion Business Creation 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 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.

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

Trimester A	Trimester B
Developing Personal and Professional Competence 20 credits	MMN523655 Establishing a Fashion Business Strategy 20 credits
Anatomy of a Fashion Business 20 credits	Fashion Growth Strategies and 20 credits

Year 2 = 40 credits (plus Year 1 for exit award PgD) plus dissertation for exit award of Masters

Trimester A	Trimester B
Global Branding and Integrated Marketing Communications 20 credits	Dissertation 60 credits
Research Project: Design and Methods 20 credits	

**8 ASSESSMENT REGULATIONS**

The Glasgow Caledonian University Assessment Regulations  
**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.

