

COURSE SPECIFICATION

Course Aim and Title	MBA Fashion Entrepreneurship
Intermediate Awards Available	PGCert Fashion Entrepreneurship PGDip Fashion Entrepreneurship
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Arts and Creative Industries
UCAS Code	N/A
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Business and Management (November 2019)
Additional Versions of this Course	N/A
Date Specification Last Updated	November 2023

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Analyse the fashion industry from a theoretical and applied perspective to develop a systematic understanding of fashion business management with a focus on the necessary elements of inclusivity, intersectionality, sustainability, ethics and social purpose.
- Examine the complex issues both systematically and creatively of global shifts and technology advances in the fashion industry and make sound judgements and communicate new business models to address the challenges of the ever-changing industry.
- Develop knowledge, critical awareness and understanding of the economic, political, social and cultural needs of the industry and wider society.
- Develop entrepreneurial skills and the academic underpinning of the core areas in business and management to identify innovative and impactful solutions to the challenges businesses in the sector face.

What you will learn:

Knowledge

- Critical understanding of entrepreneurship as both theory and practice and the interrelationships therein.
- Evaluation of interdisciplinary theories in understanding contemporary fashion business management.
- Appreciation of the importance of evidence-based sustainability, ethics, and social purpose research on decision making and the critical role of innovative business management knowledge in informing decisions.

Thinking skills

- Evaluation of innovative circular business theory and practice from an interdisciplinary perspective.
- Critical understanding of different philosophies and how they impact upon our understanding of fashion production and consumption.

- Examination of contemporary business and marketing thinking and consideration of its relevance to theory and impact on practice.

Subject-Based Practical skills

- Critically engage with relevant theory and evaluate its utility in contemporary fashion brand management.
- Evaluate the guiding role of research philosophies in designing cogent and reliable marketing research.
- Distinguish between strategic and tactical decision-making and consider how these are implemented at the level of practice.

Skills for life and work (general skills)

- Ability to become an industry thought-leader through the development of high-level written and oral communication skills
- Ability to analyze information and make decisions that are evidence-based and strategically driven.
- Work effectively both individually and collaboratively as part of a team.

Learning and Teaching

Knowledge is developed through

- Guided reading and independent study
- Knowledge-based activities with feedback
- Group/industry discussions and activities
- Tutorials

Thinking skills are developed through

- Reflective activities with feedback
- Group/industry discussions and activities
- Coursework and mini projects
- One to one tutorial

Practical skills are developed through

- Business modelling activities with feedback
- Research skills-based activities with feedback
- Presentations
- Live briefs and industry projects

Skills for life and work (general skills) are developed through

- Collaborative project work
- Group work
- Individual reports and presentations

Assessment

Knowledge is assessed by

- Coursework submissions
- Reports
- Presentations

Thinking skills are assessed by

- Research outcomes in research dossiers
- Coursework assignments
- Solutions to problems addressed in projects

Practical skills are assessed by

- Preparation of industry style management reports
- Presentations
- Portfolio completion
- Industry projects

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Presentations
- Live projects and case studies

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

N/A

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	FT7024	Sustainability, Ethics and Social Purpose	30	Core	N
7	FT7025	Mental Wealth Fashion	30	Core	N

		Entrepreneurship and Thought Leadership			
7	HR7003	Managing Financial and Human Resources for Sustainable Business Success	30	Core	N
7	MK7040	Marketing in a Digital Age and Corporate Social Responsibility	30	Core	N
7	SG7001	Managing Strategy, Operations and Partnerships	30	Core	N
7	FT7026	Live Industry Project	30	Core	N

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The duration of this course is one calendar year full-time if enrolment is in September, and two calendar years part-time. The time limit for completion of a course is four years after first enrolment on the course.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by

listening to student and employer views and the views of external examiners and advisors.

Additional

costs:

- There may be a small additional cost for a field trip each semester to an industry event or exhibition. This will vary according to the type of event or exhibition, its location and the number of students on the trip (costs for these trips varies every year but costs for UK visits will be between £40 - £80 and approx. £300 for European study trips. All these trips are optional for students)

Alternative Locations of Delivery

N/A