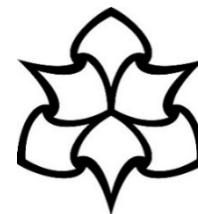# Collaborative Provision Programme Specification 2021-22

Period of Approval: 01/09/2017- 31/08/2023

ADMINISTRATIVE AND REGULATORY INFORMATION

1	Partner Name	Istituto Marangoni
2	**Type of Collaborative Partnership**	**External Validation**
3	**Enrolment Status**	☒ Externally Enrolled ☐ Fully Enrolled
4	**Programme Title(s)**	BA (Hons) Fashion Business, Digital Communication and Media AOS code- 319F
5	**HECOS Code(s)**	100079
6	**Awarding Institution**	☒ Manchester Met ☐ Other, please specify:
7	**Manchester Met Faculty**	Arts & Humanities
8	**Manchester Met Department / School**	Manchester Fashion Institute
9	**Final Level of Study (FHEQ)**	Level 6 (BA Hons, BSc Hons, BEng, LLB)

10	**Mode(s) of Study and Duration**	**Mode of Study**	**Duration (Years)**
		☒ Full Time	3
		☐ Part Time	
		☒ Sandwich / Study Abroad	4
		☐ Online / Distance Learning	
		☐ Other, please specify:	

11	**Cohort**	☐ September (standard) ☒ October ☐ November ☐ December ☐ January ☒ February	☐ March ☐ April ☐ May ☐ June ☐ July ☐ August
12	**Is this for a closed cohort only?**	☐ Yes	☒ No
13	**QAA Subject Benchmark Statement**	Business Management	
14	**University Assessment Regulations**	Undergraduate	

| 15 | **Approved Variations / Exemptions from Assessment Regulations and/or Curriculum and Assessment Framework for Taught Programmes** | Curriculum and Assessment Framework for Taught Programmes Exemptions

Collaborative partners are exempt from regulations 3.9, 3.13 – 3.17 and 3.25 – 3.28

Regulation 4.12 has been re-worded for collaborative partners. The approved wording is as follows:

All assessment components within a Programme must be categorised as either 'assignment' or 'examination'. The overall split of assessment for each level, and more detailed assessment strategies, will be defined and approved through Collaborative Programme Approval and Review Events. |
|---|---|---|

16	**Learning & Teaching Delivery**	Level	Scheduled	Independent	Placement
		4	50%	50%	0%
		5	50%	50%	0%
		6	50%	50%	0%
		Sandwich Year	0%	0%	100%

17	**Assessment Methods**	Level	Assignment	Examinations
		4	65%	35%
		5	100%	0%
		6	100%	0%

| 18 | **Entry Requirements** | The normal minimum age for entry shall be 18 years.
The normal entry requirements is:
• recognised foundation course at QCF level 3
or
• minimum of 80 UCAS tariff points
or
• International Baccalaureate (or equivalent)
or
• BTEC Higher National Diploma or Certificate (MMP or equivalent)
or
• BTEC National Diploma (or equivalent)
or
• Scottish Certificate of Education with passes in the three subjects at Higher Grade (C or above) and two subjects at Standard Grade (3 or above)
or
• Recognised foundation course at FHEQ Level 3 (including MMU recognised Istituto Marangoni Milano Foundation year course in Design and Fashion)
or
• Irish Leaving Certificate with a minimum of 4 at grade C or above at Higher/Honours Level

The Admissions panel may accept other qualifications as are deemed to be acceptable in lieu of the specified above. |
|---|---|---|

		Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression onto BA (Hons) Fashion Business Communication and Media, provided they have the required L4 English entry requirement. **International Applicants** International applicants, for Level 4, must have sufficient command of English to meet the requirements of the programme in every respect. If they have previously studied in the UK students are normally expected to have attained either a grade c or above in GCSE English Language or the equivalent. Other international applicants, for whom English is not their first language, IELTS at grade 6 (with no element below 5.5) is a requirement for the admission to the programme.

Awards

19	**Final Award Title(s)**	BA (Hons) Fashion Business, Digital Communication and Media (319F) BA (Hons) Fashion Business, Digital Communication and Media (sandwich) (319G)		
20	**Interim Exit Award Title(s)**	Cert HE Fashion Business Dip HE Fashion Business Digital Communication and Media		
21	**Main Location of Study**	Level	Partner	Manchester Met
		4	100%	0%
		5	100%	0%
		6	100%	0%

Articulation Arrangements

22	**Articulation Arrangements**	**Details of Arrangements**
		Istituto Marangoni Mumbai School, Istituto Marangoni Shanghai Training Centre, Istituto Marangoni Shenzhen Training Centre Students who successfully complete their first year of study on the Undergraduate Progression Course in Fashion Business programmes will be given entry to the second year of the BA (Hons) Fashion Business Communication and Media.

Professional, Statutory and Regulatory Bodies

23	**Accrediting and / or associated PSRB(s)**	N/A
24	**Date, outcome & period of approval of last PSRB approval / accreditation**	N/A

Programme Outcomes

25	Final Award Learning Outcomes	
Part A – Knowledge and Critical Understanding		
	By the end of the programme students are expected to have knowledge and critical understanding of:	Assessed by: Assignments may include: • *Report* • *Presentation* • *Research Book* • *Written Rationale* • *Review* • *Blog Entry* • *Reflective Journal* • *Essay* • *Written Evaluation* • *Business Project*
25.1	The different areas of the fashion marketing communication business and how these operate within an integrated framework	Assignment Examination
25.2	Marketing strategies designed and implemented by different types of organisations operating within the fashion industry taking into account the social and environmental impact	
25.3	National and international off- and online fashion communication opportunities in new media fashion environments	
25.4	How to apply theoretical understanding to practise within a working environment (only applicable for sandwich year students).	Assignments – may include: • Reflective Journal • Report
Part B – Skills and Attributes		
	The programme will ensure students will gain the following skills and attributes:	Assessed by: Assignments may include: • *Report* • *Presentation* • *Research Book* • *Written Rationale* • *Review* • *Blog Entry* • *Reflective Journal* • *Essay* • *Written Evaluation* • *Business Project*
25.5	How to formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury fashion market	Assignment Examination
25.6	A range of effective communication strategies and assess their value for fashion media needs	
25.7	The problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education	

Programme Structure

26	Course Unit Overview

<u>**Level 4**</u>

Core Course Units						
Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
314Z0057	1F9IC	Core	Introduction to Fashion	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.5
314Z0058	1F9IC	Core	Alpha Marketing	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.3, 25.5, 25.6
314Z0059	1F9IC	Core	The Luxury Fashion Product	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.2, 25.5
314Z0060	1F9IC	Core	Principles of Business	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion	25.2, 25.5

Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
					Business Communication and Media	

Upon successful completion of this level, the interim exit award shall be: Cert HE Fashion Business

Level 5

Core Course Units						
Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
315Z1012	2F9IC	Core	Visual and Emotional Branding	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.3, 25.5,
315Z1018	2F9IC	Core	Editorial Environment	30	BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.3, 25.5, 25.6
315Z1019	2F9IC	Core	Luxury Image and Brand Construction	30	BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.3, 25.5, 25.6
315Z1015	2F9IC	Core	Finance and Management Control	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.5, 25.6

Upon successful completion of this level, the interim exit award shall be: DipHE Fashion Business, Digital Communication and Media

Placement Year (Sandwich only)

Core Course Units						
Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
31PLX0003	3S9IP	Core	Placement	120	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.4

Level 6

Core Course Units						
Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
316Z0081	3F9IC	Core	Creative Direction	30	BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.3, 25.5, 25.6, 25.7
316Z0105	3F9IC	Core	Honours Project Fashion Business, Digital Communication and Media	60	BA (Hons) Fashion Business Communication and Media	25.1, 25.2, 25.3, 25.5, 25.6, 25.7
316Z0079	3F9IC	Core	Future of Fashion	30	BA (Hons) Fashion Business BA (Hons) Fashion Business and Buying BA (Hons) Fashion Business Communication and Media	25.1, 25.3, 25.7

Upon successful completion of this level, the exit award shall be: BA (Hons) Fashion Business, Digital Communication and Media

Are any of these course units delivered across other programmes?	Yes

27	Programme Structure Map

Level 4

Term One	Term Two	Term Three
Introduction to Fashion (30 credits)	Alpha Marketing (30 credits)	The Luxury Fashion Product (30 credits)
Principles of Business (30 credits)		

Level 5

Term One	Term Two	Term Three
Visual and Emotional Branding (30 credits)	Editorial Environment (30 credits)	Luxury Image and Brand Construction (30 credits)
Finance and Management Control (30 credits)		

Placement Year (Sandwich only)

Term One	Term Two	Term Three
Placement (120 credits)		

Level 6

Term One	Term Two	Term Three
Creative Direction (30 credits)	Honours Project Fashion Business, Digital Communication and Media (60 credits)	
Future of Fashion (30 credits)		