

MA Luxury Hospitality and Customer Experience Management Programme Specification

Academic Year 2024/2025

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1. Programme Overview

Full programme/award title(s)	MA Luxury Hospitality & Customer Experience Management
Programme Code	PMAA_0033_FI
Location of study	Istituto Marangoni Paris
Off campus elements / locations	Work Placement, various locations
Fees	€ 29, 600 (EU students) (per year, subject to annual increase) € 32,450 (international students) Enrolment fee € 5500
Additional costs	N/A
Awarding institution	Regent's University London
Date of original validation / revalidation	September 2024
Validated until	September 2029
Framework for Higher Education Qualification level of final award	Level 7
Number of credits in award	180 credits
HECoS Code	N/A
Relevant QAA subject benchmark statements	https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements

Other external and internal references	Regent's University London Academic Regulations IM Learning & Teaching Strategy QAA Education for Sustainable Development QAA Characteristics Statement Masters Degree UK Quality Code for Higher Education SEEC Credit Level Descriptors for Higher Education				
Professional, statutory or regulatory body recognition/ accreditation	N/A				
Language of study	English				
Date of production / revision of this programme specification	March 2024				
Programme intakes, modes of study, expected and maximum duration of programme					
Mode of Study	Intake Month	Level of entry	UCAS Code	Expected Duration in Months	Maximum duration in months*
Full time	Oct/Feb	Level 7	N/A	15	45

2. Why study this programme, including programme aims and objectives

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion and luxury professionals. During this time, we have built outstanding international networks within the fashion, design & luxury industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals.

Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, Parisian traditional craft, luxury and cultural scenes and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which

our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape.

Rooted in history, French hospitality has set the standard against which the entire industry has been measured for generations. France boasts the world's largest hospitality operators, and Paris is recognized as the most significant city globally for creativity, lifestyle experiences and innovation. Pioneers like César Ritz and Auguste Escoffier established the benchmarks of modern luxury in 20th-century Paris, while designers such as Philippe Starck, Pierre Yves Rochon, and Jacques Garcia have played pivotal roles in the global lifestyle revolution in hospitality. Known for innovation, France introduces new business ideas characterised by flawless techniques and world-class management. This new era of luxury hospitality transcends tradition and heritage, emphasising French excellence and innovation, providing unique and fulfilling experiences in the midst of rapid technological and digital transformation.

The luxury hospitality and customer experience market in France is renowned for its historical significance, high standards of service, attention to detail, and its contribution to the global luxury industry. Paris, in particular, is synonymous with opulence and serves as a hub for upscale establishments like Hotel Ritz Paris, Hotel Cheval Blanc and acclaimed Michelin-starred restaurants. These iconic venues collectively contribute to Paris's renowned status for delivering unmatched luxury experiences and chic savoir-faire. Many establishments go beyond traditional practices by incorporating eco-friendly initiatives and cutting-edge technologies to enrich both the customer experience and environmental sustainability. Additionally, there is the integrating of cultural and artistic elements into designs, with numerous establishments collaborating with artists and architects' designers to craft distinctive, immersive, and personalised experiences for their customers.

Designed for candidates with ambitions in the luxury hospitality sector, encompassing roles as Marketing & Hospitality Manager, Brand Advocate Manager, Head of Customer/Guest Experience, Guest Relations Manager, Guest Lounge Coordinator, Head of Customer Happiness Centre and Private Client Relation Manager, The MA Luxury Hospitality & Customer Experience Management provides in-depth knowledge of brand & customer experience management tailored exclusively for the selective consumers of the luxury hospitality industry. Seasoned experts in luxury hospitality management meticulously curate every facet of a customer's experience to evoke an unparalleled sense of opulence, refinement, and exclusivity. They painstakingly scrutinise their offerings and cultivate meaningful customer relationships, all while harmonising the demands of uncompromising standards with astute management practices to ensure the resounding success of the high-end unique hospitality emotional experience.

Nevertheless, the role of the hospitality manager extends beyond mere attraction and retention of consumers; it encompasses the enhancement of the value creation and proposition and the meticulous operational management essential for organisational excellence within the luxury hospitality realm.

You will be immersed in the intricate art of leading communication, marketing, and promotional techniques to achieve sales objectives, while fully embracing the quintessential strategies synonymous with high-end luxury hospitality establishments. Delving deep into the ethereal realm of consumer experience, the programme places a paramount focus on fostering enduring customer relationships, harnessing the transformative power of digital and social media, and elevating the overall consumer journey to unprecedented levels of luxury and refinement.

Moreover, you will engage in a comprehensive analysis of the tangible elements of branding, meticulously crafting and executing collaborative marketing initiatives that exude sophistication and allure. They will be empowered to lead marketing teams with precision, leveraging their expertise to amplify the luxury establishments and perpetuate a resplendent brand image that resonates with high end consumers. Through the strategic development and implementation of marketing campaigns, you will cultivate an unparalleled magnetism that captivates the hearts and minds of the elite targeted consumers.

A successful manager within the sector of luxury hospitality operates at the intersection of exquisite consumer experience, opulent design, and unparalleled concept innovation. By meticulously attending to these facets, they guarantee that new projects and service offerings not only meet the highest standards of luxury but also prove to be commercially financial viable ventures.

In the ever-evolving landscape of luxury hospitality, managers are tasked with leading the charge in embracing technological advancements and staying abreast of industry trends and innovations. By championing progress and embracing innovation, they continually elevate the luxury offerings of their establishments, ensuring that they remain at the forefront of the competitive luxury hospitality market.

In addition to delving into the rich tapestry of history and cultural nuances, and conducting an analysis of contemporary trends and future projections, participants are encouraged to explore how aesthetic expressions and interpretations of social and cultural movements wield influence in shaping positioning within the luxury hospitality sector. By immersing in industry projects, engaging with esteemed guest speakers, and embracing the interdisciplinary nature of our learning environment, you will be empowered to forge synergistic collaborations, embark on live projects, and gain firsthand exposure to the intricacies of the Luxury Hospitality landscape.

The choice of Luxury Hospitality industry placement or professional project within the programme, gives you the opportunity to put theory into reflective and purposeful practice within the field.

Participants undergo a transformative journey, emerging as connoisseurs experts adept at steering pivotal business decisions and pioneering innovative strategies that redefine the landscape.

In today's era, where the convergence of high luxury, design, and concept innovation reign supreme, the impact of emerging technologies on communication cannot be overstated. It is this synergy that serves as the linchpin of success in crafting unparalleled luxury hospitality experiences that resonate with the discerning consumers of today.

By interrogating prevailing aesthetic norms and societal shifts, you will develop a nuanced understanding of how to craft bespoke experiences that resonate deeply with discerning clientele. Thus, our program equips you not only with theoretical knowledge but also with the practical acumen to navigate the complexities and seize the myriad opportunities inherent in the ever-evolving world of luxury hospitality.

This programme is for participants who have previous undergraduate level study or proven work experience, completing the programme with branding and management skills for various positions within the fashion, luxury and creative industries.

Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school for all postgraduate students.

Career progression:

- Marketing & Hospitality Manager
- Brand Advocate Manager
- Head of Customer/Guest Experience
- Guest Relations Manager
- Guest Lounge Coordinator
- Head of Customer Happiness Centre
- Private Client Relation Manager
- Entrepreneurs
- Customer Engagement Manager
- Director of Events and Lifestyle

This programme is addressing the following UN Development Sustainable Goals:

4. Quality Education
8. Decent Work and Economic Growth
9. Industry Innovation & Infrastructure
11. Sustainable Cities & Communities
12. Responsible Production & Consumption

The comprehensive description of each goal is available at this link:

<https://www.globalgoals.org/goals/>

3. Programme structure

This is a guide to the overall structure of your programme, mandatory elements, units (including terms when delivered) and periods of assessment.

The Master in **Luxury Hospitality and Customer Experience Management** is taught over 5 terms with 5 core units and 4 common units all of which are interdisciplinary across all the MA Business Programmes

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

- Class times are scheduled between 08.30-20.00, Monday to Saturday, There may be some exceptions to this, when opportunities arise to add value to the student learning experience.
- Assessment periods are normally 2 weeks after the end of each term.
- Placements at IMP are normally scheduled to take place in term 4 for the Professional Development unit.
- Dissertations are completed in the final term

On a postgraduate degree programme, you can usually expect to study 180 credits per level (or year), with no more than 80 credits per term.

Units

Your programme is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So if a unit is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in Section 7.

Work Placement – Professional Development

During term 4 of your programme, you get the opportunity to complete a work placement experience in the luxury hospitality industry. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned and refine your own practical business skills. Under the close supervision and guidance of the school as well as of the company you will be undertaking a 12 week assessed placement relevant to the learning outcomes of your programme and relatable to your career objectives and professional development. This unit

sits in term 4 if you wish to continue on your placement and your dissertation period under guidance from your supervisor and visa compliance.

The skills learned will give you practical knowledge of the nature of the business, its functions, and operations. You will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting employability and enhancing your professionalism.

Final Dissertation

The Final Dissertation unit is the culmination of your studies and enables you to present a subject specific research-based dissertation or final major project practice-based body of work. You will be allocated a supervisor based on your research enquiry and you may choose to do a full written project which is 10,000 words or opt for a practice-based project of 4-6,000 words and a practical outcome, your inquiry might in fact translate into a more tangible project or another form of practical outcome.

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

Programme Units

Level 7		
Term	Core Units	Credits
1	ISM7099, Luxury Business Strategy	20
1	ISM7100, Hospitality & Culture	15
2	ISM7101, Luxury Hospitality Management	20
2	ISM7102, Concept Design and Development	15
3	ISM7103, Piloting and Controlling Performances	20
Total Core unites credits		90
Term	Common Units	Credits
2+3	ISM7063, Research Methods	20
3	ISM7058, Enterprise & Innovation	15
4	ISM7059, Professional Development	15
5	ISM7086, Dissertation	40
Total Common Unit credits		90

Total Credits for Level 7	180
Exit awards (if appropriate)	
MA Luxury Hospitality & Customer Experience Management (180 credits) PG Diploma Luxury Hospitality & Customer Experience Management (120 credits) PG Certificate Luxury Hospitality & Customer Experience Management (60 credits)	

4. Indicative programme structure diagram

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
ISM7099 Luxury Business Strategy [20 Credits] AC1: An Individual digital presentation (50%) 5 minute audio and video AC2 A 2000-word group marketing report (50%)	ISM7101 Luxury Hospitality Management [20 Credits] AC1: Group: 10 Minute Pitch (40%) AC2: Individual 2000-word Strategic Project Report (60%)	ISM7103 Piloting and Controlling Performances [20 Credits] AC1: Group: Visual Portfolio (40%) AC2 Individual 1,500 word written Project proposal (60%)	ISM7059 Professional Development [15 Credits] AC1: An individual max 10 minute digital presentation including reflection of learning (100%)	ISM7086 Dissertation / FMP [40 Credits] AC1: A 10,000-word Dissertation (100%) OR AC1: A 4,000 to 6,000-word Practice-Based Dissertation (100%)
ISM7100 Hospitality & Culture [15 Credits] [15 Credits] AC1 Individual 2000 word Essay (100%)	ISM7102 Concept Design and Development [15 Credits] AC1 Individual 2000 word Essay (100%)	ISM7058 Enterprise and Innovation [15 Credits] AC1: Individual 2000 word Mini Business Plan (100%)		
ISM7063 Research Methods [20 Credits] AC1: A 3,000-word written Research Proposal (100%)				

5. Exit awards

Available exit awards for this programme are:

- MA Luxury Hospitality & Customer Experience Management (180 credits)
- PG Diploma Luxury Hospitality & Customer Experience Management (120 credits)
- PG Certificate Luxury Hospitality & Customer Experience Management (60 credits)

Exit (interim) awards can be conferred where:

- a) you withdraw from Istituto Marangoni Paris without completing all the credits required for your named award,
and
- b) you have successfully completed the volume of credit at the relevant FHEQ level as indicated in Section 3 above,
and
- c) subject to the decision of the relevant progression and finalist board.

Exit awards are not available with classification.

The full criteria for these exit awards can be found in the Assessment and Programme Regulations section of Regent's University London Academic Regulations.
regents.ac.uk/policies

Where classification of an overall award is possible this will be calculated upon completion of 180 credits at Level 7 as set out in the Academic Regulations.

6. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

Learning Outcomes will tell you what we expect you to know and/or be able to do once you have completed a learning process (e.g., a unit, a level or the entire programme) (QAA, 2018). Teaching and assessments are designed accordingly to enable you to demonstrate that you have adequately met these outcomes.

The learning outcomes that you will be expected to demonstrate at the completion of your studies are listed below. Each unit that you will study has developed between two and four distinctive Unit Learning Outcomes (ULOs). Each ULO is mapped against an equivalent Programme Learning Outcome (PLO) from the list below. We have ensured that all the compulsory elements of your Programme assess in their totality all ten learning outcomes (see Section 17).

Level 7 Learning Outcomes	
A	Knowledge and understanding
PLO1	How different Luxury Hospitality organisations manage their brands and market offerings in differing market environments and economic contexts.
PLO2	Interrelationships between marketing, branding, finance, technology and the functional strategies of Luxury Hospitality organisations.

PLO3	How current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of Luxury Hospitality organisations.
PLO4	How to conduct primary and secondary research and enquiry addressing ethical dilemmas, corporate social responsibility and sustainability issues, applying these values to Luxury Hospitality brands.
B	Skills
PLO5	Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management, alongside developing working relationships using teamwork and leadership skills, recognising and respecting different perspectives.
PLO6	Express ideas effectively and communicate information pertaining to Luxury Hospitality branding, marketing, supply chains and retailing appropriately and accurately using a range of media and digital technology
PLO7	Demonstrate employability and transferable skills that will prepare you for working in the industry, further academic research or taking on roles in freelance or consultancy.
PLO8	Identify and present systematic and creative solutions for Luxury Hospitality branding and management problems, through critical scrutiny of contextual theories and current practices in industry.

7. Learning and teaching strategy/assessment methods (non-regulatory)

This is a guide to the academic opportunities available to help you achieve the overall aims and objectives of the programme as listed in Section 2 and the intended learning outcomes in Section 6. It is also a guide to the assessment methods used to test your achievement of the intended learning outcomes. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors.

The learning and teaching strategy adopted for this programme comprises the below areas:

- A personalised student experience
- Interactive and inclusive learning
- Focus on student skills and attributes
- Developing cultural agility, flexibility and graduates' ability to compete strongly in the global labour market
- Professional development for staff

The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Luxury Hospitality & Customer Experience Management which are applicable to the wider skills required in the workplace.

At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the school, our classes have a cultural edge which offers a global perspective within every session.

Teaching at Istituto Marangoni Paris emphasises practice and is primarily project based, that promotes interaction between tutor and student in order to facilitate the acquisition of learning through a dynamic and iterative relationship between theory and practice, eventually creating a culture of inspired learning. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals.

Our classes are delivered across 2.5-hour sessions consisting of a diversity of lectures, seminars, workshops and tutorials; which are tailor made by our lecturers in order to integrate both theoretical and practical deliverables. Each Masters student has 20 hours of delivered sessions per week.

Teaching and learning at postgraduate level requires self-directed study alongside attendance at structured timetables lessons. The programme is delivered using a range of teaching strategies which include lectures, workshops, seminars, presentations, pitches, personal and group tutorials and individual personal supervision for dissertation/final major project.

Lectures – Integral to the programme formalising delivery of subject specific content and theoretical knowledge.

Both Tutor-led and Student-Led seminars – These are building blocks to the development of learning and build on knowledge gained through lecture delivery. This can include group activities, evaluation of feedback, reflection on verbal or written feedback, this may take the form of reflective formative tasks, group and collaborative projects and tasks as well as contribution through debate.

Workshops and Practical sessions – interactive workshops used to enable and nurture creative and practical skills development for resolution of summative projects and real-world setting.

Independent research and investigation – Self Directed Study plays a huge part of your programme as you will be expected to spend time researching and analysing matters independently to substantiate and support taught material.

Case Study Analysis – detailed discussion and in-depth analysis of existing brands and real-life scenarios to substantiate and assess concrete examples of content and theories.

Research and writing skills inductions – supported by the Library and academic team you will learn how to develop your PG level academic writing and research conventions.

Team working – requires you to operate as a member of a team or group with emphasis on collective responsibility and joint decision making to emulate real world professional working scenarios.

Formative assessment – mid-term assessment - this is embedded through all units and is an opportunity for you to get feedback on your work from your tutors and peer group prior to summative.

Study Trips (when applicable)

To enhance your learning path and consolidate understanding of subject specific content, study, field trips are applicable in units. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

Industry Placement via the Professional Practice unit – In term 4 you will have the opportunity of either a 12-week work placement or a professional industry project. Supported by the Career Services team and your programme team you will be able to develop appropriate skill sets for the workplace relevant to your programme and enhance your prospects of future employment or business start-up in the sector. You will be allocated an Academic tutor during this period.

In term 5, you will work on your Dissertation project.

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your lecturers.

This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions in class discussions and debate, and develop peer to peer mentoring and learning skills.

We aim to provide a unique and individual experience to every student developing with them their own career paths, leveraging their strengths and providing a personalised development plan through their programme to achieve career aspirations. A learning by doing approach makes room to experiment, to learn from your own mistakes and to take calculated risks within a safe learning environment.

Breakdown of teaching methods by percentage

Include the following caveat if appropriate (modify if necessary).

The following breakdown is a guide to how much time you will spend doing each teaching and learning method.

- 'Taught' learning typically refers to timetabled sessions led by a member of academic staff, such as lectures, seminars, and tutorials.
- 'Practical' sessions are also timetabled and led by an academic member of staff, but are focused on learning through experience, e.g., role plays, simulations, field trips, studio or laboratory work.
- 'Self-Study' is time dedicated to self-directed learning that is guided by your own requirements to further your studies and complete assignments. This could include

preparation for class, background reading, research and preparation for assessments and writing.

Level 7	
Taught	30%
Practical	N/A
Self-Study	70%

Programme management and teaching staff

The programme is managed by the Programme Leader for MA Luxury Hospitality & Customer Experience Management, supported by Unit Leaders. Majority of lecturers are educated to master's or some at doctoral level. Exceptions are where particular specialist skills are required and are mostly covered by fractional posts or visiting lecturers.

We also encourage our teaching staff to undertake the LTA or Postgraduate Certificate in Higher Education.

Many of the tutor team are engaged in cutting edge work in industry and/or research in the subjects that they teach and engage in continuous professional development by attending and participating in conferences and exhibiting work. The programme truly relies on our team, being active in the environment they teach and deliver in, to create a greater, more contemporary and innovative experience for the students.

Guest speakers, including industry practitioners, deliver guest lectures throughout the programme. We use industry for live briefs who inform and participate in creating exciting and real-world applications for your learning and support panel discussion of your work.

Assessment strategy and methods

There is a combination of formative and summative assessments.

Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved and/or maintained. They do not contribute to the award mark and are held mid-term.

Summative assessment measures your achievement against the programme Learning Outcomes alongside evaluation of your progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake where applicable. Examples of summative assessment include written assignments (essays, reports, case studies,) and practical approaches for business being oral and visual presentations and pitches using a variety of media, both physical and digital.

Assessment is planned to reflect the overall aims of the programme. is designed to monitor your performance regularly in the context of specific assessment requirements of individual subjects, through individual and team management skills required in business, the theoretical enquiry and applied skills necessary for effective use for business and ultimately the knowledge and skills essential to meet the overall requirements of your Masters degree

You are strongly encouraged to seek as much feedback as possible about your progress on your units from your lecturers. Your lecturers will write about your performance and progress on your units (feedback) and they will also write about what you are advised to do in the future (feed-forward). This information is valuable as it will support you in understanding how well you did in one unit, and what you should concentrate on to do as well as possible in future units.

Please note that IMP may need to keep your work for various reasons, including audits, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Programme Leader for information about collecting work.

Breakdown of assessment by percentage

The following breakdown is a guide to the types of assessment you will experience on your programme through core/common units.

Level 7	
Presentations	26 %
Reports	17%
Essays	17%
Project Proposal	8%
Visual Portfolio	8%
Business Plan	8%
Research Proposal	8%
Dissertation	8%

Alternative forms of assessment

Our aim is to design and deliver innovative, authentic and inclusive assessments throughout our curriculum. Any student who has submitted valid medical evidence of disability is provided with a Personal Learning Plan including adjustments such as: getting notes and lectures in advance, one-to-one support, accessible rooms and venues, specific

external visits arrangements, comfort break, access to support from Special Education Needs Tutor, extra time for assessments and any other relevant adjustment in line with medical recommendations.

Ethical approval of research

All research conducted within and outside the School by students at Istituto Marangoni should comply with internal Research Ethics Policy and Procedures prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.

Proposals requiring ethical review and approval by the Research Ethics Committee include but are not limited to those involving human participants or vulnerable groups, those involving highly sensitive topics and sensitive or restrictive data or materials. You are advised to refer to the School's Research Ethics Handbook as you develop your research proposal to ensure that you address all potential ethical implications that may arise from your research by putting appropriate measures in place.

In Research Methods theory in term 2 and in Research Methods tutorials in term 3, tutors work closely with you to familiarise you with ethical issues and to pre-empt these during 1-1 sessions. The Research Proposal requires that ethical concerns are discussed and adequately addressed.

In term 5, students present an Ethical Approval form to their Dissertation supervisors to be signed off by them prior to the commencement of primary research.

8. Relationship to other programmes

Some programmes share units or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

There is a cross disciplinary approach to all Business Masters programmes within Istituto Marangoni. It not only stems from the creative working environment and studio space but also the shared common units. The co-creative approach across programmes is fundamental to the professional and working environment and is practised at the professional development stage alongside research methods and the final Dissertation/Project.

Within the MA business programmes students on, MA Luxury Hospitality & Customer Experience Management, MA Jewellery & Product Management, MA Fashion Luxury and Brand Management, MA Fashion Promotion, Communication and Digital Media, MA Fashion Buying and Merchandising and MA in Fragrance & Cosmetics Brand Management and Licensing work collaboratively sharing insight on the following common units.

Term 2 + 3 Research Methods

Term 3 Enterprise and Innovation
Term 4 Professional Development
Term 5 Dissertation/Final Major project

9. Student support

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services department:** the aim is to support and enhance your student experience allowing for individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for you in support of an outstanding, inspiring, diverse, innovative and creative educational experience. The service intends to inspire you to discover more about your subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the School.
- **Careers Service:** the department supports you, fellow students and alumni, offering guidance on all aspects of your career journey, providing practical advice and helping you connect with industry.
- **SEN support:** is available to all students by booking 1-2-1 sessions with the SEN tutor. It devises a Personal Learning Plan, monitors students' progress and formalises reasonable adjustments.

10. Learning support

Istituto Marangoni Paris offers a variety of different facilities and technologies to support your studies. These include lecture theatres, seminar rooms, the library, IT labs and specialist software.

Istituto Marangoni uses the IM VLE and IM App to support access to information and student learning. The programme includes access to facilities that will support your studies and units throughout each term.

These include:

Computer Labs: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Software: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

The IM library team offers you support by organising one-to-one sessions. You can come to the librarians to ask for help if you need support in organising citations and lists of references.

In addition, the IM Library team organises workshops to help you to achieve your best in your assignments and have created resources to support your research. For example, helping you to understand how to search the library resources; how to research in external archives and library resources, using the library catalogue and locating books, the various online resources available to you.

Extracurricular research methodology workshops include finding keywords, formulating research questions, conducting preliminary research and the differences between primary and secondary research are offered throughout the Academic year. Between the offered workshops there are the Harvard Referencing workshops that cover the principles of referencing, what constitutes plagiarism, how to cite and reference. Research methodology; how to evaluate the information that you find online (for example, defining and identifying fake news and tips for evaluating online information). Academic writing workshops help you to understand a brief, to collect and link resources, and the components and structure of essays, dissertations or reports.

11. Opportunities for personal development planning

The professional and personal development of each student on the Masters is delivered and embedded throughout the programme, as students are expected to reflect upon and evaluate their thinking, activities, and performance most specifically in terms 1, 2, 3, 4 and 5. Through core and common units you are given the opportunity to be supported by your teaching staff alongside the careers team to guide you and your own needs and career choices.

Extra-curricular Content is provided throughout the programme, which can offer you guidance regarding career opportunities and activities.

Research Methods is a core unit which underpins the framework of the programme. Through 1-1 guidance and personal development it enables you to frame your working hypothesis of your final project.

Within the Dissertation unit, Tutor Supervision is available, assisting you in the development of your research project and in preparation for the final submission.

The Academic team and Career Service offer support with personal development and preparation for employment. The purpose of the Istituto Marangoni Career service is to bridge the gap between programme completion and entering the world of work. Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

Careers Support

- Career Service works to support you, fellow students and alumni in enhancing your career, employability and entrepreneurial skills. While working closely with the academic staff and industry partners, Istituto Marangoni provides targeted approaches to career development, starting from year one of your studies. Recognising the vast importance of this area, the Career Services department has developed a range of informative workshops and annual events to provide advice and guidance for you and alumni. These sessions are organised by the careers team and delivered by internal staff as well as industry guests. Key areas covered include professionalism, industry ready CV and cover letter, interviewing, personal branding, networking and portfolio presentation.
- Careers Services staff regularly undertake industry networking initiatives, visits and along with an extensive database provide strong mechanisms for ensuring up-to-date opportunities for placements as well as graduate jobs. Career Service has introduced an online platform Career Network (SYMPPLICITY), ensuring approved placements and jobs are promoted to the existing students and Alumni. Their ability to reach a wide number of students through one digital platform enables them to be a leading School in promoting employability for Istituto Marangoni students, regularly offering competitive opportunities.

12. Admissions information

Entry requirements:

- Copy of a high-school diploma or school certificates
- A relevant undergraduate qualification (equivalent professional experience may be considered).
- 2 references, of which at least 1 should be academic.
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2

on the CEFR level (e.g. IELTS Academic with 6.5 overall, no less than 6 for each element)

13. Visas and immigration

Students holding a visa to study in France should familiarise themselves with the conditions and details of their visa.

You must be aware of the requirements of your visa, including the limitations on your working rights and permitted work. For any further questions, you should contact the admission office directly using an email address included in the Student Handbook.

In addition, after obtaining the first visa, the school librarian will support you in any further needed information, visa prolongation and renewal and communication with the local visa offices.

14. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Istituto Marangoni.

Current regulations are uploaded within the Istituto Marangoni Paris student intranet and are published within the Academic Regulations on the Regent's University website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

regents.ac.uk/about/governance/academic-governance/academic-regulations

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:

regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework

15. Award criteria

To qualify for a master's degree you will be expected to obtain 180 credits at Level 7.

16. Methods for evaluating and improving the quality and standards of teaching and learning

Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni Paris's quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- **Programme validation or revalidation:** the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- **Annual programme / unit modifications:** the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.
- **Programme Continuous Improvement Plans:** the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- **Unit performance reports:** the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- **Student engagement and feedback:** student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, industry engagement, monthly events, Student Representative meetings and formal Committees and academic related activities.

- **Staff Development:** Academic staff are supported in further developing their teaching skills and in acquiring teaching qualifications:

LTA, Learning Teaching Assessment

PgCert

Istituto Marangoni Paris also financially supports, partly or fully, costs for academics to attend conferences and for training that can benefit both the staff and the institution.

The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered.

LTA programme

This programme provides participants with the opportunity to develop their practice through critical reflection and contextual debates informed by relevant theories and perspectives. Participants will consider their own teaching practice in the context of the wider HE landscape from both the teacher and learner perspectives. The assessment strategy for this programme requires an observation of practice, and participants will be expected to demonstrate that they can plan, deliver, evaluate and reflect on learning episodes using this process to inform planning for their CPD.

This programme is designed to offer participants maximum flexibility and the opportunity to personalise their own learning and practise through engagement with online learning resources. These resources will consist of key elements for the unit – e.g. principles of effective lesson planning, inclusive practice, assessment and curriculum design all linked to relevant learning and teaching theory. The unit focuses on the enhancement of the student experience and the development of critical reflective practice with a particular emphasis on observations of practice.

Throughout the programme participants consider how they can demonstrate the application of:

- underpinning theories and models of teaching and learning and reflective practice;
- methods to ensure inclusive teaching and learning strategies;
- techniques for session planning within constructively aligned teaching learning and assessment;
- models of reflective practice;
- theory applied to practise;
- quality measurement and enhancement mechanisms;

- engagement with the disciplinary and contextual drivers and strategies appropriate to their practice.

17. Curriculum map

The following table indicates which core and common units assume responsibility for delivering the learning outcomes detailed in Section 6.

Unit	Learning outcomes							
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
ISM7099 Luxury Business Strategy		X	X	X	X	X		
ISM7100 Hospitality & Culture	X		X	X				
ISM7101 Luxury Hospitality Management	X	X	X		X			X
ISM7102 Concept and Design development				X		X	X	X
ISM7056 Research Methods		X		X		X	X	X
ISM7103		X	X	X	X			X

Piloting and Controlling Performances								
ISM7058 Enterprise and Innovation	X	X		X				X
ISM7059 Professional Development	X	X			X	X	X	X
ISM7086 Dissertation	X	X	X	X		X	X	X