

Course Specification

Course Summary Information		
1	Course Title	MA Luxury Jewellery Management
2	Course Code	PT1136/PT1448
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description (Marketing text for website)		
	<p>The global luxury sector continues to grow, with increasing profits for both well established and new brands. The MA Luxury Jewellery Management course will address the specific challenges and opportunities of the luxury jewellery industry and is the perfect choice for students that see their future careers with premium, high-end and luxury jewellery brands. You will develop skills to support the marketing needs of luxury jewellery; the design of global strategies; the ethical and sustainability of high-end jewellery business and the fundamentals of luxury branding.</p> <p>What's covered in the course?</p> <p>You will learn about global business strategy and leadership and how this can advance the interests of luxury jewellery brands, designing and creating marketing plans and effective campaigns, which are emerging as significantly important skills for managers of luxury jewellery business all over the world. The course is global in its outlook and reflects business systems, standards and practices from around the world, drawing upon international case studies and fostering intercultural fluency among students.</p> <p>The MA Luxury Jewellery Management is based on the philosophy that management education should provide a thorough grounding in the disciplines related to the functional aspects of management, and the interaction with contextual forces that impact on organisations. This knowledge and understanding is then further contextualised to provide integrative strategic themes. The impact of globalisation on business in all disciplines is a coherent theme throughout the course.</p>		

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Luxury Jewellery Management	7	180
	Master of Arts Luxury Jewellery Management with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Luxury Jewellery Management	7	60
	Postgraduate Diploma Luxury Jewellery Management	7	120

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre/Jewellery Quarter	1 year
	Full Time with Professional Placement	City Centre/Jewellery Quarter (and placement provider)	18 months
			Code(s)
			PT1136
			PT1448

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ .

11	Course Learning Outcomes
Knowledge and Understanding	
1	Examine and evaluate strategic and tactical business decisions in a variety of contexts and within your specialist discipline.
2	Conduct advanced research and enquiry to further understanding of your chosen specialism.
3	Evaluate global markets and customers, judging how international market structures and strategies impact upon industry.
Cognitive and Intellectual Skills	
4	Select and apply relevant theories, conceptual models and techniques to the solution of business and management problems.
5	Apply advanced theories, concepts and methods in relation to the functional aspects of business and management within your contextual environments and your application to management practice.
6	Critically evaluate concepts, ideas and plans expressed in a variety of media.
7	Create, identify and evaluate options to make management decisions, and be able to apply your research to inform strategic business decision making.
Practical and Professional Skills	
8	Apply communication and organisational skills to work collaboratively with peers from diverse cultures and backgrounds in a professional manner: making effective use of contemporary and emerging information and communication technologies through a range of digital and non-digital media.
9	Apply appropriate, timely solutions to contemporary management problems.
10	Create projects to research into global business and management issues and develop business ideas.
Key Transferable Skills	
11	Apply quantitative and qualitative research skills to contemporary management issues in your specialism.
12	Use communication skills to listen, negotiate or influence others from diverse cultures and

	backgrounds.
13	Demonstrate personal effectiveness through self-awareness and self-management; time management and sensitivity to diversity different situations.
14	Recognise challenging and complex situations and apply ethical values to situations and choices.

15	Course Requirements																											
15a	<p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ADM7004</td><td>Research and Professional Skills</td><td>20</td></tr><tr><td>ADM7003</td><td>Industry Practice and Context</td><td>20</td></tr><tr><td>ADM7010</td><td>Analysis and Planning for Management</td><td>40</td></tr><tr><td>ADM7014</td><td>Luxury Culture and Lifestyle</td><td>20</td></tr><tr><td>ADM7013</td><td>Responsible, Ethical and Sustainable Developments</td><td>20</td></tr><tr><td>JEW7024</td><td>Major Project: Luxury Jewellery Management</td><td>60</td></tr></table> <p>Level 6:</p> <p><i>In order to qualify for the award of MA Luxury Brand Management with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA6003</td><td>Professional Placement</td><td>60</td></tr></table>	Module Code	Module Name	Credit Value	ADM7004	Research and Professional Skills	20	ADM7003	Industry Practice and Context	20	ADM7010	Analysis and Planning for Management	40	ADM7014	Luxury Culture and Lifestyle	20	ADM7013	Responsible, Ethical and Sustainable Developments	20	JEW7024	Major Project: Luxury Jewellery Management	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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PLA6003	Professional Placement	60																										

12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Induction			
Semester 1	Analysis and Planning for Management (ADM) (40 Credits)		Industry Practice and Context (ADM) (20 Credits)
PG Certificate (60)			
Semester 2	Responsible Jewellery - Ethical and Sustainable Developments (ADM) (20 Credits)	Research and Professional Skills (ADM) (20 credits)	–Luxury Culture and Lifestyle (ADM) (20 Credits)
PG Diploma (120)			
Semester 3	Major Project: Luxury Jewellery Management JEW7024 (60 Credits)		
MA (180)			
Semester 4	Professional Placement (ADM) (60 Credits)		
MA with Professional Placement (240)			

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	174
Directed Learning	552
Private Study	1074
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	