

# **MA Luxury Brand Management Programme specification**

Academic Year 2019/20

# ***Contents***

1. Overview
2. Why study this programme?
3. Programme aims and objectives
4. Relationship to other programmes
5. Learning outcomes
6. Learning and teaching strategy/ assessment methods (non-regulatory)
7. Programme structure
8. Distinctive features of the programme and other key information
9. Student support
10. Learning support facilities
11. Opportunities for personal development planning
12. Admissions criteria
13. Visas and immigration
14. Tuition fees and other course costs
15. Assessment and progression regulations
16. Awards criteria
17. Methods for evaluating and improving the quality and standards of teaching and learning
18. Curriculum map

<b>1. Programme Overview</b>	
<b>Full programme/award title(s)</b>	MA Luxury Brand Management
<b>Short programme title</b>	MALBM
<b>Fees</b>	£21,000 (per year, subject to annual increase)
<b>Faculty / School</b>	Business & Management
<b>Location of study</b>	Regent's Park campus
<b>Awarding institution</b>	Regent's University London
<b>Institution regulated by:</b>	Office for Students, Quality Assurance Agency
<b>Programme entry points</b>	September 2019, January 2020
<b>Date of initial/previous (re)validation</b>	December 2015
<b>Date of next revalidation</b>	Summer 2021
<b>Framework for Higher Education Qualification level of final award</b>	Level 7
<b>Number of credits in award</b>	180 Credits
<b>UCAS code</b>	N/A
<b>Underpinning QAA subject benchmark statements</b>	QAA Level Descriptors QAA for Masters Awards in Business & Management (2007) SEEC Level Descriptors
<b>Other external and internal references</b>	Regent's University London Academic Regulations
<b>Professional, statutory or regulatory body recognition/accreditation</b>	Chartered Management Institute (CMI)
<b>Mode of study (Full Time / Part Time)</b>	Full Time
<b>Language of study</b>	English

<b>Minimum / Maximum duration of programme for each mode of study</b>	<p><b>Part time:</b> N/A</p> <p><b>Full time:</b> Students may start the programme in either January or September. If you begin in September, the programme is 12 months, while a programme starting in January will last for 16 months.</p> <p>Minimum: 1 year Maximum*: 3 years *in exceptional circumstances only, refer to Regent's University London Academic Regulations for details</p>
<b>Date of production / revision of this programme specification</b>	<p>January 2019</p>
<p><b>2. Why study this programme?</b></p> <p>We want to make sure that you have chosen the right programme to study and that you are excited about studying your programme at Regent's.</p> <p>What does it take to thrive in the luxury industry? Discover the secrets of high-end business with this empowering luxury brand management programme.</p> <p>Maintaining a luxury brand or business requires a keen sense of strategy, and the ability to attract and inspire customers. This programme will prepare you for an exciting career at a prestigious brand, or give you the confidence and insight to establish one of your own.</p> <p>You will cover the broad spectrum of luxury businesses, from fashion to hospitality. Our staff have years of experience working in these fields, training at top hotel schools and advising leading international brands.</p> <p>There is no better place to learn about luxury than London. Our campus is located in 11 acres of private gardens in Regent's Park, and is on the doorstep of some of the world's most exclusive brands and businesses. As part of the programme, you'll learn from some of the leading industry professionals, through guest lectures and trips to thriving businesses.</p> <p>At the heart of a successful luxury brand is a successful business. Our programme will hone your management skills, and boost your confidence in areas such as marketing, strategy, research, leadership and teamwork.</p> <p>The programme is accredited by the Chartered Management Institute (CMI). If you choose to join as student members of the Institute (students have specific period to register), upon completion of mapped modules within the MA programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership, subject to CMI moderation.</p> <p>You'll discuss the history and dynamics of the industry, and learn how businesses establish their brand image. There's also a strong focus on practical work. You'll be tasked with developing a business in groups over a four-day period, delving into finances, design and exploring the market.</p>	

Your final project will either be a dissertation or a live business project addressing an industry issue. You'll also have the chance to plan a start-up, researching markets, location and costs, and presenting your findings.

### **3. Programme aims and objectives**

This is a guideline to the main features of the programme. It includes the overall aims and objectives and what you might achieve and be able to demonstrate if you take full advantage of the learning opportunities provided.

The programme aims to prepare you as a highly effective manager within the luxury sector by:

- Covering the key contemporary areas of study and research that are core to managing luxury brands
- Promoting critical and reflective debate around the current discourse in the management of luxury brands, their design and operation, how they are marketed, managed and how luxury relates to contemporary and ethical issues
- Teaching and learning that facilitates a transformative personal and professional process, requiring self-direction, personal responsibility, initiative, independence and ethical awareness
- Establishing an analytical research-based approach within an international context synonymous with luxury brands, while initiating learning that is managed and owned by students through individual and group based activity
- Translating theory into practice by presenting current empirical research (e.g. cases, articles, fieldwork) to enhance managerial knowledge and skills appropriate to general management and specifically luxury brand management
- Providing a portfolio of relevant knowledge, attributes and skills that contribute to meeting the needs of potential managers and leaders working within the luxury sector
- Enabling students to carry technical mastery and relevant knowledge into their careers
- Developing students' ability to analyse critically, so that they may make innovative and strategically sound decisions
- Enabling students to achieve technical mastery of high-level transferable skills.

#### **Outcomes-based learning**

Like all degree programmes at Regent's University London, the MALBM is based on outcomes-based learning. This divides educational activity into categories of knowledge and ability that consist of specific areas that a student should know and apply upon completion of the programme.

Each outcome is assessed at various points during the course of the programme, and you will be advised in advance of exactly which learning outcomes are being assessed, as well as how and why. These specific learning outcomes are shown in the curriculum map (Section 18).

For example, an essay may be set in order to assess your knowledge and understanding of the chief theories pertaining to a particular subject area (Programme Learning Outcome A1) and your cognitive skills in evaluating how applicable those theories are in a given practical situation (Programme Learning Outcome B1).

### **Qualities, skills and capabilities profile**

To fulfil the programme outcomes satisfactorily, students are required to achieve high levels of accomplishment by exercising a wide range of intellectual, practical and personal skills in a mature, balanced, independent and productive way.

### **Benchmarking of outcomes**

The MA programme design and expected outcomes are based on the QAA and SEEC credit level descriptors for master's level (FHEQ Level 7) for knowledge and skills, plus the QAA Subject Benchmark for master's programmes in business and management.

### **Prospective careers**

You will be taught to understand the culture and practices of international luxury businesses. Our students graduate with the confidence and insight to pursue management roles in the industry.

Alumni have secured roles in PR, brand management, hospitality, marketing and advertising. Some have started their own businesses. MALB alumni are working at prestigious companies such as:

- Anthony & Cie
- Condé Nast
- Estée Lauder
- Guerlain
- Hermès
- Lifestyle Estates International Corporation
- L'Oréal
- Maybourne Hotel Group

### **4. Relationship to other programmes and awards**

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

Students on other programmes may be able to study 10-credit modules on the MALBM as an elective.

## 5. Learning outcomes

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

### A. Knowledge and understanding

**A1:** A deep and systematic understanding within the global luxury field of study and the interrelationship with other sectors and disciplines

**A2:** An understanding of current theoretical and methodological approaches and how these affect the way the knowledge base is interpreted.

### B. Cognitive skills

**B1:** Develop critical responses to existing theoretical discourse, methodologies or practises within the luxury sector and suggest new concepts or approaches

**B2:** Design and undertake substantial investigations to address significant areas of theory and practice. Select appropriate advanced methodological approaches and critically evaluates their effectiveness.

**B3:** Flexibly and creatively apply knowledge in unfamiliar contexts, synthesise ideas or information in innovative ways, and generate transformative solutions.

**B4:** Undertake analysis of complex, incomplete or contradictory evidence or data and judge the appropriateness of the methodologies used, while evaluating alternative approaches.

### C. Practical and professional skills

**C1:** Autonomously adapt performance to multiple contexts.

**C2:** Autonomously implement and evaluate improvements to performance drawing on innovative and specific luxury sector best practice (industry and functional).

**C3:** Work effectively with multiple teams as a leader or member, clarify tasks and make appropriate use of the capacities of team members while resolving any conflict situations before they arise.

**C4:** Incorporate a critical ethical dimension to your practice, managing the implications of ethical dilemmas and work proactively with others to formulate solutions.

### D. Key/transferable skills

**D1:** Use personal reflection to analyse self and own actions to allow for adaptation and change

**D2:** Be an independent and self-critical learner while guiding and supporting the learning of others and managing personal professional development

**D3:** Identify, evaluate and develop competencies and qualities to support effective interpersonal communication skills in a range of complex and luxury sector contexts.

## **6. Learning and teaching strategy/ assessment methods (non-regulatory)**

This is a guide to what academic opportunities will be available to you to help you achieve the overall aims and objectives of the programme as listed under section 3 and the intended learning outcomes listed under section 5. It is also a guide to what assessment methods will be used to test your achievement of the intended learning outcomes. While exciting learning opportunities will be offered, at University-level, there is a greater emphasis on you engaging with your education in a more pro-active way. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, book extra time in the studios, ask for support in academic skills if required and engage with Personal Tutors.

The learning and teaching strategy of the programme is informed by the Regent's University London Learning, Teaching and Assessment Strategy 2015-2020.

There are six key requirements for the successful completion of the MALBM:

- A commitment to independent study
- Reading widely and critically
- The development of critical awareness
- The exercise of judgement
- The successful undertaking of independent research using traditional and electronic media and creating potential for original thought and contributing to current knowledge
- The consequent production of pieces of work that demonstrate the successful application of the above in written form

### **Teaching and learning methods**

The MALBM will enable you to gain a breadth of critical understanding, analysis, interpretation, synthesis and evaluation of luxury brand issues. You will be introduced to a range of contrasting theoretical perspectives, research models and output. This will help to both integrate and illuminate the various disciplines that contribute to the programme.

A range of teaching and learning methods is utilised to support this aim, including lectures, seminars, structured workshops, case study analysis, group work, guest speakers, field trips, individual and group tutorials. There is much emphasis on student self-directed study, crucially in the final capstone project, but also through engagement in co-curricular activity.

Methods of delivery: lectures, seminars, guest lectures, workshops, site visits and other industry events provide a solid underpinning and foundation for learning.

### **Lectures and seminars**

Lectures and seminars are the common method of delivery and operate from the assumption that from undergraduate study and/or personal experience, students already have a wide and reasonably in-depth knowledge of some of the issues within the field of study. In this respect, it is assumed that there are some knowledge gaps. However it is also assumed that as a learner, students are sufficiently advanced that some of those gaps can be filled through independent learning, with minimal tutor input. It is expected that a



combination of lectures, seminars, workshops, guest lectures, and other key industry events will provide a solid underpinning and foundation for learning. These learning activities will be supplemented by key material on Blackboard. Directed and self-directed reading will be a key component of the learning experience.

At the start of each module, you will be provided with a timetable and substantial list of reading references to follow up for the seminar sessions.

In all learning activities you are expected to engage with discussion, prompted by the tutor but not relying on him or her. It is assumed that you will not only have read key material but will also have followed up on referenced background reading.

### **Tutorials and supervision**

Tutorials and supervision form an important part of the learning process. Each module tutor provides individual and group support for the students undertaking their module, and will arrange individual and/or small group tutorials as and when required.

### **Workshops**

These may be used from time to time to enable you to develop the key transferable skills necessary for both employment and academic development. These may on occasion be compulsory. They will encourage you to:

- Exercise initiative and personal responsibility
- Apply decision-making techniques in complex and unpredictable situations
- Focus on issues of ethics, professionalism and continual professional development
- Offer the opportunity to develop programme-related skills and knowledge, but also key personal and professional skills.

### **Breakdown of teaching methods by percentage**

The following breakdown is a guide to how much time you will spend on each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective modules that you take.

Taught	13%
Practical	4%
Self-Study	83%

### **Programme management and teaching staff**

The programme is managed by the Head of Programme. Staff are, in general, educated to masters or doctoral level. Exceptions are where particular specialist skills are required and are covered by fractional posts or visiting lecturers. All levels of academic seniority teach on the programme.

The current Head of Programme is Dr Eleonora Cattaneo.

## Assessment

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. Summative assessments are used to determine your success in meeting the intended learning outcomes of a module and do contribute to the award.

You'll be assessed via a combination of:

- Blog contributions
- Coursework assignments
- Essays
- Fieldwork
- Group and individual tasks
- Presentations
- Research projects
- Simulations

There is a mix of group work and individual assessment to reflect the reality of today's workplace where group-working is common. Employers value highly employees who can both lead groups and work as effective team members. However, no module has more than 50% group work and generally group-work assignments have been designed in such a way as to allow recognition of individual effort when grading.

### Breakdown of assessment by percentage per level

Written exams	0%
Practical exams	0%
Coursework	100%

### Alternative forms of assessment

Students with student support agreements may be offered an alternative form of assessment. When this is the case, the University's Disability Guidelines for Alternative Forms of Assessment are followed.

### Ethical approval of research

All research conducted within and outside the University by students at Regent's University London must be approved by the Faculty/Institute Research Ethics Review Panel 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.

## 7. Programme structure

This is a guide to the overall structure of your programme such as term dates, assessment periods and what core modules will be delivered each year.

You will study a number of modules across your programme, which will each have a credit value. On successfully passing each of these modules, 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 module 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 the section above.

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.

You will normally complete your programme over 3 terms. Depending on the point of entry (September or January), it can take between 12-16 months to complete (12 months for a September starter and 16 months for a January starter). To ensure balance, September starters also have the option to extend their learning period to 16 months.

As the programme is assessed by 100% coursework, you will be assessed continually throughout your programme.

Normal teaching hours take place Monday – Friday 09.00 – 19.00

An exception to this occurs in the spring term when LBM 718 Strategic Management of a Luxury Business students will be formed into business teams (selected by the tutor) and undertake a weekend concentrated business simulation. This is a core module and is mandatory. Successful completion of this module gives the student membership of the Chartered Management Institute. You will be informed of the location and dates.

Any site visits will be announced by the specific module leaders.

<b>Programme Structure - LEVEL 7</b>	
<b>Core modules</b>	<b>Credits</b>
LBM714 Historical and Contemporary Perspectives in Luxury	20
LBM715 Luxury Marketing Management	20
LBM718 Strategic Management of a Luxury Business	20
LMB717 Luxury Brands and Creativity	20
LBM716 Research Methods	20
Final Capstone Project: choice of either 1) LBM726 Live Business Project 2) LBM727 New Venture Start-Up Project or 3) LBM725 Dissertation	60
<b>Total core module credits</b>	<b>160</b>
<b>Elective modules (subject to availability) Choose 2 from:</b>	
LBM719 Luxury Goods	10
LBM720 Luxury Services	10
LBM721 Luxury Curating and Creation	10
LBM722 Law and the Luxury Environment	10
LBM723 Digital Marketing and Analytics in Luxury	10
LBM724 Entrepreneurship and Luxury	10
LBM719 Luxury Goods	10
LBM720 Luxury Services	10
LBM721 Luxury Curating and Creation	10
LBM722 Law and the Luxury Environment	10
LBM723 Digital Marketing and Analytics in Luxury	10
<b>Total elective module credits</b>	<b>20</b>
<b>Total credits for Level 7</b>	<b>180</b>
<b>Exit awards and learning outcomes achieved (if appropriate)</b>	
<p>A student will be awarded the MA Luxury Brand Management after having successfully completed 180 credits at Level 7 and having achieved at least 50% in each module defined in the schedule of assessment.</p> <p>60 credits must be obtained through successful submission of the dissertation, live business project or new venture start-up project.</p> <p>Students who achieve 60 Level 7 credits and have achieved at least 50% in each module defined in the schedule of assessment may be awarded a Postgraduate Certificate in Luxury Brand Management.</p>	

Students who achieve 120 Level 7 credits and have achieved at least 50% in each module defined in the schedule of assessment may be awarded a Postgraduate Diploma in Luxury Brand Management.

On successful completion of 180 credits at Level 7 in the MA Luxury Brand Management programme students may also be awarded the Chartered Management Institute (CMI) Level 7 Executive Diploma.

All students will be prepared for the Live Business Project, New Venture Start-Up Project or Dissertation through the Research Methods module.

### 8. Distinctive features of the programme and other key information

This is a guide to anything else you may need to know about your programme, including anything that may seem a bit unusual or different to similar programmes in other institutions.

#### An overview of programme elements:

	Semester 1	Semester 2	Semester 3
Academic Elements	Fundamentals of Luxury Management	Specialisation in Luxury and Luxury sectors	Projects and dissertations
Experiential Elements	FieldTrips 5 day immersion Simulations Guest speakers	Fieldtrips 5 day immersion Simulations Guest Speakers	Internship Luxury sector mentors
Career & Personal Development	Master classes Skills workshops	Master classes Skills workshops Internship scouting	Alumni events – networking

#### The Capstone

You will undertake ONE of the following capstones:

##### 1) Dissertation

The dissertation is a major research-based activity centred on concepts that have been studied in the core and specialist modules. You will develop your ideas and focus on the

research not only from the perspective of core knowledge but also from personal experience/research and existing or newly developed interests in the field.

## **2) Live Business Project**

The Live Business Project is a major research-applied based activity, through which you critically evaluate a live business issue that is relevant to an organisation within the luxury sector, providing viable recommendations that could be acted upon. You could work in collaboration with an organisation or independently. You will develop your ideas and focus on the research not only from the perspective of core knowledge but also from personal experience/research and existing or newly developed interests in the field.

## **3) New Venture Start-Up Project**

The New Venture Start-Up Project is a major research-applied based activity, through which students build, from conception, a new venture within the luxury sector. You will develop your ideas and focus on the research not only from the perspective of core knowledge but also from personal experience/research and existing or newly developed interests in the field.

All three of these projects underpin the philosophical aims of the MALBM, as well as being the most important component (worth 60 credits). While being guided and supervised by an appropriate member of staff it is your own responsibility to meet the required standard for the capstone project by:

- Learning, developing and applying specialised knowledge of the chosen topic
- Carrying out a literature review or situational analysis
- Constructing a hypothesis and/or research questions or projects aims and objectives
- Controlling the design and planning of the research through feasibility studies
- Undertaking qualitative and/or quantitative data gathering, description, analysis and interpretation as appropriate
- Delivering the final project to the expected Level 7 standard.

In accordance with the QAA Framework for Higher Education Qualifications, studying at Master's level at Regent's University London requires students to shift their emphasis from passive to active learning; from relying on judgments of others to forming personal judgments, and from utilising the research of others to undertaking individual research. In determining which topics to deal with in the dissertation, students will be required to:

- Exercise judgment in considering the feasibility of a subject
- Determine the usefulness to their study
- Consider the relevance to the broad area of management that is being explored and studied
- Justify its importance as an area of study
- Import a substantial range of current research and scholastic activity

Overall it is the capstone project more than any other element of the programme that will express the teaching strategy aimed at encouraging self-directed learning.

For this reason, preparation begins relatively early in the programme structure, with the aim of reinforcing the importance of autonomy at master's level.

Research Methods is the pre-requisite for this module and you must pass this module before embarking on the final capstone project.

### **Co-curricular programme**

This is an essential element of teaching and learning, used to provide academic and practitioner support for each module and the programme overall.

It is also an important element of your personal and professional development, which will prepare you for working within the industry or for further study.

To ensure that the programme content reflects contemporary industry issues and allows students to experience a broader understanding of critical concepts, it is augmented by:

#### 1. Module specific activity:

- Lectures, seminars and/or workshops hosted by guest/keynote speakers
- Field trips and industry visits
- Complex case-study material, including live / interactive business case studies
- Facilitation in structured workshops
- Master classes
- Simulations

#### 2. Programme wide activity:

- Field trips (including team building, leadership and management skills activities)
- Facilitation in structured workshops
- Special events involving one or more guest speakers
- Master classes
- Simulations
- 1:1 tutorials, related to Personal and Professional Development (PPD)

#### 3. Faculty wide activity:

- Facilitation in structured workshops
- Guest Speakers
- Special evening events involving one or more guest speakers
- Masterclasses

Full engagement in this co-curricular activity is expected.

## 9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's Student Hub will be the first port-of-call for the majority of your needs. Staff in the Hub can either deal with your enquiry directly or point you to one of our services for more support. Our support services include:

- Personal tutor scheme
- Student Services
- Academic Skills
- English for Academic Purposes
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer please visit our website:

[regents.ac.uk/information/student-life/for-current-students](https://regents.ac.uk/information/student-life/for-current-students)

## 10. Learning support facilities

Regent's 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.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns.

[regents.ac.uk/information/student-life/for-current-students/disability-information](https://regents.ac.uk/information/student-life/for-current-students/disability-information)

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree programme timetable, module information and more. You will be able to download it for Apple or Android devices or access it at [my.regents.ac.uk](https://my.regents.ac.uk) once you have enrolled with us. Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space.



Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide.

For more about Regent's learning resources, visit:

[regents.ac.uk/about/learning-resources](https://regents.ac.uk/about/learning-resources)

## 11. Opportunities for personal development planning

You can tailor your studies to your own interests/career choices through the choice of elective modules, dissertation topics and extra-curricular activities. Achieving your goals requires dedication, commitment to performance, academic achievement and a set of key competencies that can only be learnt through meaningful work experience.

Effective personal and professional skills are an important part of talent development within the luxury sector. A PPD programme will be delivered over 3 key points of the programme:

- 1) Small group tutorials (or workshops) during induction
- 2) 1:1 / group tutorials (or workshops) at the end of the first term
- 3) 1:1 / group tutorial at the end of the second term.

This is delivered in collaboration with the University's Careers & Business Relations team (see below) and external experts. A variety of tools are used, such as mentoring, skills workshops, reflective activities, journals (or logs) and team/leadership activities.

This activity also lead to skills development for the final capstone project and you should fully engage with this element of the programme.

### Careers support

All students benefit from an initial consultation with a careers adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our business relations team on the Student Hub, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below).

Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This

offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

All postgraduate students are given the opportunity to be paired with a mentor throughout the duration of their course, as part of our long-running joint alumni/careers mentoring scheme. You will be matched (wherever possible) with mentors whose careers or interests overlap with your, but experience has shown that diverse pairings often offer the best results.

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meetups are organised on campus. They offer an invaluable opportunity to find out about employment prospects in different industries and business sectors and to develop a professional network.

At our hiring breakfasts, employers who currently seek students via the Student Hub vacancy board (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including VoIP (e.g. Skype) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on the Student Hub to current students and alumni.

### **The Hive**

The Hive is a workspace and community for both current students and alumni, which offers a full suite of services, including start-up advice, masterclasses, careers advice, student consultancy services and a bookable hot desk environment for start-ups. There is also support with graduate entrepreneurship visas if required.

The Hive offers a collaborative environment in which careers and enterprise advice happens in a live working environment, allowing knowledge and opportunities to flow between its users. It aims to break down barriers between job seekers and creators, learners and staff, changing the way our learners relate to the University and develop their career skills.

## **12. Admissions criteria**

A Regent's education provides you with a high level of personal attention, and this begins from the moment you apply to study with us. We want to understand who you are and what your skills and interests may be – we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all of your skills, interests and attributes.

Typically, we will make an offer to a student holding a minimum lower second class (2:2) UK honours undergraduate degree from a recognised institution. Other equivalent international qualifications from recognised institutions will be accepted.

We also welcome applications from candidates who do not meet the essential entry criteria outlined above. In order to be accepted for exceptional entry, you must:

- Hold a minimum of two years' relevant work experience
- Provide a 1000-word personal statement outlining your reasons for applying, and how your previous experience is of relevance to the programme you are applying for

- Be prepared to attend an interview with the Postgraduate Admissions Panel

### English language requirements

We require proof of English proficiency. For example, we ask for:

- IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts
- A-level/GCSE/IGCSE English: grade C / 4 or above (for IGCSE certificates, please provide the Supplementary Certifying Statement with the breakdown of component grades)
- On-campus diagnostic test. For more information contact [admit@regents.ac.uk](mailto:admit@regents.ac.uk).

Or equivalent qualification.

This list is not exhaustive, we will review the English qualifications you have as part of your application and be in contact if we require anything further.

We offer a range of courses that can help to improve your English language proficiency. Please see the website for more details:

[regents.ac.uk/study/short-courses/english-courses-london](http://regents.ac.uk/study/short-courses/english-courses-london)

For more information, see the How to Apply tab under each programme on our website.

You can find our Admissions Policy and Admissions Appeals and Complaints Policy at:

[regents.ac.uk/about/governance/academic-governance/academic-governance-documents](http://regents.ac.uk/about/governance/academic-governance/academic-governance-documents)

### 13. Visas and immigration

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website:

[regents.ac.uk/study/international-students/visas-and-immigration](http://regents.ac.uk/study/international-students/visas-and-immigration)

### 14. Tuition fees and other course costs

For students enrolling on the MA Luxury Brand Management programme, the annual fee for the academic level/year in 2019/20 is £21,000 paid in equal instalments over the first two terms.

Tuition fees are set by the University's Board of Trustees for each financial year, which runs from 1 August to 31 July. Therefore your annual fee will rise each year/level. The maximum increase per year for existing students is based on the Consumer Price Index (CPI) inflation rate, plus a maximum of 3%.

To secure your place at Regent's you will need to pay a deposit. These are currently set at:

Home/EU students advance deposit on tuition fees: £1,000 (non-refundable\*)

Non-EU advance deposit on tuition fees: £4,000 (non-refundable\*)

Fees are normally payable once a term and are due two weeks before the start of term. They can be paid through our online portal. Payment plans are available for eligible new and returning students. For more information visit the Pay Fees page on our website: [regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close](https://regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close)

Our current Payment Terms and Conditions are available at: [regents.ac.uk/study/how-to-pay/payment-terms-conditions#close](https://regents.ac.uk/study/how-to-pay/payment-terms-conditions#close)

There are a number of ways to help fund your studies through scholarships, bursaries and student loans. For more information, visit our Scholarships, bursaries and funding page at: [regents.ac.uk/study/scholarships-funding-and-bursaries#](https://regents.ac.uk/study/scholarships-funding-and-bursaries#)

London is an expensive place to live so it is important to ensure that you can afford to stay here for the duration of your studies. In addition to your tuition fees, you will have expenses such as accommodation, food, bills, transport, clothes, socialising, books and other material costs. If you would like to discuss the financial impact of studying at Regent's then please contact us: [regents.ac.uk/about/contact-us](https://regents.ac.uk/about/contact-us)

One of your main financial outlays will be your accommodation. There are three types of accommodation available to choose from. We offer limited accommodation on campus at competitive prices, off-campus accommodation at Urbannest, or you could choose private accommodation which we can help you find. For more detail on accommodation please see our website: [regents.ac.uk/study/accommodation](https://regents.ac.uk/study/accommodation)

The main costs are the recommended reading texts for each module. Recommended books tend to cost between £25- 40 for all modules. However we do encourage you to make use of the University Library. Module leaders make good use of academic papers and journal articles using RUL Discovery. The cost of all visits outside of the University are included in the programme, unless otherwise specified.

\* If you decide you no longer want to study at Regent's, refunds of deposits and fees can only be granted in limited circumstances. For more information, see our Refund Policy (subject to review) at: [regents.ac.uk/study/how-to-pay/refunds-policy](https://regents.ac.uk/study/how-to-pay/refunds-policy)

## 15. 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 Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our 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](https://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](https://regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework)

Before admission to the dissertation module you will need to have successfully completed the Research Methods module and will be allowed to trail up to 20 credits.

## 16. Award criteria

To qualify for your intended postgraduate award, you must obtain 180 credits at Level 7.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations 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](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

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

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations 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](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

### *Programme (re)validations*

The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

### *Programme modifications*

We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's Academic Governance structures.

### *Programme monitoring*

In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an Annual Monitoring Report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at Faculty and Institutional level, and are published on the University intranet under the Quality webpage where student are able to view these.

### *Student feedback systems*

Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There will be multiple ways for you to provide feedback on your experiences at module level, programme level, through student representatives and at Programme Committees. Student representatives are elected and sit

on institutional level committees such as Senate. Final year undergraduate students (Level 6) will be invited to take part in the National Student Survey (NSS).

*External examiner reports*

External Examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other Higher Education Institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the Progression and Finalist Boards.

An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the Annual Monitoring Reports which are published online and are submitted to Programme Committees.

## 18. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

Level	Module	Learning outcomes												
		A1	A2	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3
7	LBM714 Historical and Contemporary Perspectives in Luxury	✓	✓			✓				✓				✓
	LBM715 Luxury Marketing Management		✓	✓					✓					✓
	LBM718 Strategic Management of a Luxury Business	✓					✓		✓			✓		
	LBM717 Luxury Brands and Creativity	✓				✓	✓				✓			✓
	LBM716 Research Methods	✓	✓	✓	✓			✓	✓			✓	✓	
	LBM726 Live Business Project		✓	✓	✓		✓		✓			✓	✓	✓
	LBM727 New Venture Start-up Project		✓	✓		✓	✓		✓			✓	✓	✓
	LBM725 Dissertation		✓	✓	✓		✓		✓			✓	✓	✓
	LBM719 Luxury Goods	✓					✓		✓				✓	
	LBM720 Luxury Services		✓			✓			✓					
	LBM721 Curating and Creation in Luxury	✓				✓			✓					
	LBM722 Law & the Luxury Environment	✓										✓		✓
	LBM724 Entrepreneurship and Luxury		✓			✓			✓				✓	
LBM723 Digital Marketing and Analytics in Luxury		✓		✓	✓		✓					✓		