



BIRMINGHAM CITY
School of Fashion
and Textiles

*Unlock Your Fashion
Future*

MA Fashion Management

“Where Creativity Meets Strategy”

Post Graduate Guide



Birmingham City University



Welcome to our Master's in Fashion Management Programme!

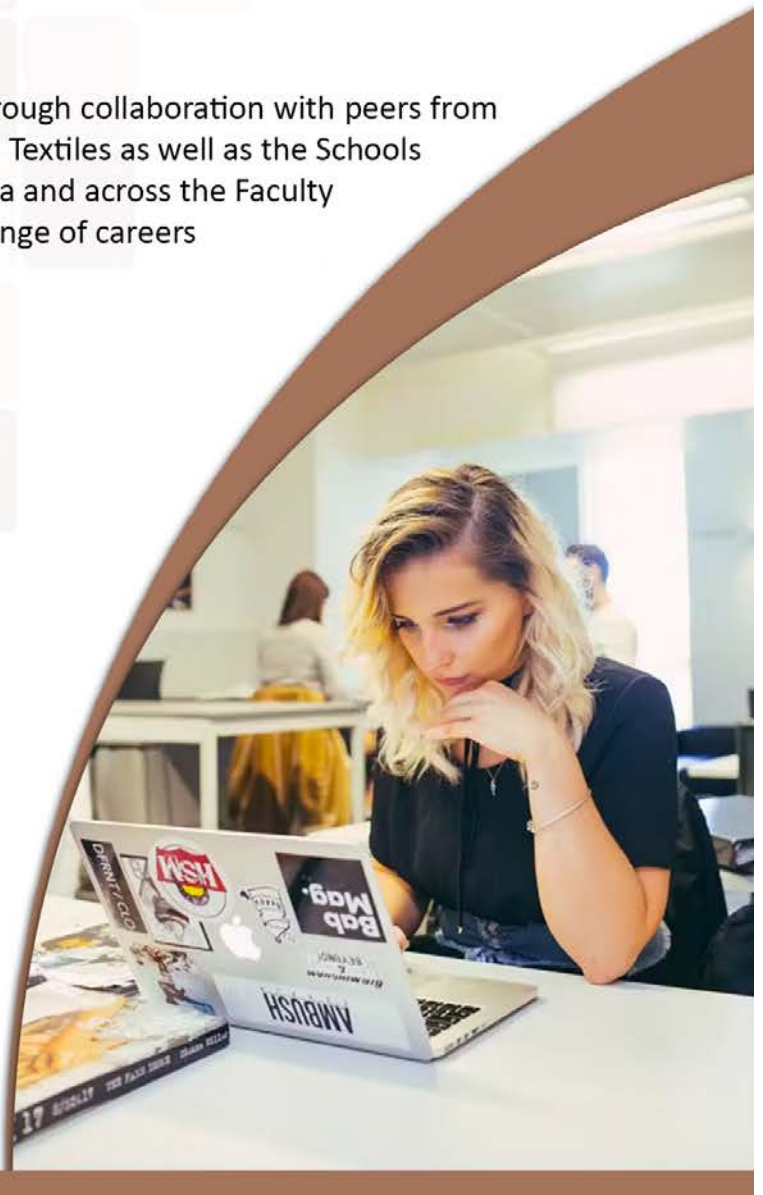
As fashion continues to play an important role in our lives, the industry's complexities and its intersection with business require knowledgeable and skilled professionals. This programme equips graduates with the necessary tools and expertise to navigate the fast-paced, ever-evolving world of fashion management. Our graduates will emerge as leaders and innovators trained to drive success for fashion organisations worldwide.

With this course, you will gain a technical understanding of the sector, combined with a solid foundation of management principles. We will help develop your overall understanding of the modern fashion industry, as well as the necessary skills for working in the sector.

The course encourages you to develop the skills and competences of future managers in the Fashion Industry. After undertaking the course, you will be capable of making management decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and management and an awareness of the nature of the various factors which influence management decisions.

The programme encompasses numerous field trip opportunities for students to allow reflection on the developing knowledge and understanding as it relates to their professional practice and the fashion industry. The school provides a unique setting for students to observe their peers, taking advantage of the proximity of fashion and textile design students at The Parkside Building. The School of Fashion & Textiles has built a network of diverse contacts and partners over its history. This business-focused course will offer expertise and innovative ideas through the student body to our contacts.

You will be able to develop opportunities through collaboration with peers from other courses within the School of Fashion & Textiles as well as the Schools of Jewellery and Birmingham School of Media and across the Faculty of Arts, Design and Media; to broaden the range of careers opportunities across disciplines.





Programme Overview

Our Master's in Fashion Management is a comprehensive 12-month, full-time programme that covers a range of topics to prepare students for successful careers in the fashion industry. The programme is designed to develop and enhance students' business acumen, critical thinking, and creativity, all of which are essential for success in this dynamic field.

The curriculum focuses on the following core areas:

Fashion Business Fundamentals: Explores the basics of fashion business, including supply chain management, marketing, finance, and retail operations.

Fashion Branding and Communication: Focuses on the strategic aspects of fashion branding and communication, including consumer behaviour, market research, and public relations.

Fashion Industry Dynamics: Examines the latest trends and developments in the fashion industry, including sustainability, innovation, and globalisation.

Fashion Entrepreneurship: Covers the skills and knowledge required to start and grow a fashion business, including market analysis, product development, and financing.

Modules in depth - Semester I

Analysis and planning for management

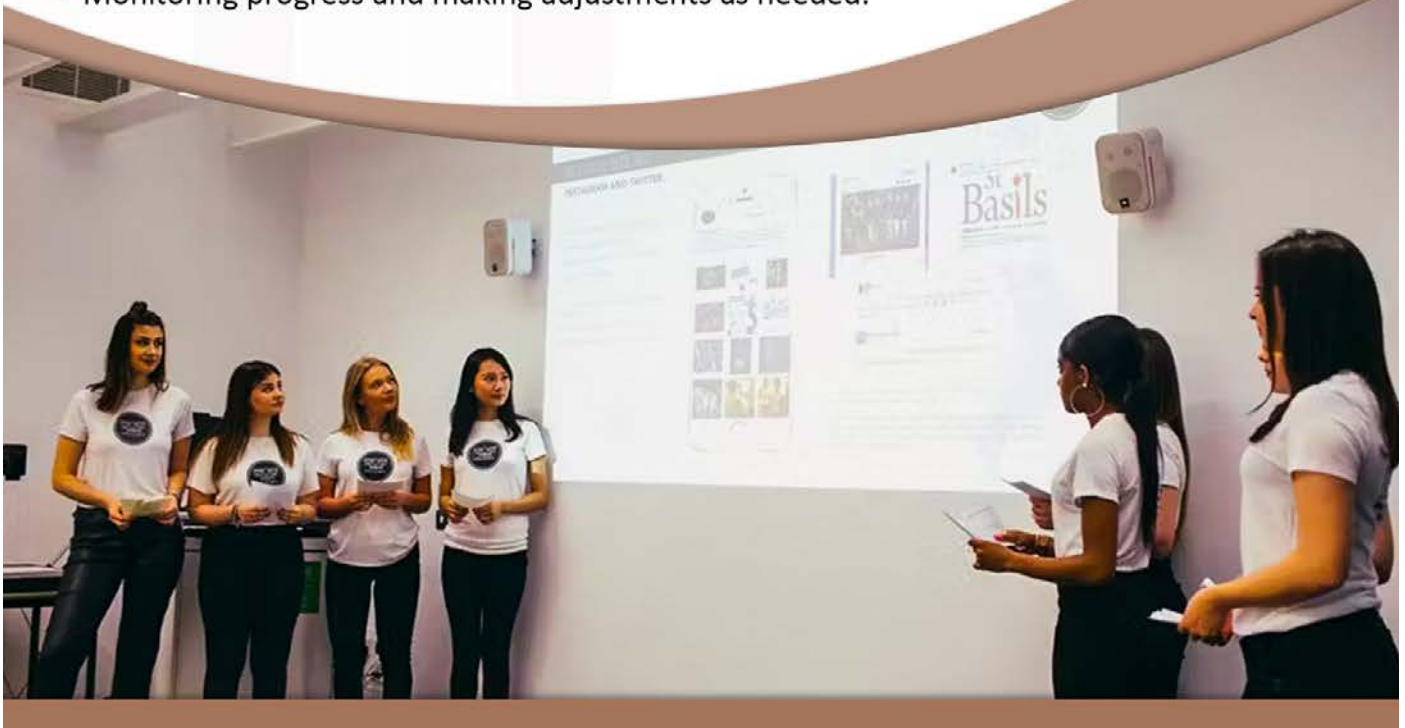
Analysis and planning for management is a set of processes that involve analysing data, identifying opportunities and challenges, and creating plans and strategies to achieve organisational goals and objectives. These processes are critical for effective management, as they help managers make informed decisions and allocate resources in a way that maximises organisational performance.

The analysis involves the gathering and interpretation of data and information to identify trends, patterns, and insights that can inform decision-making. This includes both quantitative data, such as financial statements and performance metrics, and qualitative data, such as customer feedback and employee surveys.

Planning, on the other hand, involves the development of strategies and action plans to achieve organisational goals and objectives. This includes setting objectives, identifying key performance indicators (KPIs), developing action plans, and allocating resources, such as budgets, staff, and technology, to support the plan.

Effective analysis and planning for management involve several key steps, including:

- Establishing clear goals and objectives that align with the organisation's mission and values.
- Collecting and analysing data to identify opportunities and challenges.
- Developing action plans and strategies to address opportunities and challenges.
- Allocating resources, such as budgets, staff, and technology, to support the plan.
- Monitoring progress and making adjustments as needed.





Sustainable and Ethical Issues in Fashion

Sustainable fashion refers to clothing, footwear, and accessories that are designed, produced, distributed, and used in a way that is environmentally and socially responsible. It involves a holistic approach to the fashion industry that aims to minimise its negative impact on the environment and society, while also promoting ethical practices and fair labour conditions.

There are several ways in which sustainable fashion can be achieved:

- **Using eco-friendly materials:** Sustainable fashion incorporates the use of sustainable and renewable materials, such as organic cotton, hemp, bamboo, and recycled fabrics, that have a lower environmental impact than conventional materials.
- **Reducing waste:** Sustainable fashion aims to reduce waste by incorporating circular economy practices, such as recycling, upcycling, and repurposing, which help to extend the lifespan of products and reduce the amount of textile waste.
- **Ethical production:** Sustainable fashion also involves the use of ethical production practices, such as fair labour conditions, worker safety, and responsible sourcing of materials, which promote social responsibility and support the livelihoods of workers.
- **Conscious consumption:** Sustainable fashion promotes conscious consumption by encouraging consumers to buy high-quality, timeless, and versatile pieces that can be worn for a long time, rather than fast fashion which is designed to be disposable.
- **Transparency:** Sustainable fashion also involves transparency and accountability throughout the supply chain, which allows consumers to make informed decisions about the products they buy and ensures that companies are held accountable for their actions.

Modules in depth - Semester II

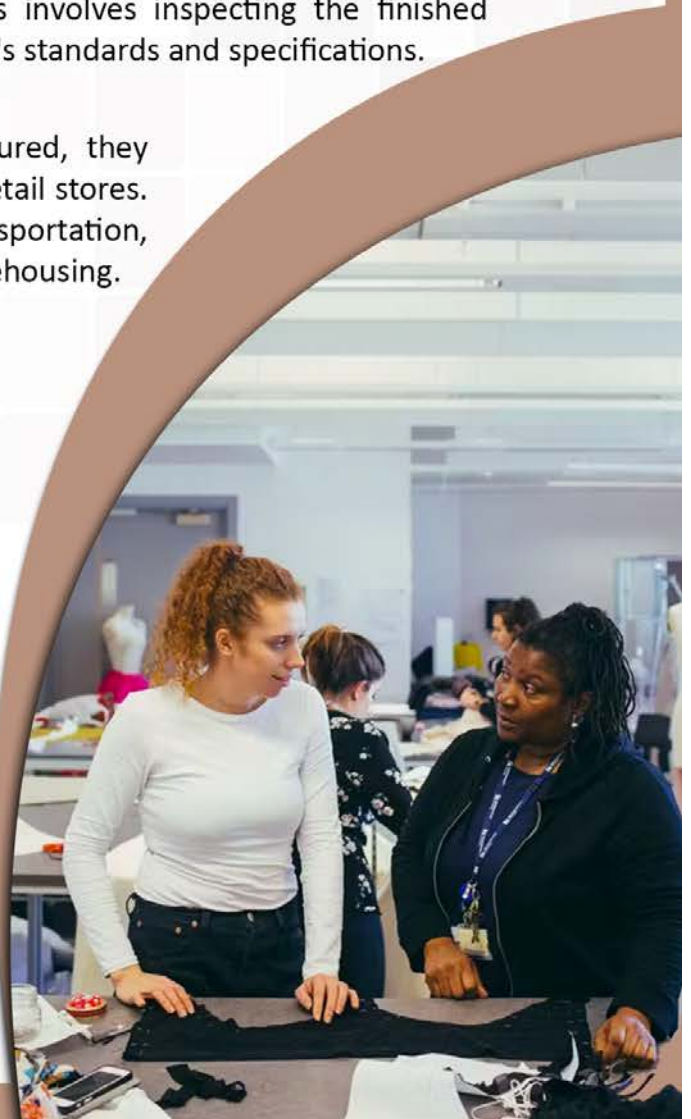
Fashion Logistics and the Global Apparel Value Chain

The fashion supply chain is a complex process that involves the creation, production, and distribution of fashion products, from raw materials to the end consumer.

Here are the main steps in the fashion supply chain:

- **Design:** The fashion design process begins with designers who create sketches and concepts for new fashion products.
- **Sourcing:** After the design is finalised, the fashion company needs to source materials, such as fabrics, trims, and accessories, from suppliers. This involves selecting the right suppliers, negotiating prices, and managing the logistics of shipping materials to the production facilities.
- **Production:** The production stage involves the manufacturing of fashion products using sourced materials. This can happen in-house, or the production may be outsourced to factories or contractors overseas.
- **Quality control:** The quality control process involves inspecting the finished products to ensure that they meet the company's standards and specifications.
- **Logistics:** Once the products are manufactured, they need to be shipped to distribution centres or retail stores. This involves managing the logistics of transportation, including shipping, customs clearance, and warehousing.
- **Retail:** The final stage of the fashion supply chain involves the sale of the products to the end consumer through retail channels, such as online stores, brick-and-mortar stores, and wholesale distribution.

Throughout the fashion supply chain, there are many opportunities for sustainability initiatives, ethical considerations, and social responsibility. Fashion companies need to ensure that their supply chain is transparent and responsible and that the products are produced in a way that minimises harm to people and the environment.





Global fashion and branding

Global fashion and branding refer to the practice of marketing fashion products and brands on a global scale. With the rise of globalisation and advances in communication and transportation technologies, fashion brands have increasingly expanded their operations to reach a global audience.

Global fashion and branding involve several key components, including:

- **Developing a global brand strategy:** This involves creating a consistent brand image and message that resonates with consumers across different cultures and regions. It also involves adapting to local customs and preferences, while maintaining the integrity of the brand.
- **Leveraging digital technologies:** The use of digital technologies, such as social media, e-commerce platforms, and mobile apps, has revolutionised the way fashion brands reach and engage with consumers around the world.
- **Managing global supply chains:** With the globalisation of the fashion industry, supply chains have become more complex and global. Managing these supply chains effectively requires careful planning and coordination, as well as a commitment to ethical and sustainable practices.
- **Understanding cultural differences:** Fashion brands that operate on a global scale must be sensitive to cultural differences and adapt their marketing strategies accordingly. This includes understanding local fashion trends, consumer preferences, and cultural norms.
- **Building a global network of partners:** To succeed in the global fashion industry, brands need to build strong relationships with suppliers, distributors, and retailers around the world. This requires effective communication and collaboration, as well as a commitment to ethical and sustainable practices.



Research and Professional skills

Research and professional skills refer to a set of abilities and competencies that are required for success in many academic and professional settings. These skills are essential for conducting research, solving problems, and making informed decisions in a variety of fields.

Research skills include the ability to identify and define research questions, conduct literature reviews, design, and execute research studies, collect, and analyse data, and communicate research findings to others. These skills are essential for conducting high-quality research and contributing to the advancement of knowledge in a field.

Professional skills, on the other hand, refer to the abilities and competencies that are necessary for success in a professional setting. These skills include effective communication, time management, teamwork, leadership, critical thinking, and problem-solving. They are important for building and maintaining positive relationships with colleagues, clients, and stakeholders, and for achieving goals and objectives in a professional environment.

Both research and professional skills are essential for success in many careers, including academia, the business of fashion, brand, and marketing careers. Developing these skills requires practice, dedication, and a commitment to lifelong learning, and can be fostered through a variety of educational and training programmes, such as final major project.



Modules in depth - Semester III

Major Project

A major project at the master's level typically refers to a research project or dissertation that is undertaken as part of a master's degree programme. The project is usually a significant piece of independent research that demonstrates the student's ability to undertake original research and apply the skills and knowledge acquired during their studies.

The specific requirements for a major project at the master's level vary depending on the programme and institution, but typically involve the following components:

- **Research proposal:** The student is required to submit a detailed proposal outlining the research topic, research questions, methodology, and expected outcomes.
- **Literature review:** The student is expected to conduct a thorough review of the relevant literature and demonstrate an in-depth understanding of the research area.
- **Data collection and analysis:** The student is required to collect and analyse data using appropriate research methods and techniques.
- **Findings and conclusions:** The student is expected to present their findings and conclusions in a clear and concise manner, demonstrating their ability to draw meaningful conclusions from their research.
- **Reflection and critical evaluation:** The student is expected to reflect on their research process, critically evaluate their findings, and identify areas for future research.

A major project at the master's level is typically a significant undertaking, requiring a high level of independent research and critical thinking. It provides students with an opportunity to apply the knowledge and skills acquired during their studies to a real-world research problem and to make a meaningful contribution to their field of study.



Learning Methods

The course is structured to build on experiences and embrace real scenarios through live projects, simulated practice requiring actual problem solving. This aims to develop your confidence and ambitions to explore a breadth of careers opportunities within a global industry.

The methods adopted are:

- Lectures – both in person and online
- Workshops
- Seminars
- Group Projects
- Collaborative projects
- Fieldtrips (Optional)
- Placement (Optional)

Fieldtrips

Our optional Study trips often involve interactions with professionals, experts, and industry leaders in fashion and luxury. These interactions provide valuable networking opportunities for postgraduate students, allowing them to establish connections, learn from experienced professionals, and potentially explore future career prospects. Additionally, study trips nurture Cultural and Global Understanding. Many study trips we offer involve travelling to different geographical regions or countries, such as Rome and Florence in Italy and Paris in France. This experience fosters a broader understanding of the global nature of the industry, cultural diversity, and the international dimensions of their field of study in Fashion and Luxury.



Programme Resources

You'll be based in our School of Fashion and Textiles, within The Parkside Building. The Parkside Building is part of our new multi-million-pound City Centre Campus development in the heart of Birmingham's Eastside development.

Our art and design students work from a core of workshops in the centre of the five-floor building, with studio space around them. There is also 'collision space' where students and staff from different courses will see each other to pass the time of day, and exchange thoughts and ideas. The design of the atrium embodies this notion, with a central circulation stair encouraging students to move through a series of shared spaces before entering their department.

Other resources include the university libraries, IT services, study spaces and a wide range of academic support services such as Centre for Academic Success and Graduate Plus to guide you towards fulfilling your goals.





Our Staff

Barry Batson – Programme Director

Email: Barry.Batson@bcu.ac.uk

Barry is an accomplished professional with extensive experience in the Textile, Clothing, and Fashion industry. He holds a Master's Degree in Textile & Fashion Management from the University of Leeds, and a Postgraduate Certificate in Learning & Teaching in Higher Education from both the University of Leeds and Solent University. Barry is an Associateship of the Textile Institute and holds chartership as a Textile Technologist.

With over 40 years of progressive experience, Barry has honed his skills in Fashion Brand Management, Marketing, Buying, Supply Chain Management, Design Management, and Textile Science & Technology. He has worked in various locations, including the UK, Melbourne & Sydney in Australia, and Shanghai in China, which has given him a broad perspective on the global fashion industry.

Barry has a proven track record of managing successful projects and teams and is known for his ability to implement effective strategies that lead to increased profitability and growth. He has a passion for sustainability and ethical business practices and has integrated these principles into his work.



What do our students say?



Chih-Hsuan Yu (Taiwan)
MA Fashion Management 2022

"I cannot express enough how much I loved my learning experience at BCU while pursuing my MA in Fashion Management. Throughout the year, I gained invaluable knowledge on a range of topics such as fashion business fundamentals, branding and communication, and entrepreneurship. The practical skills I developed through numerous projects, both big and small, have equipped me for a successful career in the fashion industry.

I strongly recommend BCU's MA in Fashion Management program to anyone who is considering a master's degree in this field. It has been a transformative experience for me, and I am confident it will be for others as well. Don't miss out on the opportunity to excel in the fashion industry!"

"I recently completed the MA Fashion Management programme, and I cannot recommend it highly enough. The curriculum was comprehensive and well-designed, covering everything from fashion business fundamentals to branding, marketing, and entrepreneurship. The programme provided me with a strong foundation of knowledge and practical skills that are essential for success in the fashion industry.

What I appreciated most about the programme was the way it balanced theory with practical application. Through numerous projects and assignments, I had the opportunity to apply my learning to real-world scenarios and gain hands-on experience. I also had the chance to work with industry professionals and network with other students, which provided me with valuable insights and connections.

Overall, the MA Fashion Management programme exceeded my expectations and prepared me well for a career in the fashion industry. I highly recommend it to anyone who is passionate about fashion and wants to gain the knowledge and skills needed to succeed in this exciting and dynamic field."

Tsai Ming-Chun (Taiwan)
MA Fashion Management 2020/21





Admission Requirements

You are required to meet one of the following options:

- An honours degree from a UK University
- A first degree from an overseas university (GPA 3.0 out of 4.0 or average 75 per cent or any other equivalence to the above UK qualification)
- Successful passing a Pre-Master's course approved by Birmingham City University
- Successful passing a Pre-Master's course at another UK university/institution with a minimum of 55 per cent average

Extra information for EU/International students

English language requirements:

- IELTS 6.0 (5.5 in all components) or 6.5 average, TOEFL at least 575.
- No English certificate is required for applicants from countries that appear on our English exemption list. Please contact the International Office for this list.

Application Process

To apply to our programme, please visit our website and complete the online application form. You will need to provide the following documents:

- Personal statement
- Official transcripts
- Two letters of recommendation
- English language proficiency test score (if applicable)



CAREER OPPORTUNITIES

This course will equip you with in-depth knowledge regarding different fields of management, providing the opportunity to choose from your topic of interest including branding, marketing, merchandising, public relations, project management, consultancy, journalism and research and analysis.

IMPORTANT LEGAL INFORMATION

We have taken every effort to ensure that the information in this brochure is accurate at the time of being finalised in June 2023. However, we may need to make changes to our courses, facilities or other services that we offer in certain circumstances and so it is important that you check the most current information on our course pages at www.bcu.ac.uk/courses before you apply to study with us.

If you receive an offer from Birmingham City University and you accept a place to study with us, you will enter into a contract with the University. Further details about the student contract can be found at www.bcu.ac.uk/student-contract.

CONTACT INFORMATION

For more information about our Master's in Fashion Management Programme, please visit our website. We look forward to hearing from you and helping you achieve your career goals in the exciting world of fashion!

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