Programme Specification: Fashion Business Management MA

UNIVERSITY OF
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Course record information

Name and level of final award	- Master of Arts - Fashion Business Management The award is Bologna FQ-EHEA second cycle degree or diploma compatible
Name and level of intermediate awards	- Postgraduate Diploma (Pg Dip) - Fashion Business Management - Postgraduate Certificate (Pg Cert) - Fashion Business Management
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	QAA Subject Benchmark Statements
Professional statutory or regulatory body	
Westminster course title, mode of attendance and standard length	- MA Fashion Business Management FT, Full-time, September start - 1 year standard length
Valid for cohorts	From 2025/6

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: https://www.westminster.ac.uk/courses/postgraduate/how-to-apply.

Aims of the programme

The **MA Fashion Business Management** course aims to provide a comprehensive view of the fashion industry and equip participants for careers in the fashion industry by delivering an innovative and relevant fashion business curriculum. The curriculum covers sustainable fashion business models, strategic management and leadership, cultural and consumer trends, and innovation in the context of a rapidly changing external environment. The program aims to prepare participants to advance into senior roles in business and management within the fashion industry. It encourages the development of strategic and entrepreneurial vision, commercial creativity, problem-solving abilities, and a critical understanding of the impact of the global fashion business. The program includes the study of relevant business knowledge and skills, including contemporary discussions of sustainability, circularity, technology, ethical practice and risk management. Additionally, the program focuses on fostering improved self-awareness and personal development suitable for graduate careers in the fashion business.

The **MA Fashion Business Management** course has been designed to match the University's mission to provide education preparing students for professional life and meet the University policies on skills development and employability. Support from industry is important to us on the course, both for students and for the future development and relevance of the course. The **MA Fashion Business Management** course will continue to foster and maintain these important industry links to ensure that the course is consistently relevant and at the forefront of education for future leaders in the fashion industry.

The programme aims are achieved through a structured learning experience that also aims to enhance its participants' lifelong learning skills and personal development to enable them to contribute to the wider creative industries and society. The course structure follows the requirements of the modular frameworks and the academic regulations of the University.

The key aims of the course are to:

1. Explore and evaluate the global fashion business, consumer trends and product offers from a commercial and strategic perspective.

2. Critically evaluate and debate current issues and methodologies in the fashion industry and in relation to other creative industries.

3. Develop original thinking in fashion business management knowledge and skills to gain the ability to select appropriate business models for implementation and evaluation of change in the fashion industry.

The intense nature of learning within the course contributes to developing peer networks and industry relationships. Many students have successfully applied these across a wide range of opportunities, with many founding their own brands and others pursuing varied and successful careers in fashion and connected industries.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses

- Opportunities for part-time work, placements and work-related learning activities are widely available to students

- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision

- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

As a successful graduate in **MA Fashion Business Management**, students will have developed skills that enable them to enter and progress within the fashion industry, but it does not guarantee a fast-track route to success. Current market conditions in a sustainable fashion industry are challenging, but as a result of participation in this course and through engagement with the general content of the syllabus the student will develop an international perspective and capitalise on a wide range of job opportunities. We aim to equip our students with the ability to transition into the workplace with skills which will enable them to move into the fashion industry with valuable perspectives, relevant skills and maximise opportunities.

Work Experience and Live Projects

Students are required to undertake a live project in at least one module with a live industry brief. Many students also choose to undertake a very diverse range of professional experience at other stages of the course, often at a high

professional level. Our location in London facilitates networking opportunities, aiding students in finding work experience or live projects, with numerous opportunities available within the fashion industries of the city. However, please note these opportunities are not guaranteed or part of the course and are all subject to application, interview and visa restrictions which may affect the student's ability to work in the UK. In recent years students have undertaken many Live Projects and work experience with companies and organisations as diverse as: The UKFT, Alice's Pig, Apple, Bags of Ethics, Belinda Robertson, Better Cotton, Boston Consulting Group, Sir Plus, Harrods, Henry Lloyd, Loci, Loro Piana, MAES London, Mary Portas, Rich Insights, Selfridges, Simon Carter, Supreme Creations, STAIY,Tatty Devine,Tom Ford, Wearable Technology and many more.

The programme emphasises professional skills as the foundation of the students' education. In addition to developing an independent project with a professional-level final portfolio, the student journey includes responding to live briefs and competitions, participating in workshops on key areas of the discipline, and developing a professional practice portfolio that prepares graduates for the next steps for their career.

The University of Westminster continues to focus on the employability of graduates for the changing world of employment and is establishing a Centre of Excellence for Professional Learning from the Workplace. The remit of the Centre is to disseminate this excellence throughout all the courses in the University. It is important to the University that graduates are well prepared and equipped to succeed in employment and contribute positively to society.

Students have access to the University's careers and employability service which offers advice and provides access to resources whether you are looking for a part time job whilst studying or researching post-graduate career opportunities.

Specific Skills

In addition, participants will be able to demonstrate relevant knowledge and understanding of the international fashion Industry, contemporary challenges and opportunities, and the context of internal and external environments. Students will demonstrate an understanding of how businesses operate, how they are managed, and attributes of effective leadership with an emphasis on decision-making and managing risk in a complex and evolving industry.

Demonstrating relevant knowledge and understanding of:

SS1. External Environment - encompassing a wide range of factors, including economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour and sustainable management of fashion industry organisations.

SS2. Management Practice - encompassing the various processes, procedures and practices for effective management of organisations. This includes theories, models, frameworks and the role of management together with rational analysis and decision-making within the fashion business and in relation to issues and challenges within the external environment.

SS3. Fashion Markets and the Retail Environment - the marketing and communication activities required in relation to current industry practice using traditional and digital media in local and international markets and the development and operation of markets and retailing for resources, goods and services.

SS4. Supply Chain – investigating opportunities and challenges in the fashion supply chain and sourcing apparel around the world, product development including strategies to plan, build, implement and manage sustainable and successful sourcing and supplier networks, whilst managing the impact and implementation of closed-loop circular systems in the supply chain.

SS5. Fashion Consumers – behaviour, models, expectations, trend management and shifting consumer loyalty, service and pricing models.

SS6. Fashion Business Environment - the internal aspects, functions and processes of fashion companies, including their diverse nature, purposes, structures, operations and management, together with the individual and corporate behaviour and cultures within and between organisations and their influence upon the external environment.

SS7. Fashion Business Commercial Skills – brand position, marketing and promotion, range planning, pricing strategies, negotiation skills, sustainable sourcing, manufacturing, finances, objectives, managing key performance indicators and using technology and information systems for managerial applications.

SS8. Diverse Concepts - key principles and current challenges across the organisational lifecycle affecting the fashion industry, including the management and critical understanding of cultural issues.

SS9. Innovation in the Fashion Business - the development, management and exploitation of digital and creative practices to strategically implement putting novel ideas into practice.

SS10. Fashion Issues and Challenges - the value and potential for collaborative business approaches across the

creative industries and the global fashion industry key challenges, opportunities, and threats, including sustainability and transparency in business practices.

Transferable Skills

These are embedded across the curriculum and explained and addressed throughout the course and include:

- Analysis and decision-making
- Commercial Awareness
- Creativity and Problem-Solving
- Influence and Negotiation
- Verbal, Written and Visual Communication
- Leadership and Teamwork
- Planning and organisation
- Self-Management
- Digital Capability

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Graduate destinations include, but are not limited to the following examples:

Merchandising Manager, Buying Manager, Product Development Manager, Procurement Manager, Sustainability and Sourcing Manager, Supply Chain Manager, Logistics Manager, Production Manager, Studio Manager, Apparel Designer, Fashion Analyst, PR Manager, Marketing Manager, Social Media Manager, Trend Forecaster, Data Analyst, Strategy Analyst, Business Consultant.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 001 Critically evaluate the issues and challenges within sustainable fashion systems. (KU KTS SS)
- 002 Critically evaluate and analyse the developments and implications of technological and digital innovation and how they can affect the fashion industry. (KU SS)

- 003 Critically reflect on working relationships with industry partners and teams. (KU SS)

- 004 Produce an original piece of research that is critically relevant to the chosen area of study and that is informed by current academic research and developments in professional fashion industry practice. (KU KTS SS CS)

- 005 Apply entrepreneurial skills within the context of a contemporary fashion industry, taking into consideration relevant contextual practices such as culture, socio-economics and sustainability. (PPP KTS)

- 006 Critically evaluate methodologies, develop critiques, and propose innovations in the sustainable fashion supply chain, synthesising the issues and challenges in the global context. (KU SS CS)

- 007 Demonstrate deep knowledge of a wide variety of business strategies and management techniques within the global fashion industry and critically evaluate the opportunities and challenges faced by businesses across the sector. (KU SS CS)

- 008 Critically evaluate a variety of current brand and marketing strategies, applying relevant consumer research methodologies and communicating conclusions clearly and effectively to specialist and non-specialist audiences. (KU KTS SS)

- 009 Demonstrate systematic knowledge of the retail environment in the global fashion context, synthesising business models, consumer expectations, and management techniques to formulate viable commercial concepts. (KU KTS SS)

- 010 Work effectively in teams as a member or leader, clarify tasks and make appropriate use of the team's resources; communicate effectively with others to resolve conflict before it arises. (KU KTS SS CS)

How will you learn?

Learning methods

The course responds to the rapidly changing landscape of the fashion industry, with the demand for strategic, commercial, digitally literate and multi-skilled fashion professionals. Many different learning methods enable students to develop an innovative and creative approach to their discipline based on an increasing knowledge of practice and transferable skills.

The course provides an **authentic, inclusive and progressive learning environment**, where students are supported by their tutors but encouraged to think critically about their practice while questioning its position in the rapidly changing fashion industry. Students spend significant time undertaking independent study, individually or in collaborative project groups. They are expected to use the libraries, extensive online resources, and academic support sessions available in the University to deepen their learning outside timetabled lessons.

We use **active learning strategies** that encourage students to participate in group work, discussions, and collaborative projects. We provide multiple modes of content delivery, including audio-visual and written materials. We encourage student feedback throughout the course to ensure that their needs and concerns are being met. We also offer mentorship and support to students, particularly those from underrepresented groups, to help them succeed in their studies and future careers.

Apart from lectures and other similar presentations, **student-centred learning** environment will be created with the intention of encouraging discussion and cross-pollination of ideas. This will emulate the integrated working practises and challenges of the fashion industry. This will provide diversity of academic debate and a catalyst for the exchange of views, as well as formative feedback from practising professionals, consultants and academic staff.

An increasing degree of autonomy will be required as a student progresses through the **MA Fashion Business Management** course. Throughout the year, coursework will synthesise theoretical, analytical and practical elements and will be undertaken in groups and individually. Members of the teaching staff will tutor and supervise the students in all modules to clarify assessment requirements and support achievement of learning outcomes. Development of project-based learning methods, interpersonal student learning and group information exchanges will also be encouraged. In the Final Major Project, students must set their own agendas within specific pedagogical parameters agreed with the Course teaching staff.

Teaching methods

Teaching and learning methods are designed to promote and assist student-centred, active learning and to enhance opportunities for flexible learning, whenever possible and appropriate, including:

Lectures

Drawing upon in-house and visiting professionals, lectures introduce students to a range of perspectives on

fashion concepts and processes. Students will be encouraged to participate by commenting on the lecture material, offering a view, or preparing a short response paper for a session. During lectures, students are asked to keep notes to build up a file of information in preparation for the module assessments.

Interactive Seminars

These seminars offer students the opportunity to discuss and explore further aspects of the lectures and their research, working with their peers to develop deeper understanding and skills.

Student-led Discussions

These sessions allow students to lead the direction for discussion, allowing them to scope out new thinking or speculate on new approaches.

Live industry Projects

These are vital aspects of the authentic learning strategy of this course; live projects allow students to experience the timeframe and scope of the kinds of projects they might find themselves working on once they have graduated.

Individual and Group Tutorials

Tutorials are spaces where more localised aspects of student learning can be focused upon, both on an individual or small group basis. Tutorials are offered to help students within each module as a form of teaching. Each module will allow time for these to take place. Students will be encouraged to discuss their perceptions of their own abilities and to consider the way they are working and to what effect.

Fieldwork

These visits are a valuable part of the course in that they offer concrete examples and perspectives on the conceptual and theoretical frameworks alongside vital research opportunities.

Group Discussion

Group discussions and seminars are important mechanisms for opening up project potential. Group discussions will examine the implications, influences, content and demands surrounding the requirements of the projects and try to identify the best way of tackling them. Active participation in the exchange of ideas is important in helping students to develop articulate, confident attitudes toward their work.

Collaborative Group Work

Working collaboratively is an essential skill for successful graduate employment and opportunity for peer- to-peer learning. Many assessments are evaluated based on group work and all group members are expected to participate and present to the academic staff. These opportunities allow students to evaluate their work in a group context, explain their ideas coherently, look at them impartially and analytically – and change them where necessary. Students learn to evaluate criticism, how to accept it and how to give it. Many assessments are evaluated based on group work, and all group members are expected to participate and present to the academic staff. These opportunities allow students to evaluate their work in a group context, explain their ideas coherently, look at them impartially and analytically – and change them where necessary. Students learn to evaluate criticism, how to accept it and how to give it. Where group work is assessed, a group contract will be agreed. A group mark will be applied unless there is advance knowledge via the tutorial process there is a violation of the group contract.

Presentations

In the fashion industry, presentations are one of the most common modes for pitching a project or for design ideation; students will make a number of presentations throughout the course, offering scope for feedback and peer-to-peer learning.

Equality, Diversity & Inclusion

As a progressive, compassionate and responsible university, Equality, Diversity & Inclusion (EDI) is in our DNA. Diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all other stakeholders.

These principles pertain to every area of our Being Westminster Strategy: our purpose, our vision, our mission, our values, our priorities, our objectives, our outcomes. We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither acceptable nor tolerated. Our commitment to EDI makes us a stronger, more

effective institution and a sustainable community. We recognise that delivering that commitment entails ongoing cultural change, challenge and growth.

The study of fashion design and the fashion industry contributes to a more equal and diverse society. Fashion is concerned with issues around representation, identity, and power and can challenge stereotypes. By studying fashion, our students are equipped with the skills and knowledge to critically engage with the fashion industry and its social and cultural meanings and to produce work that reflects diverse perspectives and experiences.

We are proud to teach such a diverse range of students on the **MA Fashion Business Managemen**t course at Westminster. Students are at the core of everything we do, and we encourage everyone to draw on their own experience when approaching course work, centring their practice at the heart of their and our communities.

We provide career enhancement opportunities that allow our community of students to flourish well beyond graduation across the creative industries, in fashion, digital and virtual environments, or in commercial settings. Our course provides opportunities for students to gain practical experience through regular contact with industry professionals, such as work placements, guest talks by industry experts, participation in mentorship programs, and field trips to fashion-related spaces. These experiences help students to become familiar with industry practices and approaches and provides them with a sense of agency and confidence, while also enhancing their employability prospects. This can be particularly beneficial for students who may not have access to wider networks.

Community and Collaboration

We are actively working to decolonise our curriculum and to include diverse voices, perspectives, and histories in course materials and curricula. We listen to our students and support them in all aspects of the programme to develop their own creative practice and shape their individual journey through the course. Students come to Westminster from many different and varied backgrounds, and this rich cultural heritage enables an exciting atmosphere of mutual support, where students learn about other communities as well as find the space to explore their own. The course design ensures that students can take charge of their projects, based on their own knowledge and cultural interests. Students have the opportunity to collaborate with peers and participate in community-oriented spaces, as we seek to expand education beyond the classroom and to contribute to society in a meaningful way.

Neurodiversity and Disability

Creative courses often attract a wide range of students and staff members, including those who are neurodiverse. Our course team is experienced in providing the necessary support to meet the unique needs of our students and we are committed to creating course materials and assessments that are accessible to all students, regardless of their learning style or ability. We work closely with the disability team to ensure that our course is structured in a way that is truly inclusive, with sessions that cater for a range of learning styles and needs, and we ensure that our assessments and teaching formats are adapted to fully accommodate our diverse student body.

UN Sustainable Development Goal Statement

All students at Westminster are introduced to the UN SDGs early in their course and within the MA Fashion Business Management course, SDGs will be consistently applied within the curriculum to articulate their importance to students. All students will be taught how to connect the discipline of fashion to every aspect of sustainable development and encouraged to reinforce and build upon UN SDGs in the dynamic fashion industry. Specifically, modules in MA Fashion Business Management course will address: Decent Work and Economic Growth (SDG 8), Industry Innovation and Infrastructure (SDG 9), Sustainable Cities and Communities (SDG 11), Responsible Consumption (SDG 12), Climate Action (SDG 13).

Assessment methods

Assessment methods and processes in this course have been designed to meet industry needs and are intended to identify and evaluate student learning and to encourage a self-reflective and critical appreciation of students' own development. Response to student work is a significant aspect of learning and all summative form of assessment will be accompanied by written feedback conforming to university guidelines to ensure that students have the opportunity to apply this critique to their subsequent studies. Particular attention will be given to ensuring feedback on final modules to inform students' professional aspirations.

We support and celebrate diversity as something that contributes to individual and collective creativity. We embrace change and technological developments to bring these to students from all backgrounds, promoting social mobility in the fashion industries. We are committed to removing any barriers that prevent students from succeeding. Our assessment methods – including portfolios, presentations, live briefs, group projects, and publications – are designed to contribute to building equality for all. When possible, we include 'authentic' assessment methods that replicate real-world scenarios and tasks that students might encounter in their future careers or professional lives.

All modules are designed to encourage both an independent learning culture and a significant team experience within a challenging and supportive environment. **MA Fashion Business Management** students will learn essential skills, concepts, and methodologies necessary to manage current legal, financial, technological, and fashion innovation and gain a critical understanding of the management requirements of the fashion industry.

Assessment Procedures

The purpose of assessment is to enable students to demonstrate that they have fulfilled the objectives of their study programme and achieved the required standard for the award they seek. Assessment provides the students with a clear indication of their individual ability, development and achievement, and helps in establishing a process of critical self-evaluation. A formal programme of assessment is also a way of evaluating a course's own performance and maintaining its academic standards.

The main forms of assessment for the **MA Fashion Business Management** modules are as follows:

- Individual Written Reports
- Group Reports
- Individual Presentations
- Group Presentations
- Written Topic Proposals
- Draft submissions of reports
- Portfolios

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 002, 003, 004, 006, 007, 008, 010
Literate and effective communicator	003, 004, 008, 010
Entrepreneurial	005, 009
Global in outlook and engaged in communities	001, 002, 003, 005, 006, 009, 010
Socially, ethically and environmentally aware	001, 002, 003, 005, 006

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

The **MA Fashion Business Management** course is part of a wider Postgraduate Fashion Matrix, which includes MA Sustainable Fashion, MA Fashion Manufacturing, MA Fashion Accessories Design and MA Menswear Design (with Professional Experience MFA). The matrix of fashion courses addresses contemporary challenges, advanced digital approaches, and specialised professional contexts and facilitates collaborative and cross-disciplinary learning opportunities. This matrix structure allows students to tailor their learning in fashion disciplines through interdisciplinary and optional modules shared across the fashion courses.

Core modules include (140 credits):

Sustainable Supply Chain Management (20 credits)

Strategic Fashion Business Management (20 credits)

Fashion Marketing and Brand Management (20 credits)

Fashion Entrepreneurship (20 credits)

Fashion Business Final Project (60 credits)

Optional modules include (40 credits):

Planning and Trading for Phygital Retailing (20 credits)

Fashion Consumer Behaviour and Trends (20 credits)

Fashion Risk Management (20 credits)

Fashion Activism and Social Justice (20 credits)

Module Code	Module Title	Status	UK credit	ECTS
7FAMN004W	Fashion Entrepreneurship	Core	20	10
7FAMN003W	Fashion Marketing and Brand Management	Core	20	10
7FAMN002W	MA Fashion Business Management Final Project	Core	60	30
7FAMN007W	Strategic Fashion Business Management	Core	20	10
7FAMN001W	Sustainable Supply Chain Management	Core	20	10
7FAMN017W	Fashion Activism and Social Justice	Option	20	10
7FAMN009W	Fashion Consumer Behaviour and Trends	Option	20	10
7FAMN013W	Fashion Risk Management	Option	20	10
7FAMN008W	Planning and Trading for Retailing	Option	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Course management

The **Course Leader and Principal Lecturer** will be responsible for Admissions with the relevant admissions manager and will liaise with the course team, academic departmental representatives, academic administrators and support services to enhance the students' learning experience and ensure the academic coherence and quality of the course. The **Head of School** holds overall responsibility for the course and for all courses run by the School of Arts.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students1 can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at https://www.westminster.ac.uk/student-advice

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at https://www.westminster.ac.uk/students-union

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university. a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.

- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

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