

Fashion Business Management AAS Degree Program

School of Business and Technology

Applications accepted for fall and spring. NYSSED: 00828 HEGIS 5004

The major in Fashion Business Management provides students with the knowledge and skills necessary for assuming positions in the merchandising industry in areas such as buying, sales, product development, creative fashion presentation, retail management, and marketing. Curriculum below is for the entering class of Fall 2015.

Semester 1		Credits
MAJOR AREA	FM 114 - Introduction to the Fashion Industry	3
	FM 116 - Fashion Business Practices	3
RELATED AREA	AC 111 - Advertising and Promotion	3
	MG 153 - Excel for Business	2
GENERAL EDUCATION	EN 121 - English Composition G1	3
	choice - see Requirements*	3
Semester 2		
MAJOR AREA	FM 117 - Introduction to Fashion Marketing	3
	FM 262 - Contemporary Retail Management	3
	FM 268 - Team Development Workshop	2.5
RELATED AREA	TS 111 - Fundamentals of Textiles	3
GENERAL EDUCATION	SS 141 - Macroeconomics G4	3
	choice - see Requirements*	3
Semester 3		
MAJOR AREA	FM 224 - Merchandising Math Applications	3
	FM 244 - Product Development	3
	choice - see Major Area Elective(s)***	3-4
RELATED AREA	choice - see Related Area Elective(s)**	1.5-3
GENERAL EDUCATION	MA 222 - Statistical Analysis G2	3
	choice - see Requirements*	3
Semester 4		
MAJOR AREA	FM 225 - Fashion Merchandising	3
	choice- see Major Area Elective(s)***	3-4
GENERAL EDUCATION	choice - see Requirements*	6
TOTAL CREDIT REQUIREMENTS		
	GENERAL EDUCATION	24
	MAJOR AREA	29.5-31.5
	RELATED AREA	9.5-11
	HEALTH AND/OR PHYS.ED	1
	Total Credits:	64-67.5

***Fall 2015 Requirements:** See below.

Associate Degree General Education:

- Three (3) credits from each required General Education area, totaling 9 credits: G1, G2 and G3
- Twelve (12) credits from four different areas in **liberal arts** courses in G4 - G10
- Three (3) credits of any 200- or 300-level English literature or speech course

See list of Gen Ed approved courses under FIT's General Education Requirements and Courses . An FIT Gen Ed course cannot be used to meet more than one General Education area.

****Related Area Electives: 1.5 - 3 credits**

CHOICE of AR 101 Fashion Art and Design (1.5 cr.), AC 221 Publicity Workshop (3 cr.), AR 115 Introduction to CAD Software for Fashion Designers (2 cr.), DE 101 Principles of Display and Exhibit Design: Small Scale (2 cr.), HD 111 Career Planning (3 cr.), HP 201 Introduction to Home Products (3 cr.), IC 296 AAS Internship B: Career Exploration (2 cr.), IC 297 AAS Internship C: Career Exploration (3 cr.), ID 103 Interior Design Merchandising (2 cr.), JD 101 Introduction to Jewelry Fabrication (2 cr.), PH 118 Beginning Digital Photography (2 cr.), PH 162 Photographic Styling (2 cr.), or TD 112 Textile Color Fundamentals (2 cr.).

*****Major Area Electives: 6 - 8 credits**

CHOICE of two: FM 144, 212, 213, 222, 223, 226, 228, 231, 245, 251, or 491.

Evening/Weekend Option:

A four-semester degree program is available for this degree program (see Curricula or visit the FIT website at fitnyc.edu/evening_weekend). The sequence of courses is the same as that listed on this page.

Upper Division Alternatives:

Graduates of this program are eligible to apply for admission to the Bachelor of Science programs in Cosmetics and Fragrance Marketing , Direct and Interactive Marketing , Fashion Business Management , Home Products Development , International Trade and Marketing for the Fashion Industries , Production Management: Fashion and Related Industries , and Textile Development and Marketing . By completing certain course requirements, graduates may also apply to the Bachelor of Science programs in Advertising and Marketing Communications and Technical Design .