

# Entrepreneurship for the Fashion and Design Industries BS Degree Program

<http://fitnyc.edu/entrepreneurship>

## School of Business and Technology

Applications accepted for fall only. NYSED: 33762 CIP: 52.0799

The major in Entrepreneurship for the Fashion and Design Industries provides students with the knowledge, skills, and mind-set necessary to succeed in new and uncharted business environments. Graduating students are prepared to transform creative ideas into business ventures and to assume leadership positions in entrepreneurial companies. Curriculum below is for the entering class of fall 2025.

Semester 5		Credits			
MAJOR	EP 311 - Introduction to Entrepreneurship	3	RELATED	choice - see Requirements: Internship or Major or Related Area Electives	3
AREA			LIBERAL	choice - see Requirements: Liberal Arts	3
RELATED	AC 311 - Integrated Marketing Communications Management	3	ARTS	Arts/Foreign Language	
AREA	MG 306 - Information Systems: Case Analysis	2		choice - see Requirements: Liberal Arts	3
LIBERAL	EC 242 - Microeconomics	3		choice - see Requirements: Liberal Arts/Other World Civilizations G9	3
ARTS			<b>TOTAL CREDIT REQUIREMENTS</b>		
	MA 321 - Data Analysis for Business Applications or MA 322 - Statistics, Machine Learning, and Data Mining	3		MAJOR AREA	15
	choice - see Requirements: Liberal Arts/Speech	3		RELATED AREA	11
				LIBERAL ARTS	36
				<b>Total Credits:</b>	<b>62</b>
Semester 6					
MAJOR	EP 321 - The Business Plan	3			
AREA					
	EP 331 - Finance and Accounting for the Non-Financial Manager	3			
LIBERAL	MA 311 - Mathematical Modeling for Business Applications, MA 331 - Calculus, or MA 332 - Calculus II	3			
ARTS	PL 431 - Philosophy: Ethics G7	3			
	choice - see Requirements: Liberal Arts/Writing	3			
Semester 7					
MAJOR	EP 441 - Converting Innovation into Value	3			
AREA					
RELATED	FM 303 - Fashion Business Law, FM 324 - Business of Licensing, IN 441 - International Business Law, or IN 443 - International Business Strategies and Fashion Law	3			
AREA					
LIBERAL	choice - see Requirements: Liberal Arts/American History G10	3			
ARTS					
	choice - see Requirements: Liberal Arts/Economics	3			
	choice - see Requirements: Liberal Arts/Foreign Language G8	3			
Semester 8					
MAJOR	EP 452 - Entrepreneurship Practicum	3			
AREA					

**Fall 2025 Requirements:** See below.

**Liberal Arts and Sciences Course Content Requirements**  
**(24 AAS credits\* + 36 BS credits = 60 credits total)**

- **American History: 3 credits.**  
CHOICE of any course that meets General Education American History requirement (G10).
- **Economics: 9 credits.**
  - EC 141 \*
  - EC 242
  - CHOICE of EC 343, EC 442, EC 443 or EC 445
- **English: 12 credits.**
  - EN 131\* (or EN 121 transferred or taken prior to Fall 2024).
  - CHOICE any 200- or 300-level EN literature or speech course\*
  - CHOICE of EN 241, EN 242, EN 244, or EN 342
  - CHOICE of EN 321, EN 322, EN 365 or EN 368
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8).
- **Mathematics: 9 credits.**
  - MA 222\*
  - MA 311 or MA 331 or MA 332
  - MA 321 or MA 322
- **Natural Science: 3 credits.** CHOICE of any SC that meets SUNY (G3).\*
- **Philosophy: 3 credits.**
  - PL 431
- **Other World Civilizations: 3 credits.** CHOICE of PC 354 or SO 374 (either one of which meets General Education Other World Civilizations requirement (G9)).

**Liberal Arts Elective(s): 12 credits.\*** Select Liberal Arts courses from the following subject areas: AB (Arabic); CH (Chinese); EC (Economics); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern

Languages and Cultures); MU (Music); PC (Political Science); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); PY (Psychology); SC (Science); SO (Sociology); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

**Internship or Major or Related Area Electives: 3 credits.** CHOICE of IC 497 or CT 360, DM 321, EP 360, EP 361, EP 362, EP 363/CM 363, EP 364, EP 365, EP 366, FM 300, FM 305, FM 325, FM 329, FM 431, IN 312, IN 313, IN 322 or IN 342

**NOTE:** Students must have taken the following courses prior to entering the program: AC 111, MG 153, and EC 141 .

**\*Credits from AAS will apply as appropriate**

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

Upon graduating from the Entrepreneurship BS program, students will be skilled in the following:

1. **Company and Project Formation:** Students will be able to develop businesses and/or projects that drive innovation, establish a competitive advantage, and construct business models, all with commercial value.
2. **Business Foundation:** Students will administer the tools and techniques for creating products, services, and/or systems that have commercial value.
3. **Technology:** The combination of innovation and technological competencies will be employed to develop, assess and communicate business ideas in order to be able to provide innovative solutions to business and market problems and the unmet needs for the creative industries.
4. **Critical Thinking:** Students will be able to define and analyze the key components of innovation, products, services and businesses necessary to formulate solutions.

5. Global Economy: Students will have the ability to assess diverse market and business needs to meet the changing marketplace dynamics of the global economy.
6. Leadership/Interpersonal Skills: Students will be able to construct and employ written, oral and supporting collateral, presentations, skills, techniques, strategies and the materials needed to develop the leadership and interpersonal skills necessary for businesses, programs or ideas.