

# GF: Global Fashion Management (MPS)

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## **GF 501 — Seminar: New York**

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## **GF 502 — Entrepreneurship, Innovation, and Creativity**

3 credits; 3 lecture hours

This course provides a survey of theories, research, and best practices across the fields of entrepreneurship, innovation, and creativity. Students explore the entire entrepreneurial process—from idea generation to product launch to owner exit—and considers the unique aspects of social entrepreneurship, high tech start-ups, and family business.

## **GF 503 — Capstone I: Concept Development**

2 credits; 2 lecture hours

In this innovation practicum, students launch their two-year capstone projects. Focusing on idea generation, research-based concept development, and project management skills, students begin to address a critical issue in global apparel, accessories, or a related lifestyle industry. Outputs include a project or business model canvas and a capstone project roadmap. Corequisite(s): GF 502.

## **GF 504 — Capstone II: Legal Principles**

2 credits; 2 lecture hours

In this second stage of the capstone project, students collaborate with local law school students to identify and address project plan risk stemming from legal and regulatory issues. Compliance knowledge is integrated into plans for the construction of a product prototype. Prerequisite(s): GF 503.

## **GF 551 — Global Supply Chain and Sourcing**

3 credits; 3 lecture hours

This course explores the fundamentals and best practices of managing global supply chain and sourcing activities, and current and serious challenges for businesses. Discussion includes designing for circularity, procuring materials, digitizing production, data-driven demand planning, near shoring and global production portfolios, as well as the impact of trade policy on supply chains. Students will learn how a fashion business supply chain is essential to delivering to customers the product(s) and services they expect, and how and when they can expect it.

## **GF 552 — Strategic Management**

3 credits; 3 lecture hours

Through readings, case studies, and a technology-based simulation, students engage with the complexity of why some organizations perform better than others. This course emphasizes the application of multifaceted frameworks to both analyze critical issues impacting organizational outcomes and practice data-driven, strategic and tactical decision-making.

## **GF 561 — 21st Century Marketing**

3 credits; 3 lecture hours

Market analysis, positioning, pricing, branding, and promotion in the digital era. Through engagement with frameworks, case studies, and current multimedia examples, students explore online/offline, local/global, luxury/mass market, and cultural production/consumption tensions. Students develop practical marketing skills while expanding their understanding of marketing history, theory, and ethics.

## **GF 581 — Seminar: New York**

3 credits; 3 lecture hours

The New York seminar focuses on U.S. retail concepts, the role of factoring and private equity in the New York industry, digital commerce and technology, design and retail entrepreneurship, and current trends in the New York industry.

### **GF 583 — Culture and International Business**

3 credits; 3 lecture hours

Explores the relationship of international business practices to various national cultures. Applies concepts borrowed from cultural anthropology and sociology to specific problems and situations encountered in international business. Using case studies, team projects, and simulation exercises, to highlight common dilemmas encountered in marketing, negotiations, human resources, business communications, organizational structure and management.

### **GF 584 — Seminar: Paris**

3 credits; 3 lecture hours

The Paris seminar provides background and current strategy on the French luxury industry, in addition to topics related to fashion creativity, EU consumer demand, and current trends in Parisian industry.

### **GF 585 — Seminar: International Production: Culture and Practice**

3 credits; 3 lecture hours

Faculty from leading European fashion design and business colleges and universities will present students with an overview of the respective region's systems of production, and the cultures that inspire their industry. Through visits to factories, studios, and museums, all supported by the expertise of industry executives and artisans, students will experience industry standards and technical expertise, and understand value analysis, licensing, consumer demand, and historical foundation, from a modern, contemporary perspective.

### **GF 586 — Seminar: Current Topics in Retail**

3 credits; 3 lecture hours

Through the lens of highly experienced retail leaders and within an interactive class environment, a series of speakers will discuss their expertise in creating, managing, analyzing, growing and investing in modern retail businesses. Students will focus on a different business case and theme each week, and topics and guests will change and evolve based on current issues and the business environment. Prerequisite(s): GF 581.

### **GF 600 — Organizational Leadership**

2 credits; 2 lecture hours

This course offers a survey of organizational leadership theory and a hands-on approach to leadership practice. Students create personal development plans, apply empirically-validated leadership behaviors, and provide peer-to-peer feedback. Emphasis is placed on "positive leadership" research and methodology. Topics include networking, negotiations, motivation, reputation, ethics, purpose, and the crisis-opportunity relationship.

### **GF 601 — Seminar: Mexico**

3 credits; 3 lecture hours

Based in Mexico City with visits to manufacturing and artisanal locations such as Leon and Oaxaca, this seminar provides a comprehensive overview of one of the world's most dynamic emerging markets. Lectures focus on the economics of "informal" markets; an examination of trade agreements and practice; perspectives on the application of technology and sustainable practices in production; and exploration of creative inspiration based on cultural and historical artisanal practices. Prerequisite(s): GF 583 and GF 621.

### **GF 602 — Capstone III: Applied Research**

2 credits; 2 lecture hours

In this applied research practicum, students design and implement scaled-down, high impact qualitative and quantitative primary research studies to test assumptions about customers, the product, and the market embedded in their evolving project concepts.

Prerequisite(s): GF 503 and GF 504.

### **GF 603 — Capstone IV: Summative Presentations**

1 credit; 1 lecture hour

With an analytical and hands-on approach to creating, delivering, and following up on presentations, this course builds skills in audience analysis, storytelling, data visualization, and presentation delivery. Students devise a content marketing strategy to extend the impact of their presentations as they prepare to wrap up their two-year capstone projects.

Prerequisite(s): GF 503 and GF 504 and GF 602.

### **GF 612 — Financial Management**

3 credits; 3 lecture hours

Costing, funding, financial analysis, and financial planning for the general manager. Both qualitative and quantitative methods of analysis are employed with an emphasis on using Excel. Applications include case studies, current events, and student capstone projects.

### **GF 621 — Politics and World Trade Today**

3 credits; 3 lecture hours

Explores the influence of politics on contemporary world trade. The political agendas that come into play when countries are formulating multilateral and bilateral agreements to establish trade rules are examined. Organizations such as the World Trade Organization are studied for their influence on worldwide trade practices. The risks and benefits of conducting global business is emphasized.

### **GF 631 — Special Topics in Global Fashion Management**

3 credits; 3 lecture hours

#### **GF 631A — Special Topics: Sustainability Science and Innovative Technologies**

3 credits; 3 lecture hours

This course aims to provide students with a scientific grounding in sustainability and enhance students' comprehension of emerging technologies. Introducing foundational principles of environmental science, circularity, and AI, students will learn about technology to streamline fashion management processes, minimize material consumption, and elevate consumer engagement in the fashion industry. Students will explore a global perspective of the fashion industry to understand the challenges faced and the opportunities that sustainable development is bringing. Through an interdisciplinary approach, students will gain experience with various 2D and 3D technologies to develop digital prototypes, oversee product lifecycles, and create VR experiences.