GF 501 — SEMINAR: NY
0 credits

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 — Production Management and Supply Chain
3 credits; 3 lecture hours
Focuses on production management and supply chains, including sales forecasting, sourcing materials, sourcing contractors, cutting procedures and techniques, assembly procedures and techniques, quality control and costing, and the warehousing and shipping of finished products. Emphasizes gearing production to fit the manufacture of goods for a specific market.

GF 552 — Business Policy
3 credits; 3 lecture hours
Analyzes the functions and responsibilities of senior management, the crucial problems that affect the success of the total corporate enterprise, and the decisions that determine the direction of the organization and shape its future. Taught through readings, case studies, and electronic simulation, students will consider the fundamental theoretical question of strategic management: why do some firms perform better than others?

GF 561 — Global Marketing and Fashion Brand Management
3 credits; 3 lecture hours
This course explores the challenges facing apparel manufacturers and retailers in penetrating multinational markets. Topics covered include: analyzing potential of global markets, identifying the consumer and the competition, brand positioning, and marketing campaigns. Particular focus is placed on the role of digital commerce, e-commerce, and social media in elevating brand awareness and the use of data in analyzing consumer demand.

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: Hong Kong
3 credits; 3 lecture hours
The Hong Kong seminar focuses on rapidly changing production and supply chain methods, Hong Kong and mainland Chinese consumer demand, and successful Chinese designer concepts.

GF 586 — Global Retail Management
3 credits; 3 lecture hours
Examines the origins of retail, the leaders and events which have contributed to the modern business landscape, and the role of emerging markets in redefining the interpersonal and cultural impact on profitability. Students will explore how retail companies manage departments, personnel functions, effective teams, technology, and social networks to achieve and retain a competitive advantage.

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 — Challenges of Profitability
3 credits; 3 lecture hours
Explores the difficulties facing apparel manufacturers and retailers in an increasingly competitive global marketplace. Lecture and guest-speaker topics include cost of goods and increased operating expenses, efficient supply-chain management, guaranteed gross margin percentages. Includes assigned reading and case studies.

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.