

Global Fashion Management

NYSED: 28922 HEGIS: 0599

The 36-credit, full-time Global Fashion Management program is offered in collaboration with Hong Kong Polytechnic University and the Institut Français de la Mode in Paris. Its purpose is to prepare fashion industry managers for executive positions. The curriculum includes courses in production management and the supply chain, global marketing and fashion brand management, culture and international business, corporate finance for managers, politics and world trade, business policy, global retail management, and three seminars taught at the participating institutions. The course of study is completed in a three-semester period. Graduating students are prepared for advancement within their sectors of the fashion industry. Curriculum below is for the entering class of Fall 2018.

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COURSE OF STUDY

Semester 1

GF 511	Fashion for Global Markets	3
GF 552	Business Policy	3
GF 581	Seminar: New York	3
GF 583	Culture and International Business	3

Semester 2

GF 561	Global Marketing and Fashion Brand Management	3
GF 584	Seminar: Paris	3
GF 586	Global Retail Management	3
GF 691	CAPSTONE SEMINAR	3

Semester 3

CF 513 or GF 612	Corporate Finance for Managers Challenges of Profitability	3
GF 551	Production Management and Supply Chain	3
GF 585	Seminar: Hong Kong	3
GF 621	Politics and World Trade Today	3

Total Credits	36
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COMMON REQUIREMENTS

All degree programs require that students maintain a cumulative grade point average of 3.0 every semester while enrolled in the program. A student is placed on probation if his or her semester GPA is below 3.0. A student is not subject to academic dismissal at the end of his or her first semester in a degree program. A student will be dismissed from the college after two consecutive semesters with a GPA below 3.0. A final GPA of 3.0 is required for graduation.

ADVANCEMENT TO DEGREE CANDIDACY

Eligibility to Attend Commencement Exercises

Candidates for the master's degree at FIT must have advanced to candidacy before being permitted to attend graduation ceremonies.

Degree Requirements

General

For admittance to degree candidacy, students must have satisfied all prerequisites, completed a minimum of 36 approved course credits, achieved a final grade point average (GPA) of at least 3.0, and successfully completed the capstone seminar. Students must have advanced to degree candidacy before being permitted to attend graduation ceremonies.

Capstone Seminar

Emphasis is placed upon global business concerns, including merchandising, sourcing, marketing, financial management, leadership, sustainability, and digital commerce, among other disciplines. Students collaborate on the capstone project with third-year law students from Cardozo School of Law, who act as consultants to GFM's client, offering legal advice based on copyright, trademark, privacy, counterfeit, and other legal issues. Individuals and teams are graded on their ability to analyze issues from the perspective of corporate or consumer environments, collect and understand data, conduct effective surveys, utilize concepts learned in the program, and present professionally. A three-member jury of industry professionals judges the final projects for entry into the capstone event held in January for an audience of family, faculty, and industry executives.

Capstone Project

Student groups are presented with management challenges that reflect current industry practices and trends and must develop creative solutions that involve all aspects of a corporate organization. Emphasis is placed upon global business concerns, including merchandising, sourcing, marketing, financial management, and leadership. Groups are graded on their ability to react quickly and cohesively, analysis of the issues from the perspectives of the corporate environment, utilization of the concepts learned in the program, and presentation skills.

Time Requirement for Degree Completion

Students matriculate on a full-time basis and have three semesters to complete all degree requirements, including the capstone project. Extensions may be granted to degree candidates on a case-by-case basis at the discretion of the chairperson.

Travel

Please note: Students in the Global Fashion Management program should budget for the mandatory trips to Europe and Asia, as these expenses are not covered by tuition.

GF 501 — SEMINAR: NY

0 credits

GF 511 — Fashion for Global Markets

3 credits; 4.5 lecture hours

Explores fashion in the global marketplace, focusing on the effects of social, cultural, and economic factors on the merchandising and marketing of branded and licensed products. Working in teams, students develop a cohesive product line based on either an existing brand or hypothetical brand.

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 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.

GF 691 — Capstone Seminar

3 credits; 3 lecture hours

In this research-based project, emphasis is placed upon global business concerns, including merchandising, sourcing, marketing, financial management, leadership, sustainability and corporate social responsibility, and digital commerce, among other disciplines. Students collaborate on the capstone project with third-year law students from Cardozo School of Law, who act as consultants to GFM's client, in offering legal advice based on copyright, trademark, privacy, counterfeit, and other legal issues. A three-member jury of industry professionals judges the final projects for entry into the capstone event held in January, to an audience of family, faculty, and industry executives.