

# Fashion Business Management/Florence and New York BS Degree Program

## School of Business and Technology

Applications accepted for fall and spring. NYSED: 20789 CIP: 52.1902

This overseas academic program leads to the bachelor's degree in Fashion Business Management. Students spend semesters 5 and 6 in Florence, and semesters 7 and 8 in New York. Students must complete IT 111 before attending FBM in Florence. Curriculum below is for the entering class of fall 2020.

<b>Semester 5</b>		<b>Credits</b>
MAJOR AREA	Florence:	
	FM 321 - (Workshop in Apparel Merchandising**)	3
	FM 326 - Sustainability in Fashion Merchandising	3
	FM 361 - Leadership Development for Retailing	3
LIBERAL ARTS	HA 212 - Renaissance Art in Florence G7	3
	IT 111 - Elementary Italian (taken prior to Semester 5)	3
	IT 112 - Italian II G8	3
	SS 354 - Comparative Political Systems G9	3
<b>Semester 6</b>		
MAJOR AREA	Florence:	
	FM 424 - Global Merchandising	3
	FM 431 - Sales Management (Specialization)	3
LIBERAL ARTS	EN 245 - Intercultural Communication	3
	HA 205 - Italian Art in Context or IT 213 - Italian III	3
	SS 242 - Microeconomics	3
<b>Semester 7</b>		
MAJOR AREA	New York:	
	FM 324 - Business of Licensing (Specialization)	3
	FM 325 - Financial Assortment and Planning	3
RELATED AREA	MG 306 - Information Systems: Case Analysis	2
LIBERAL ARTS	MA 321 - Data Analysis for Business Applications or 322 - Statistics, Machine Learning, and Data Mining	3
	EN 321 - Strategies of Business Communication	3
<b>Semester 8</b>		
MAJOR AREA	New York:	
	FM 422 - Merchandising Strategies	3
LIBERAL ARTS	MA 300 - The Mathematics of Financial Life Management or 311 - Mathematical Modeling for Business Applications	3
	PL 300 - Business Ethics	3
	choice - see Requirements*: Liberal Arts/Economics	3
<b>TOTAL CREDIT REQUIREMENTS</b>		
	MAJOR AREA	24
	RELATED AREA	2
	LIBERAL ARTS	36
	Total Credits:	62

\*Fall 2020 Requirements: See below.

**Liberal Arts: 36 credits**

- **English & Speech: 6 credits.** EN 245 and EN 321
- **Economics: 6 credits.** SS 242 and CHOICE of SS 302, SS 339, SS 343, SS 442, SS 443, SS 445 or SS 446 or any other 300- or 400-level **Economics** course
- **Foreign Language: 6 credits.** IT 111 must be taken prior to travel. Note that IT 122 or IT 213 can be taken as an optional liberal arts elective (after completion of the foreign language 6-credit requirement). TOTAL Liberal Arts Credits and General Education Summary with IT 111 is 36.
- **Liberal Arts Elective(s): 6 credits.** HA 212 and (HA 205 or IT 213)
- **Mathematics: 6 credits.** Students must complete MA 222 prior to enrolling in CHOICE of MA 321 or MA 222 in the fifth semester. CHOICE of MA 300 or MA 311 or MA 331 in sixth semester
- **Philosophy: 3 credits.** PL 300
- **Other World Civilizations: 3 credits.** SS 354, which meets General Education Other World Civilizations requirement (G9)

**Specialization: 6 credits. Fashion Management Specialization:** FM 431 is offered in Florence and FM 324 is offered in New York.

**NOTE:** Students must have taken the following courses prior to entering the program: FM 114 and FM 244, MG 153, MA 222, SS 141, and TS 111.

**For Fall 2020, FM 321 will not be offered as part of FBM's Florence BS program.**

Upon graduating from the Fashion Business Management BS program, students will be skilled in the following:

1. Business Fundamentals: Students will be able to make informed decisions utilizing current technology and business methodology to assess, analyze and solve current and predicted situations and opportunities connected to Fashion Business Management.
2. Communication: Students will be able to effectively express judgements, and propose and support innovative business decisions through coherent written and verbal skills, utilizing the proper industry terminology.
3. Globalism: Students will have the ability to assess markets, make buys, manage production, communicate business needs and identify changing supply chain scenarios in a global workplace environment.
4. Technology: Students will combine innovative thinking and technological competence to develop, assess and present business information using various sources including the Internet, secondary databases and other tools as well as proficiency in specific computer skills such as Microsoft Excel.
5. Research and Critical Thinking: Through innovative and resourceful research of primary, secondary and tertiary data, students will be able to evaluate and process information gathered to arrive at decisions which are both sound and creative and which demonstrate analytical thought.
6. Product Commercialization: Students will demonstrate in depth knowledge of the functions of product development, the merchandising of a line, the merchandising of a department, and the supporting marketing mechanisms.
7. Retailing/ Wholesaling: Students will gain knowledge of the mechanics required for interaction between the wholesale and retail parts of the business and will be able to interact professionally with retail and wholesale executives to solidify that knowledge and make career choices.