

Fashion Business Management AAS Degree Program

School of Business and Technology

Applications accepted for fall and spring. NYSED: 00828 CIP: 52.1902

The major in Fashion Business Management provides students with the knowledge and skills necessary for assuming positions in the merchandising industry in areas such as buying, sales, product development, creative fashion presentation, retail management, and marketing. Curriculum below is for the entering class of fall 2020.

Semester 1		Credits
MAJOR AREA	FM 114 - Introduction to the Fashion Industry	3
	FM 116 - Fashion Business Practices	3
RELATED AREA	AC 111 - Advertising and Promotion	3
	MG 153 - Excel for Business	2
GENERAL EDUCATION	EN 121 - English Composition G1	3
	choice - see Requirements*	3
Semester 2		
MAJOR AREA	FM 117 - Introduction to Fashion Marketing	3
	FM 262 - Contemporary Retail Management	3
	FM 268 - Team Development Workshop	2.5
RELATED AREA	TS 111 - Fundamentals of Textiles	3
GENERAL EDUCATION	SS 141 - Macroeconomics G4	3
	choice - see Requirements*	3
Semester 3		
MAJOR AREA	FM 224 - Merchandising Math Applications	3
	FM 244 - Product Development	3
	choice - see Major Area Elective(s)**	3
RELATED AREA	choice - see Related Area Elective(s)**	1.5
GENERAL EDUCATION	MA 222 - Statistical Analysis G2	3
	choice - see Requirements*	3
Semester 4		
MAJOR AREA	FM 225 - Fashion Merchandising	3
	choice- see Major Area Elective(s)*	3
GENERAL EDUCATION	choice - see Requirements*	6
TOTAL CREDIT REQUIREMENTS		
	GENERAL EDUCATION	24
	MAJOR AREA	29.5
	RELATED AREA	9.5
	HEALTH AND/OR PHYS ED	1
	Total Credits:	64

*Fall 2020 Requirements: See below.

Associate Degree General Education:

- Three (3) credits from each required General Education area, totaling 9 credits: G1, G2 (MA 222), and G3
- Three (3) credits from G4 (SS 141)
- Nine (9) credits from three different areas in **liberal arts** courses in G5–G10
- Three (3) credits of any 200- or 300-level English literature or speech course

See list of Gen Ed approved courses under FIT's General Education Requirements and Courses. An FIT Gen Ed course cannot be used to meet more than one General Education area.

Related Area Elective(s): 1.5 credits (minimum)

CHOICE of AC 141, AC 171, AC 221, AR 101, AR 115, DE 101, HD 111, HP 201, IC 297, ID 103, JD 101, PH 118, PH 162, TD 112, TS 215 or TS 261

Major Area Elective(s): 6 credits (minimum)

CHOICE of two: FM 144, FM 212, FM 213, FM 222, FM 223, FM 226, FM 228, FM 231, or FM 251

Evening/Weekend Option:

A four-semester degree program is available for this degree program (see Curricula Overview or visit the FIT website at fitnyc.edu/evening_weekend). The sequence of courses is the same as that listed on this page.

Online Degree Option:

The one-year online degree is designed to give students flexibility in earning an Associate of Applied Science degree (see Online Learning for additional information).

Upper Division Alternative(s):

Graduates of this program are eligible to apply for admission to the Bachelor of Science programs in Cosmetics and Fragrance Marketing, Direct and Interactive Marketing, Fashion Business Management, Home Products Development, International Trade and Marketing for the Fashion Industries, Production Management: Fashion and Related Industries, and Textile Development and Marketing. By completing certain course requirements, graduates may also apply to the Bachelor of Science programs in Advertising and Marketing Communications and Technical Design.

Additional Location: The two-year AAS in Fashion Business Management is offered in Incheon, South Korea, as part of FIT at SUNY Korea.

Upon graduating from the Fashion Business Management AAS degree program, students will demonstrate:

1. **Business Fundamentals:** Students will be able to identify and apply current business methodology and discuss current situations and opportunities connected to the fashion business.
2. **Communication:** Students will be able to compare how business decisions are established by using coherent written, verbal, and presentation skills.
3. **Globalism:** Students will be able to identify and evaluate the current global issues in how they will affect the fashion business.
4. **Technology:** Students will be able to illustrate and distinguish their technology proficiency by beginning to adapt to the various technologies in the courses of the fashion business.
5. **Research and Critical Thinking:** Students will be able to explain and conduct research of primary and secondary data to make business decisions.

6. Product Commercialization: Students will be able to begin to evaluate the functions of product development, the merchandising of a line and how it works within the Product Life Cycle.
7. Retailing/ Wholesaling: Students will be able to identify and compare the differences between retail and wholesale in the fashion business.