

# Global Fashion Management

NYSED: 28922 CIP: 52.1101

The 45-credit, full-time Global Fashion Management program is offered in collaboration with Hong Kong Polytechnic University, the Institut Français de la Mode in Paris, and Centro in Mexico City. The program's purpose is to prepare emerging fashion executives for top managerial and leadership positions in the international fashion industry. Classes are held three evenings per week, allowing industry professionals to work while earning this advanced degree. The curriculum includes courses in production management and supply chain, global marketing and fashion brand management, culture and international business, corporate finance, politics and world trade, business policy, global retail management, entrepreneurship, and leadership. Four intensive seminars are taught at the participating institutions. The course of study is completed in a four-semester period. Graduating students are prepared for advancement within their sectors of the fashion industry. Curriculum is for the entering class of fall 2021.

## **PAMELA ELLSWORTH, Associate Chair**

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## **COURSE OF STUDY**

### **Semester 1**

GF 502 Entrepreneurship, Innovation, and Creativity	3
GF 503 Capstone I: Concept Development	2
GF 581 Seminar: New York	3
GF 583 Culture and International Business	3

### **Semester 2**

GF 612 Quantitative Methods for Planning and Control	3
GF 504 Capstone II: Legal Principles	2
GF 551 Production Management and Supply Chain	3
GF 584 Seminar: Paris	3

### **Semester 3**

GF 561 Global Marketing and Fashion Brand Management	3
GF 585 Seminar: Hong Kong	3
GF 602 Capstone III: Applied Research	2
GF 621 Politics and World Trade Today	3

### **Semester 4**

GF 552 Business Policy	3
GF 586 Global Retail Management	3
GF 600 Organizational Leadership	2
GF 601 Seminar: Mexico	3
GF 603 Capstone IV: Summative Presentations	1
Total Credits	45

## **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 45 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 Global Fashion Management'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, the collection and understanding of data, conducting effective surveys, utilizing concepts learned in the program, and professional presentations. A jury of industry professionals judges the final projects for entry into the final capstone event held in June for an audience of family, faculty, and industry executives.

### **Time Requirement for Degree Completion**

See Scholastic Standing.

### **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 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 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 — Quantitative Methods for Planning and Control**

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.