

Entrepreneurship for the Fashion and Design Industries BS Degree Program

<http://fitnyc.edu/entrepreneurship>

School of Business and Technology

Applications accepted for fall only. NYSSED: 33762 CIP: 52.0799

The major in Entrepreneurship for the Fashion and Design Industries provides students with the knowledge, skills, and mind-set necessary to succeed in new and uncharted business environments. Graduating students are prepared to transform creative ideas into business ventures and to assume leadership positions in entrepreneurial companies. Curriculum below is for the entering class of fall 2022.

Semester 5		Credits		
MAJOR	EP 311 - Introduction to Entrepreneurship	3		choice - see Requirements*: Liberal Arts 3
RELATED	AC 311 - Integrated Marketing Communications Management	3		choice - see Requirements*: Liberal Arts/Other World Civilizations G9 3
AREA	MG 306 - Information Systems: Case Analysis	2		
LIBERAL	MA 321 - Data Analysis for Business Applications*	3		
ARTS	SS 242 - Microeconomics	3		
	choice - see Requirements*: Liberal Arts/Speech	3		
Semester 6				
MAJOR	EP 321 - The Business Plan	3		
AREA	EP 331 - Finance and Accounting for the Non-Financial Manager	3		
LIBERAL	MA 311 - Mathematical Modeling for Business Applications	3		
ARTS	PL 431 - Philosophy: Ethics G7	3		
	choice - see Requirements*: Liberal Arts/Writing	3		
Semester 7				
MAJOR	EP 441 - Converting Innovation into Value	3		
RELATED	FM 303 - Fashion Business Law, FM 324 - Business of Licensing, IN 441 - International Business Law, or IN 443 - International Business Strategies and Fashion Law	3		
LIBERAL	choice - see Requirements*: Liberal Arts/American History G10	3		
ARTS	choice - see Requirements*: Liberal Arts/Economics	3		
	choice - see Requirements*: Liberal Arts/Foreign Language G8	3		
Semester 8				
MAJOR	EP 452 - Entrepreneurship Practicum	3		
AREA	choice - see Requirements*: Internship or Major or Related Area Electives	3		
LIBERAL	choice - see Requirements*: Liberal Arts/Foreign Language	3		
ARTS				
TOTAL CREDIT REQUIREMENTS				
MAJOR AREA				15
RELATED AREA				11
LIBERAL ARTS				36
Total Credits:				62

***Fall 2022 Requirements:** See below.

Liberal Arts: 36 credits

- **American History: 3 credits.** CHOICE of any course that meets General Education American History requirement (G10)
- **Economics: 6 credits.** SS 242 and CHOICE of SS 343, SS 443 or SS 445
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8)
- **Mathematics: 6 credits.** MA 311 and MA 321. MA 222 and Mathematics Proficiency must be completed prior to enrolling in MA 321.
- **Philosophy: 3 credits.** PL 431
- **Other World Civilizations: 3 credits.** CHOICE of SS 354 or SS 374 (either one of which meets General Education Other World Civilizations requirement (G9))
- **Speech: 3 credits.** CHOICE of EN 241, EN 242, EN 244, or EN 342
- **Writing: 3 credits.** CHOICE of EN 321, EN 322, or EN 323

Liberal Arts Elective(s): 3 credits. Select Liberal Arts courses from the following subject areas: AB (Arabic); CH (Chinese); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

Internship or Major or Related Area Electives: 3 credits. CHOICE of IC 497 or DM 321, EP 360, EP 361, EP 362, EP 363/CM 363, FM 300, FM 325, FM 329, FM 361, FM 431, IN 312, IN 313, IN 322 or IN 324

NOTE: Students must have taken the following courses prior to entering the program: AC 111, MG 153, and SS 141

Upon graduating from the Entrepreneurship BS program, students will be skilled in the following:

1. **Company and Project Formation:** Students will be able to develop businesses and/or projects that drive innovation, establish a competitive advantage, and construct business models, all with commercial value.
2. **Business Foundation:** Students will administer the tools and techniques for creating products, services, and/or systems that have commercial value.
3. **Technology:** The combination of innovation and technological competencies will be employed to develop, assess and communicate business ideas in order to be able to provide innovative solutions to business and market problems and the unmet needs for the creative industries.
4. **Critical Thinking:** Students will be able to define and analyze the key components of innovation, products, services and businesses necessary to formulate solutions.
5. **Global Economy:** Students will have the ability to assess diverse market and business needs to meet the changing marketplace dynamics of the global economy.
6. **Leadership/Interpersonal Skills:** Students will be able to construct and employ written, oral and supporting collateral, presentations, skills, techniques, strategies and the materials needed to develop the leadership and interpersonal skills necessary for businesses, programs or ideas.