

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 2023.

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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 504 Capstone II: Legal Principles	2
GF 551 Global Supply Chain and Sourcing	3
GF 584 Seminar: Paris	3
GF 612 Financial Management	3

Semester 3

GF 561 21st Century Marketing	3
GF 585 Seminar: International Production: Culture and Practice	3
GF 602 Capstone III: Applied Research	2
GF 621 Politics and World Trade Today	3

Semester 4

GF 552 Strategic Management	3
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GF 586 Seminar: Current Topics in Retail	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 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, 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.

Travel

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

GF 501 — Seminar: New York

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 551 — Global Supply Chain and Sourcing

3 credits; 3 lecture hours

This course explores the fundamentals and best practices of managing global supply chain and sourcing activities, and current and serious challenges for businesses. Discussion includes designing for circularity, procuring materials, digitizing production, data-driven demand planning, near shoring and global production portfolios, as well as the impact of trade policy on supply chains. Students will learn how a fashion business supply chain is essential to delivering to customers the product(s) and services they expect, and how and when they can expect it.

GF 552 — Strategic Management

3 credits; 3 lecture hours

Through readings, case studies, and a technology-based simulation, students engage with the complexity of why some organizations perform better than others. This course emphasizes the application of multifaceted frameworks to both analyze critical issues impacting organizational outcomes and practice data-driven, strategic and tactical decision-making.

GF 561 — 21st Century Marketing

3 credits; 3 lecture hours

Market analysis, positioning, pricing, branding, and promotion in the digital era. Through engagement with frameworks, case studies, and current multimedia examples, students explore online/offline, local/global, luxury/mass market, and cultural production/consumption tensions. Students develop practical marketing skills while expanding their understanding of marketing history, theory, and ethics.

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: International Production: Culture and Practice

3 credits; 3 lecture hours

Faculty from leading European fashion design and business colleges and universities will present students with an overview of the respective region's systems of production, and the cultures that inspire their industry. Through visits to factories, studios, and museums, all supported by the expertise of industry executives and artisans, students will experience industry standards and technical expertise, and understand value analysis, licensing, consumer demand, and historical foundation, from a modern, contemporary perspective.

GF 586 — Seminar: Current Topics in Retail

3 credits; 3 lecture hours

Through the lens of highly experienced retail leaders and within an interactive class environment, a series of speakers will discuss their expertise in creating, managing, analyzing, growing and investing in modern retail businesses. Students will focus on a different business case and theme each week, and topics and guests will change and evolve based on current issues and the business environment. Prerequisite(s): GF 581.

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 — Financial Management

3 credits; 3 lecture hours

Costing, funding, financial analysis, and financial planning for the general manager. Both qualitative and quantitative methods of analysis are employed with an emphasis on using Excel. Applications include case studies, current events, and student capstone projects.

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.