

# Fashion Business Management One-Year AAS Degree Program

<http://fitnyc.edu/fmm>

## 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 2024.

| Semester 1                |   | Credits |
|---------------------------|---|---------|
| MAJOR AREA                | FM 100 - Fashion Industry Fundamentals                | 3       |
|                           | FM 110 - Product Elements and Principles              | 2       |
|                           | FM 116 - Fashion Business Practices                   | 3       |
|                           | FM 203 - Business Intelligence in Planning and Buying | 3       |
|                           | FM 245 - Fashion Forecasting and Trend Analytics      | 3       |
|                           | choice - see Major Area Elective*                     | 3       |
| RELATED AREA              | TS 110 - Product Elements and Principles Laboratory   | 2       |
| Semester 2                |   |         |
| MAJOR AREA                | FM 204 - Innovation in Product Development            | 3       |
|                           | FM 205 - Fashion Marketing and Digital Technology     | 3       |
|                           | FM 206 - Strategies of Merchandising                  | 3       |
|                           | FM 207 - Retail Strategies                            | 3       |
|                           | choice- see Major Area Elective*                      | 3       |
| RELATED AREA              | choice- see Related Area Elective*                    | 1.5-3   |
| TOTAL CREDIT REQUIREMENTS |   |         |
| MAJOR AREA                |   | 32      |
| RELATED AREA              |   | 3.5-5   |
| Total Credits:            |   | 35.5-37 |

**\*Fall 2024 Requirements:** See below.

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

CHOICE of one (1) course: FM 144, FM 201, FM 213, FM 222, FM 223, FM 226, FM 228, FM 231, or FM 251

### Related Area Elective(s): 1.5-3 credits

CHOICE of one (1) course: AC 111, AC 141, AC 171, AR 101, AR 115, CM 251, DE 101, HD 111, HP 201, IC 297, ID 103, JD 101, MG 153, PH 118, PH 162, PM 121, TD 112, TS 215, or TT 261

### Online Degree Option

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

Upon graduating from the Fashion Business Management One-Year 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.