

Fashion Business Management BS Degree Program

<http://fitnyc.edu/fbm>

School of Business and Technology

Applications accepted for fall and spring. NYS ED: 20789 CIP: 52.1902

The major in Fashion Business Management equips students with the knowledge and skills required to compete in today's international marketplace. Students are prepared to assume positions in the omnichannels of retailing, as buyers, sales managers, planners, and product developers, as well as positions in the wholesale and merchandising areas. Curriculum below is for the entering class of fall 2025.

Semester 5 Credits

MAJOR	FM 312 - Innovative Business	3
AREA	Leadership	
	FM 326 - Circular Economy for Sustainable Fashion Business	3
	FM 330 - Fashion Analytics & Data Insights	2
LIBERAL ARTS	EN 321 - Strategies of Business Communication	3
	MA 321 - Data Analysis for Business Applications or MA 322 - Statistics, Machine Learning, and Data Mining	3
	choice - see Liberal Arts / Foreign Language G8	3

Semester 6

LIBERAL ARTS	EC 242 - Microeconomics	3
	MA 300 - The Mathematics of Financial Life Management, MA 311 - Mathematical Modeling for Business Applications, or MA 331 - Calculus	3
	choice - see Liberal Arts / Foreign Language	3
	choice - see Liberal Arts / Speech	3
ELECTIVES	choice - see Major/Related Area/ Electives	3

Semester 7

MAJOR AREA	FM 424 - Global Merchandising	3
LIBERAL ARTS	choice - see Liberal Arts / Economics	3
	choice - see Liberal Arts / Social Science	3
ELECTIVES	choice - see Major/Related Area/ Electives/Internship	6

Semester 8

MAJOR AREA	FM 422 - Merchandising Strategies	3
LIBERAL ARTS	choice - see Liberal Arts Elective	6
	PL 300 - Business Ethics	3
ELECTIVES	choice - see Major/Related Area Electives/Internship	3

TOTAL CREDIT REQUIREMENTS

ELECTIVES	12
MAJOR AREA	14
LIBERAL ARTS	36
Total Credits:	62

Fall 2025 Requirements: See below.

Liberal Arts and Sciences Course Content Requirements (24 AAS credits* + 36 BS credits = 60 credits total)

- **English: 12 credits.**
 - EN 131* (or EN 121 transferred or taken prior to Fall 2024)
 - CHOICE of any 200- or 300-level EN literature or speech course*
 - Choice of EN 241, EN 242, EN 243, EN 245, EN 306 or EN 342
 - EN 321
- **Economics: 9 credits.**
 - EC 141*
 - EC 242
 - CHOICE of EC 302, EC 339, EC 343, EC 345, EC 442, EC 443, EC 445 or EC 446 or any other 300- to 400-level Economics course.
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet the General Education Foreign Language requirement (G8).
- **Mathematics: 9 credits.**
 - MA 222*
 - CHOICE of MA 321 or MA 322
 - CHOICE of MA 300 or MA 311, or MA 331
- **Natural Science: 3 credits.** CHOICE of any SC that meets SUNY (G3)*

- **Philosophy: 3 credits.**
 - PL 300
- **Other World Civilizations: 3 credits.**
CHOICE of PC 354 or SO 374 (either one of these meets General Education Other World Civilizations requirement (G9))

Liberal Arts Elective(s): 15 credits.*

Select two (2) courses from Liberal Arts courses from the following subject areas: AB (Arabic); CH (Chinese); EC (Economics); 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); PC (Political Science); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); PY (Psychology); SC (Science); SO (Sociology); SP (Spanish); and SS (Social Sciences).

Major/Related Area Elective(s)/Internship:

12 credits. CHOICE of four electives, or three electives and one internship for 12 credits total: FM 300, FM 303, FM 304, FM 305, FM 322, FM 324, FM 325, FM 328, FM 331, FM 341, FM 351, FM 363, FM 423, FM 431, FM 441, FM 492, FM 499, or EP 311.

Internship: IC 497

Evening/Weekend Option:

A four-semester evening/weekend option 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.

NOTE: Students must have taken the following courses prior to entering the program: FM 100, FM 203, FM 204, FM 206, TS 111, MA 222, and EC 141.

****Credits from AAS will apply as appropriate***

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

Upon graduating from the Fashion Business Management BS program, students will be skilled in the following:

1. **Business Fundamentals:** Students will be able to make informed decisions utilizing current technology and business methodology to assess, analyze and solve current and predicted situations and opportunities connected to Fashion Business Management.
2. **Communication:** Students will be able to effectively express judgements, and propose and support innovative business decisions through coherent written and verbal skills, utilizing the proper industry terminology.
3. **Globalism:** Students will have the ability to assess markets, make buys, manage production, communicate business needs and identify changing supply chain scenarios in a global workplace environment.
4. **Technology:** Students will combine innovative thinking and technological competence to develop, assess and present business information using various sources including the Internet, secondary databases and other tools as well as proficiency in specific computer skills such as Microsoft Excel.
5. **Research and Critical Thinking:** Through innovative and resourceful research of primary, secondary and tertiary data, students will be able to evaluate and process information gathered to arrive at decisions which are both sound and creative and which demonstrate analytical thought.
6. **Product Commercialization:** Students will demonstrate in depth knowledge of the functions of product development, the merchandising of a line, the merchandising of a department, and the supporting marketing mechanisms.
7. **Retailing/ Wholesaling:** Students will gain knowledge of the mechanics required for interaction between the wholesale and retail parts of the

business and will be able to interact professionally with retail and wholesale executives to solidify that knowledge and make career choices.