Global Fashion Management

NYSED: 28922 HEGIS: 0599

The 36-credit, full-time Global Fashion Management program is offered in collaboration with Hong Kong Polytechnic University in Hong Kong and the Institut Francais de la Mode in Paris. Its purpose is to prepare current fashion executives for senior managerial positions. The curriculum includes courses in production management and the supply chain, global marketing and fashion brand management, current technologies in the fashion industry, international team management, international culture and business, challenges to profitability, politics, and world trade, and three seminar courses taught at the participating institutions. The course of study is completed in a three-semester period. Graduating students are prepared for advancement within their sectors of the fashion industry.

PAMELA ELLSWORTH, Associate Chairperson
212 217.4304, pamela_ellsworth@fitnyc.edu
fitnyc.edu/gfm

COURSE OF STUDY

Semester 1
GF 511 Fashion for Global Markets 3
GF 552 Business Policy 3
GF 581 Seminar: New York 3
GF 583 Culture and International Business 3

Semester 2
GF 561 Global Marketing and Fashion Brand Management 3
GF 584 Seminar: Paris 3
GF 586 Global Retail Management 3
GF 691 Capstone Seminar 3

Semester 3
CF 513 Corporate Finance for Managers 3
GF 551 Production Management and Supply Chain 3
GF 585 Seminar: Hong Kong 3
GF 621 Politics and World Trade Today 3

Total Credits 36

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 will be sent a warning notice for the first term that the 3.0 GPA is not achieved. A second term with a GPA below 3.0 will result in a limitation of registration credits or possible dismissal from the program. A final GPA of 3.0 is required for graduation. Each degree program also has specific requirements for graduation.

ADVANCEMENT TO DEGREE CANDIDACY

Requirements for Candidacy:
See each program’s specific degree requirements.

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.

Maintenance of Matriculation:
To maintain matriculation, a degree candidate must register each semester following entry into a program for either (a) at least one approved course or (b) maintenance of matriculation. If a student does not maintain continuous matriculation, or does not complete all degree requirements
in the time allowed, that student will be required to apply for readmission to the program following
the procedures and requirements listed in the catalogue of the readmission year. If readmission is
granted, the student will also be required to pay all delinquent maintenance of matriculation fees
prior to being awarded the degree.

Degree Requirements

General

For admittance to degree candidacy, students must have satisfied all prerequisites, completed a
minimum of 36 approved course credits, achieved a final grade point average (GPA) of 3.0, and
successfully completed the capstone seminar. Students must have advanced to degree candidacy
before being permitted to attend graduation ceremonies

Capstone Project

Student groups are presented with management challenges that reflect current industry practices
and trends, and must develop creative solutions that involve all aspects of a corporate organization.
Emphasis is placed upon global business concerns, including merchandising, sourcing, marketing,
financial management, and leadership. Groups are graded on their ability to react quickly and
cohesively, analysis of the issues from the perspectives of the corporate environment, utilization
of the concepts learned in the program, and presentation skills.

Time Requirement for Degree Completion

Students matriculate on a full-time basis, and have three semesters to complete all degree
requirements, including the capstone project. Extensions may be granted to degree candidates, on
a case-by-case basis, at the discretion of the chairperson.

Travel

Please note, students in the GFM program should budget for the mandatory trips to Europe and
Asia as these expenses are not covered by tuition.

Brooke Carlson, Assistant Professor, Cosmetics and Fragrance Marketing and Management BS,
MBA, Sacred Heart University; ScD, University of New Haven; president, Beauty Strategies LLC;
former general manager and senior marketing executive at leading global beauty companies

Praveen Chaudhry, Assistant Professor, Social Sciences BA, MA, MPhil, University of Delhi; PhD,
University of Pennsylvania

Robert Day, Adjunct Instructor, Global Fashion Management BA, Yale University; MA, University of
California Berkeley

Pamela Ellsworth, Associate Chairperson, Global Fashion Management BS, Cornell University;
MPS, Fashion Institute of Technology

Robin Lewis, Adjunct Instructor, Global Fashion Management BS, Northwestern University; Robin
Lewis Inc.

Tom Nastos, Adjunct Instructor, Global Fashion Management BA, Fashion Institute of Technology;
president, Endurance LLC and ENK International

Jeanette Nostra, Adjunct Instructor, Global Fashion Management BS, Goddard University;
president, G-III Apparel Group, Ltd.

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

GF 561 — Global Marketing and Fashion Brand Management  
3 credits; 3 lecture hours  
Explores the challenges facing apparel manufacturers and retailers in penetrating multinational markets. Focuses on analysis of successful examples of international brand profusion. Topics covered include: analyzing potential of global markets, identifying the target consumer and the competition, brand positioning, market testing, centralization vs. localization, customization, licensing vs. vertical, launch strategies, distribution and logistical challenges, and marketing campaigns for introduction. Students will formulate an original marketing plan for the worldwide distribution of a hypothetical brand.

GF 571 — Current Technology Fashion Industry  
3 credits; 3 lecture hours  
Explores current technologies used in the fashion industry for communications, product development, logistics and retail management. Includes lectures and demonstrations by industry experts and representatives from technology companies.

GF 581 — Seminar: New York  
3 credits; 3 lecture hours  
One of three intensive international seminars. In each, graduate students for FIT; Hong Kong Polytechnic University, Hong Kong; and Institut Francais de la Mode, Paris, convene for two weeks at one of the participating institutions for lectures and site visits that explore aspects of the fashion industry specific to that city and region. Topics covered include fashion influences and trend spotting, consumer behavior, major retailers and their strategies for success, and production capabilities.

GF 582 — International Team Management  
3 credits; 3 lecture hours  
Provides the leadership and decision-making skills necessary for productive international team leaders. Explores creation of and management strategies for high-performance global teams. Includes assigned reading, discussions, class exercises and individual and group assignments. Covers management strategies including facilitating effectiveness, utilizing peer feedback, and analyzing the group process.

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
One of three intensive international seminars. In each, graduate students for FIT; Hong Kong Polytechnic University, Hong Kong; and Institut Francais de la Moda, Paris, convene for two weeks at one of the participating institutions for lectures and site visits that explore aspects of the fashion industry specific to that city and region. Topics covered include fashion influences and trend spotting, consumer behavior, major retailers and their strategies for success, and production capabilities. Parisian emphasis on marketing of luxury goods.

GF 585 — Seminar: Hong Kong
3 credits; 3 lecture hours
One of three intensive international seminars. In each, graduate students for FIT; Hong Kong Polytechnic University, Hong Kong; and Institut Francais de la Moda, Paris, convene for two weeks at one of the participating institutions for lectures and site visits that explore aspects of the fashion industry specific to that city and region. Topics covered include fashion influences and trend spotting, consumer behavior, major retailers and their strategies for success, and production capabilities. Hong Kong emphasis on manufacturing and how current technology affects the production and the supply chain.

GF 586 — Global Retail Management
3 credits; 3 lecture hours

GF 599 — Independent Study Global Fashion Management
1-3 credit

GF 612 — Challenges of Profitability
3 credits; 3 lecture hours

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 631 — Special Topics
3 credits; 3 lecture hours
A comprehensive analysis of the "third" and "final" wave of retailing and the transcendence of "Brandscendentalism" over traditional business models for the 21st century consumer. Includes an overview of the century-long evolution of the "three waves" of retailing and their impact on retail and consumer landscapes. The importance of conversion to "Brandscendentalism" for retailers and wholesalers is discussed, as well as theories on how to successfully implement these changes.

GF 681 — Seminar in Emerging Markets
3 credits; 3 lecture hours

GF 691 — Capstone Seminar
3 credits; 3 lecture hours
The students in the Capstone Seminar will use PowerPoint storyboards, graphs and charts, as well as a written component, to demonstrate the functional, informational, and critical thinking skills acquired throughout the program. Topics for the presentations will be developed by the associate chair of the department, on the advice of executives, to demonstrate the ability of the students to act as managers in industry. In the capstone seminar, emphasis will be placed on global business concerns for the 21st century, including merchandising, sourcing, marketing, financial management, and leadership. The capstone project is intended as the final, cross-disciplinary test of the management skills developed by the students in their graduate program.