

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 2022.

Semester 5 Credits

MAJOR AREA	FM 326 - Sustainability in Fashion Merchandising	3
	FM 330 - Data Insights and Fashion Analytics	2
	FM 361 - Leadership Development for Retailing	3
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	SS 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 2022 Requirements:** See below.

Liberal Arts: 36 credits

- **English: 6 credits.** EN 321 and CHOICE of EN 241, EN 242, EN 243, EN 244, EN 245, EN 306 or EN 342
- **Economics: 6 credits.** SS 242 and CHOICE of SS 302, SS 339, SS 343, SS 345, SS 442, SS 443, SS 445 or SS 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: 6 credits.** Students must complete MA 222 prior to enrolling in CHOICE of MA 321 or MA 322 in the fifth semester. CHOICE of MA 300 or MA 311, or MA 331 in sixth semester.
- **Philosophy: 3 credits.** PL 300
- **Other World Civilizations: 3 credits.** CHOICE of SS 354 or SS 374 (either one of these meets General Education Other World Civilizations requirement (G9))

Liberal Arts Elective(s): 6 credits. Select two (2) courses from 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).

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 341, FM 362, 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 114 or FM 203, FM 244 or FM 204, FM 206 or TS 111, MA 222, and SS 141

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.