

Undergraduate Program Requirements

Fashion Studies Program Requirements

Currently displaying program requirements for academic year: UNDG 2015-2016 ▼

Fashion Business BA 2015

42 credits required.

Grade of "C" or better required in all major courses.

Upon successful completion of this program, students will be able to:

- Demonstrate an understanding of the fashion business principles, terms, and research methods utilized by industry professionals.
- Analyze product quality, pricing, promotion, target markets, trends, opportunities, and challenges and evaluate their impact in the field.
- Articulate the cultural, ethical, and economic significance of fashion production and consumption in a global marketplace.
- Work collaboratively in creative teams that develop leadership skills and foster an understanding of entrepreneurship strategies.
- Apply critical thinking, organization, marketing, communication, and decision-making skills.

Fashion Business BA

First Year

Courses: 4/4

Course	Title	Credits	Grade
27-1100	Introduction to Fashion Studies	3	C
28-1110	Introduction to Management	3	C
28-1112	Managerial Economics	3	C
27-1900	Fashion Design Principles	3	C

Second Year

Courses: 4/4

Course	Title	Credits	Grade
28-1115	Entertainment Marketing	3	C
27-2915	Apparel Evaluation	3	C
28-2120	Writing for Managers	3	C
27-2910	Applied Concepts in Fashion Business	3	C

Third Year

Courses: 4/4

Course	Title	Credits	Grade
28-2110	Accounting	3	C
28-3110	Finance	3	C
28-3130	Entrepreneurship	3	C
27-3910	Merchandising: Concept to Consumer	3	C

Fourth Year

Courses: 2/2

Course	Title	Credits	Grade
28-3511	Leadership	3	C
27-3970	Decision Making for Fashion Business:	3	C

This page displays information from the OASIS Catalog.

The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in each of their respective schools.