Undergraduate Program Requirements

Fashion Studies Program Requirements

Currently displaying program requirements for academic year: | UNDG 2013-2014 ▼ |

Fashion Business BA 2013

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 Semester		Courses:	2/2
Course	Title	Credits	Grade
28-1110	**Introduction to Management**	**3**	**C**
27-1910	**Intro to Fashion Business**	**3**	**C**

Second Semester		Courses:	2/2
Course	Title	Credits	Grade
28-1112	**Managerial Economics**	**3**	**C**
27-1900	**Fashion Design Principles**	**3**	**C**

Third Semester		Courses:	2/2
Course	Title	Credits	Grade
28-1115	**Entertainment Marketing**	**3**	**C**
27-2915	**Fashion Product Evaluation**	**3**	**C**

Fourth Semester		Courses:	2/2
Course	Title	Credits	Grade
28-2120	**Writing for Managers**	**3**	**C**
27-2940	**Retail Management**	**3**	**C**

Fifth Semester		Courses:	2/2
Course	Title	Credits	Grade

28-2110	**Accounting**	**3**	**C**
28-3130	**Entrepreneurship**	**3**	**C**

Sixth Semester		Courses:	2/2
Course	Title	Credits	Grade
28-3110	**Finance**	**3**	**C**
27-3910	**Merchandising: Concept to Consumer**	**3**	**C**

Seventh Semester		Courses:	1/1
Course	Title	Credits	Grade
28-3511	**Leadership**	**3**	**C**

Eight Semester		Courses:	1/1
Course	Title	Credits	Grade
27-3970	**Decision Making for Fashion Business:**	**3**	**C**

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