

# Fashion Business Management One-Year AAS Degree Program

## School of Business and Technology

Applications accepted for fall and spring. NYSED: 00828 CIP: 52.1902

The major in Fashion Business Management provides students with the knowledge and skills necessary for assuming positions in the merchandising industry in areas such as buying, sales, product development, creative fashion presentation, retail management, and marketing. Curriculum below is for the entering class of fall 2021.

Semester 1		Credits
MAJOR AREA	FM 108 - First Year Experience I	3
	FM 110 - Product Elements and Principles	2
	FM 116 - Fashion Business Practices	3
	FM 203 - Business Intelligence in Planning and Buying	3
	FM 245 - Fashion Forecasting for Merchandisers	3
RELATED AREA	TS 110 - Product Elements and Principles Laboratory choice - see Related Area Elective*	1 1.5-3
Semester 2		Credits
MAJOR AREA	FM 109 - First Year Experience II	3
	FM 204 - Innovation in Product Development	3
	FM 205 - Fashion Marketing and Digital Technology	3
	FM 206 - Strategies of Merchandising	3
	FM 207 - Retail Strategies choice - see Major Area Elective*	3 3
TOTAL CREDIT REQUIREMENTS		Credits
MAJOR AREA		32
RELATED AREA		2.5-4
Total Credits:		34.5-36

\*Fall 2021 Requirements: See below.

### Major Area Elective(s): 3 credits

CHOICE of one (1) course: FM 144, 201, 212, 213, 222, **223**, 226, 228, FM 231, or 251

### Related Area Elective(s): 1.5-3 credits

CHOICE of one (1)

course: AC 111, AC 141, AC 171, AR 101, AR 115, DE 101, HD 111, HP 201, IC 297, ID 103, JD 101, PH 118, or TT 261

#### **FM 108 — First Year Experience I** (3 credits; 2 lecture and 2 lab hours)

This course is part one of a two-part first year experience course that covers the evolution of fashion and the relationships between fashion industry sectors. Students begin to formulate their career path and understand the importance of "Brand You" Technology platforms widely used in the industry are introduced to provide the skills for a successful college introduction to fashion business management.

#### **FM 110 — Product Elements and Principles** (2 credits; 2 lecture hours)

Students learn the key components necessary for development of fashion apparel products. They gain experience in identifying apparel construction techniques, fabric strategies, product processes, bill of materials (costing), global sourcing, and learn key apparel terminology to develop garment prototypes. Corequisite(s): TS 110.

#### **FASH355-> FM 116 — Fashion Business Practices** (3 credits; 3 lecture hours)

A comprehensive introduction to the modern fashion business environment with insight to the structures, finances, management, leadership, organization and ethical responsibilities of varied global fashion enterprises. Emphasis is placed on careers, job descriptions and the preparation necessary for a successful career in the fashion business.

**FASH330->****FM 203 — Business Intelligence in Planning and Buying** (3 credits; 3 lecture hours)

This course addresses business analytics used by merchants, product developers, planners, wholesale sales, and more. Students are prepared to think critically, measure, and analyze the financial elements (key performance indicators) used in the fashion business.

Prerequisite(s): Mathematics Proficiency.

**FM 245 — Fashion Forecasting for Merchandisers** (3 credits; 3 lecture hours)

Students explore and apply various forecast research methods in preparation for developing, planning, purchasing, or merchandising apparel lines and collections. Using the case study method, trend research is evaluated through the use of scholarly texts, articles, databases, and relevant websites to identify opportunities for growth and profitability in a fashion business.

**TS 110 — Product Elements and Principles Laboratory** (1 credit; 2 lab hours)

This course is the lab component for FM 110. This course focuses on the understanding of textiles (knit and woven), and the details to consider when building a product in the Men's, Women's and Children's apparel businesses.

Corequisite(s): FM 110.

**FM 109 — First Year Experience II** (3 credits; 2 lecture and 2 lab hours)

This course is the second part of the first year experience series. Students delve into the history of retailing and retailers, and concentrate on retailer strategies and positioning with relation to various store types. They explore the global supply chain from concept to consumer with a focus on sustainability and ethics.

Prerequisite(s): FM 108.

**FASH433->****FM 204 — Innovation in Product Development** (3 credits; 3 lecture hours)

Introduces students to the processes of apparel product development, including planning, forecasting, fabric, silhouette, size specifications, pricing, and sourcing. Students examine the best practices and innovative approaches for apparel product development in the apparel fashion industry in order to compete in today's competitive retail environment.

Prerequisite(s): FM 110.

**FM 205 — Fashion Marketing and Digital Technology** (3 credits; 3 lecture hours)

Focuses on marketing in the context of the global fashion industry. Topics include research, analysis, market segmentation, target customer identification, the marketing mix, strategic planning, brand strategy and positioning, customer relationships, social media, and mobile marketing, as well as the use of online analytics and new technologies.

**FM 206 — Strategies of Merchandising** (3 credits; 3 lecture hours)

Focuses on various merchandising decision-making paths used in the fashion industry. They review a variety of businesses and develop hands-on strategies targeted to achieve business goals. A succession of team-driven strategies is developed, culminating in the creation of a business ePortfolio that illustrates their business knowledge and career objectives.

Prerequisite(s): FM 203.

**FM 207 — Retail Strategies** (3 credits; 3 lecture hours)

Explores current practices in the retail industry. Topics and disciplines include retail landscape, channel classification, industry segments, retail market strategies, data analytics, customer relationship management, financial strategy, supply chain structures and retail management.

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**MUST register for FM223 (Major Area Elective)****COMM212****FM 223 — Creative Fashion Presentations** (3 credits; 3 lecture hours)

Students prepare and present fashion information through clinics, shows, and written communiques. They learn how to research, analyze, and forecast fashion trends. Awareness of career opportunities in the fashion industries is fostered.

Prerequisite(s): FM 108.