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Fashion Merchandising and Management Bachelor of Business Administration Degree (B.B.A.)

Course Requirements

MAJOR COURSES

FAS101 Introduction to the Fashion Business Qtr. hrs. credit
4

Provides an overview of the fashion industry and its global reach, familiarizing students with fashion history, product development, manufacturing, marketing, and sales. Various fashion careers and opportunities are explored.

FAS224 Fashion Product Knowledge 4

Provides an overview of key business categories within fashion, including women's, men's, and children's ready-to-wear, accessories, shoes, innerwear, and outerwear, with a focus on consumer behaviors, needs, marketing, and sales. Students are also introduced to the basics of home furnishings, beauty, and cosmetics.

Prerequisite: FAS101

FAS230 Fashion Textiles for Apparel and Home 4

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

FAS240 Visual Merchandising 4

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

FAS245 Merchandise Planning and Buying 4

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring markups, markdowns, open-to-buy, and terms of sales.

FAS250 Product Lifecycle Management and Sustainability 4

Students are introduced to supply chain management and sourcing in a global fashion environment, with a focus on sustainable business models and practices. Various cloud-based technologies and software programs are utilized.

Prerequisites: CIS115, FAS245

FAS261 Trend Analysis and Product Development 4

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact on fashion product development from concept to consumer. Students will

examine the merchandising process and learn to apply business strategies to achieve profitability.

Prerequisites: FAS101, FAS230, MKT220

FAS335 Omni-Channel Retail Management 4

This course provides an in-depth analysis of omni-channel retailing. Students learn to develop and manage a layered, digitally connected shopping experience across multiple channels, including brick and mortar, catalog, e-commerce, and mobile.

Prerequisite: MKT220

FAS416 Fashion E-Commerce and Interactive Media 4

Within the framework of omni-channel retailing, this course focuses on the development and management of an online retail operation, concentrating on design, back-end services, operations, distribution, customer service, and global scalability. Students learn strategies to build effective interactive media marketing strategies, including social media and search engine optimization.

Prerequisite: FAS335

FAS475 Fashion Capstone 4

This course provides students an opportunity to combine skills learned in previous courses to analyze, design, and develop successful fashion business strategies, focusing on operations management, human resources, financial performance, and market impact. This course will emphasize ethics, diversity, technology, and globalization.

Prerequisites: FAS250, FAS261, FAS335

MGT220 Principles of Management 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

MKT220 Principles of Marketing 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.

MKT241 Consumer Behavior 4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

Fashion or Management or Marketing Upper Division Elective 4

BUSINESS COURSES

ACC110 Fundamentals of Accounting for Managers 4

Covers basic financial accounting elements, definitions, and

statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

ACC113 Managerial Accounting 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

BUS100 Business Organization and Management 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

BUS226 Career Management Seminar 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

BUS231 Business Law I 4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

BUS483 Internship 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

CIS115 Computer Applications 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

FIN301 Principles of Finance I 4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

IBS201 International Business 4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

LIBERAL ARTS COURSES*

ENG105 Expository Writing

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision, and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

ENG106 Writing Through Literature

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

ENG115 Public Speaking

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

ENG315 Writing for the Workplace

4

Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students will build their reading, writing, and researching skills, while reinforcing the fundamental concepts and current developments associated with the areas of their respective majors.

Prerequisite: ENG106

GEC123 Introduction to Applied Psychology

4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

MAT211 College Algebra

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

MAT212 Mathematics with Business Applications

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.

Prerequisite: CSK099 or placement

MAT215 Statistics I 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

SOC201 Macroeconomics 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

SOC202 Microeconomics 4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms, and wages of individual workers.

Prerequisite: SOC201

SOC231 Human Relations in the Workforce 4

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with coworkers, supervisors, and customers/clients at any work environment. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

Humanities Elective 4

Mathematics/Science Elective 4

Social Science Electives 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

FREE ELECTIVES 22

180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

*16 Liberal Arts credits must be at the 300/400 level.

SAMPLE PROGRAM SEQUENCE

- 1 **B.B.A., Fashion Merchandising and Management New Jersey Program
Statistics**
- 1 **B.B.A., Fashion Merchandising and Management New York Program
Statistics**