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Fashion Merchandising and Management Associate in Applied Science Degree (A.A.S.)

Course Requirements

MAJOR COURSES	Qtr. hrs. credit
FAS101 Introduction to the Fashion Business	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

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

BUSINESS COURSES
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.

BUS293 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.

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

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.

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

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.

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.

General Education Core Humanities Elective   4

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90 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.

SAMPLE PROGRAM SEQUENCE

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