

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

Not all programs are offered for completion at each campus or through Berkeley College Online®. Please review the academic program pages (BerkeleyCollege.edu/academics.htm) for information on where each program is offered. Additionally, all students may be required to take some courses at another campus or online. The Career Development and Internship courses are only offered online.

SAMPLE PROGRAM SEQUENCE

| | Semester Credits | | Semester Credits |
|------------------------|--|-------------------------|---|
| FIRST SEMESTER | | FIFTH SEMESTER | |
| FAS1101 | Introduction to the Fashion Business 3 | FAS3335 | Omni-Channel Retail Management 3 |
| MGT2220 | Principles of Management..... 3 | ECO2200 | Principles of Economics 3 |
| CIS1115 | Computer Applications..... 3 | BUS2231 | Business Law I..... 3 |
| SOC1123 | Psychology of Adjustment..... 3 | CIS2201 | Advanced Spreadsheets 3 |
| ENG1105 | Writing and Research 3 | | Fashion Elective..... 3 |
| SECOND SEMESTER | | SIXTH SEMESTER | |
| FAS2230 | Fashion Textiles for Apparel and Home..... 3 | FAS3365 | Interactive Fashion Communication 3 |
| ACC1111 | Financial Accounting I 3 | FIN3302 | Corporate Finance..... 3 |
| CDV2000 | Career Development I..... 3 | ENG2215 | Public Speaking..... 3 |
| ENG2205 | Writing Through Literature 3 | ENG3315 | Advanced Writing 3 |
| MAT2215 | Statistics I 3 | CDV3000 | Career Development II..... 3 |
| THIRD SEMESTER | | SEVENTH SEMESTER | |
| FAS2245 | Merchandise Planning and Buying 3 | | Fashion Elective..... 3 |
| IBS2201 | International Business 3 | | English Elective..... 3 |
| MKT2220 | Principles of Marketing 3 | | Science Elective 3 |
| SOC2231 | Human Relations 3 | | Liberal Arts Elective 3 |
| HUM2225 | Introduction to Ethics 3 | | Free Elective 3 |
| FOURTH SEMESTER | | EIGHTH SEMESTER | |
| FAS2261 | Trend Analysis and Product Development 3 | BUS4483 | Internship..... 3 |
| | Mathematics/Science Elective 3 | FAS4475 | Fashion Innovation Capstone..... 3 |
| | Fashion Elective..... 3 | | Social Science Elective..... 3 |
| | Free Electives 6 | | Liberal Arts Elective 3 |
| | | | Free Elective 3 |

This program also requires students to obtain specific supplies, the cost of which totals approximately \$89.00. Detailed, itemized information describing the required supplies and listing typical prices for each such item is available at BerkeleyStore. Berkeley- College.edu and/or BerkeleyCollege.edu/gainful-employment/bba_fashion_marketing_and_management_nj_statistics.htm and BerkeleyCollege.edu/gainful-employment/bba_fashion_market-ing_management_ny_statistics.htm.

120 SEMESTER CREDITS
REQUIRED FOR GRADUATION

NOTE: 12 credits of Liberal Arts Electives must be at the 3000/4000 level. Nine credits of Fashion Electives must be at 3000/4000 level.

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student's program, and may result in increased costs to a student.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/gainful-employment/bba_fashion_marketing_and_management_nj_statistics.htm and BerkeleyCollege.edu/gainful-employment/bba_fashion_marketing_management_ny_statistics.htm.