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

## Course Requirements

<table>
<thead>
<tr>
<th>MAJOR COURSES</th>
<th>Qtr. hrs. credit</th>
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<tbody>
<tr>
<td><strong>FAS101 Introduction to the Fashion Business</strong></td>
<td>4</td>
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<tr>
<td>Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.</td>
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| **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 Computer Applications in the Fashion Industry** | 4 |
| An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive. |

Prerequisites: CIS115, FAS245
FAS256 Product Development

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

FAS260 Fashion Forecasting

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

FAS312 Marketing Accessories, Home, and Cosmetics

An introduction to product information related to fashion accessories, home furnishings (carpets, linens, dinnerware, tableware, and lighting), and cosmetics. Students research merchandise classifications and present comprehensive reports following current fashion trends in these classifications.

Prerequisite: FAS230

FAS335 Retail Management

Provides an in-depth analysis of the nature of distribution channels and their management. Topics include channel behavior; channel design; selection, motivation, and control of channel members; types of retailers; retailer marketing decisions; the future of retailing; and wholesaling.

Prerequisite: MKT220

FAS427 Operations Management in the Fashion Business

Examines the production and operations management system in the fashion industry from the perspective of its ability to enhance value. Course will explore the issues of performance, cost, competitive reactions, and customer expectations and emphasize current management topics, such as ethics, diversity, technology, and globalization.

Prerequisite: MGT220
MGT220 Principles of Management

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

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 introduction to marketing research and consumer behavior.

MKT241 Consumer Behavior

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

BUSINESS COURSES

ACC110 Fundamentals of Accounting for Managers

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

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

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**

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 e-portfolio.

**BUS231 Business Law I**

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**

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

**FIN301 Principles of Finance I**

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**

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

**CIS115 Computer Applications**

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

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.

Prerequisites: CSK099 or placement

**MAT215 Statistics I**

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**

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**

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.

Prerequisites: SOC201

**SOC225 Psychology**

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

**Humanities Electives**

**Mathematics/Science Electives**

**Social Science Electives**

**General Education Core Humanities Elective**

**General Education Core Mathematics/Science Elective**

**General Education Core Social Science Elective**
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.

Program Statistics