

# CURRICULUM: B.S.B.A. in Fashion Merchandising

Four Year Curriculum Guide (Beginning with the 2023 catalog)

## YEAR 1 - FALL SEMESTER

| Course #     | Title                              | CR        |
|--------------|------------------------------------|-----------|
| ENG 101      | English Composition I (Core 1)     | 3         |
| FM 111       | Fashion Analysis (FA)              | 3         |
| MGT 240      | Introduction to Management         | 3         |
| MIS 221      | Information Technology             | 3         |
| CORE         | Institutional Requirement (Core 2) | 3         |
| <b>Total</b> |                                    | <b>15</b> |

## YEAR 2 - FALL SEMESTER

| Course #     | Title                               | CR        |
|--------------|-------------------------------------|-----------|
| ACCT 201     | Financial Accounting                | 3         |
| CHEM 251     | Molecular Architecture (Core 9)     | 3         |
| ECON 232     | Microeconomics (Core 3)             | 3         |
| FM 317       | Fashion Industry (even FA)          | 3         |
| CORE         | Institutional Requirement (Core 10) | 3         |
| <b>Total</b> |                                     | <b>15</b> |

## Year 3 - FALL SEMESTER

| Course #     | Title                               | CR        |
|--------------|-------------------------------------|-----------|
| FIN 228      | Financial Management                | 3         |
| MGT 319      | Operations Management               | 3         |
| CORE         | Institutional Requirement (Core 11) | 3         |
| FM 417       | Fashion Evolution (even FA)         | 3         |
| MINOR        | Minor Course (1)                    | 3         |
| <b>Total</b> |                                     | <b>15</b> |

## YEAR 4 - FALL SEMESTER

| Course #     | Title                      | CR        |
|--------------|----------------------------|-----------|
| MAJOR        | Major Elective (1)         | 3         |
| FM 430       | Fashion Promotion (odd FA) | 3         |
| MGT 401      | Business Law I             | 3         |
| MGT 489      | Senior Seminar             | 3         |
| MINOR        | Minor Course (2)           | 3         |
| <b>Total</b> |                            | <b>15</b> |

This plan accommodates a 12 credit hour minor.

Refer to program evaluation for verification of program progress.

Institutional Requirements (CORE) - refer to catalog for specific guidelines/course options.

## YEAR 1 - SPRING SEMESTER

| Course #     | Title                              | CR        |
|--------------|------------------------------------|-----------|
| ENG 102      | English Composition II (Core 4)    | 3         |
| FM 112       | Fashion Studio I (odd SP)          | 3         |
| CORE         | Institutional Requirement (Core 7) | 3         |
| MKT 233      | Principles of Marketing            | 3         |
| CORE         | Institutional Requirement (Core 8) | 3         |
| <b>Total</b> |                                    | <b>15</b> |

## YEAR 2 - SPRING SEMESTER

| Course #     | Title                            | CR        |
|--------------|----------------------------------|-----------|
| ACCT 202     | Managerial Accounting            | 3         |
| ECON 233     | Macroeconomics (Core 5)          | 3         |
| FM 211       | Clothing & Culture (even SP)     | 3         |
| FM 316       | Textiles (odd SP)                | 3         |
| MATH 108     | Introductory Statistics (Core 6) | 3         |
| <b>Total</b> |                                  | <b>15</b> |

## YEAR 3 - SPRING SEMESTER

| Course #     | Title                               | CR        |
|--------------|-------------------------------------|-----------|
| MGT 323      | Business Communications             | 3         |
| BUS 339      | Internship                          | 3         |
| FM 416       | Fashion Merchandising (SP)          | 3         |
| CORE         | Institutional Requirement (Core 12) | 3         |
| CORE         | Institutional Requirement (Core 13) | 3         |
| <b>Total</b> |                                     | <b>15</b> |

## YEAR 4 - SPRING SEMESTER

| Course #     | Title                               | CR        |
|--------------|-------------------------------------|-----------|
| MGT 499      | Senior Assessment                   | 1         |
| FM 413       | Fashion Studio II (odd SP)          | 3         |
| MINOR        | Minor Course (3)                    | 3         |
| MINOR        | Minor Course (4)                    | 3         |
| CORE         | Institutional Requirement (Core 14) | 3         |
| CORE         | Institutional Requirement (Core 15) | 3         |
| <b>Total</b> |                                     | <b>16</b> |

**Total Hours 121**



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