

# BACHELOR OF ARTS IN FASHION DESIGN AND B.B.A. IN GENERAL BUSINESS (ENTREPRENEURSHIP EMPHASIS)

**Web Site:** <https://twu.edu/fashion/degree-programs/ba-in-fashion-design-and-bba-in-business-administration/>

The B.A. in Fashion Design and B.B.A. in General Business, Entrepreneurship emphasis (2022-2023) dual degree program provides graduates with the diversity of knowledge and skills necessary to design and sell their own products through a small business in today's competitive economic environment. The Degree Requirements and Plan of Study outlined in this catalog for this dual degree program are specific only to those students that enter the program in Fall 2022, Spring 2023, or Summer 2023.

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

### B.A. in Fashion Design

1. Recognize key fashion and consumer trends, predict those trends based on historic and contemporary components of the fashion industry, and utilize current trend information to complete a market analysis and make product design decisions.
2. Utilize the knowledge and values necessary to make sound decisions about the sourcing and production of fashion products, both domestically and globally, considering current laws and regulations, cultural ethics, trading barriers, global consumerism, and social responsibility.
3. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
4. Design and produce aesthetically pleasing apparel products and integrated fashion apparel collections utilizing basic and complex techniques for construction and fit while demonstrating knowledge of appropriate fabric selection, design principles, the design process, flat pattern making or draping, and line development for specific market segments and target customers.
5. Develop and write product specification sheets that include accurate costing and production details for finished products.
6. Create digital, integrated fashion apparel collections through the use of technical design and line drawings, color stories, line sheets, color and print developments, fashion illustrations and renderings, and computer-based technology.

7. Utilize professional communication and presentation skills to sell designs and products using creative and independent problem solving and conceptual understanding.

### B.B.A. in General Business (Entrepreneurship)

#### General Discipline-Based Skills

1. Strategic planning: B.B.A. General Specific Application- SWOT analysis; CPM; environmental scanning. General Employment Application- Ability to effectively analyze and evaluate the internal and external environment that the firm operates in.
2. Excel Skills: B.B.A. General Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions. General Employment Application- Analyze organization and client data Prepare reports, charts, and other common business uses of Microsoft Excel.
3. Employee motivation: B.B.A. General Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.
4. Budget analysis: B.B.A. General Specific Application- Understanding financial data. General Employment Application- Ability to read financial statements, spreadsheets, tables, and other decision tools used in the workplace.
5. Business communication skills: B.B.A. General Specific Application- Effectively communicate through a variety of mediums and modes. General Employment Application- Effectively communicate information, both written and verbal, to reach the desired needs of the firm.

## Admissions

All applicants must meet the general undergraduate admission requirements (<http://catalog.twu.edu/undergraduate/admission-information/>).

- Admitted TWU students applying to the Fashion Design program will be admitted provisionally until the completion of FT 1013, FT 2013, and FT 2113 with a grade of "C" or higher *during the first enrollment* at TWU or any other collegiate program. The *only* exception to this requirement is withdrawal from FT 1013, FT 2013, or FT 2113 during the first enrollment for a serious issue that prohibits successful completion of the course. A second enrollment is allowed only if the issue had been documented by the student and submitted to the Division Head of Fashion Design and Merchandising prior to withdrawal from the course during the first enrollment. Possible approval for a second enrollment will be made by the Division Head after a face-to-face consultation with the student.
- Students transferring into TWU who previously completed any introductory sewing/apparel construction FT 1013, fashion sketching FT 2013, and/or flat pattern FT 2113 courses at another institution of higher education with grades less than "C" are not eligible for admission to the TWU Fashion Design program unless granted approval by the Division Head after a face-to-face consultation with the student prior to the first semester at TWU.
- Students will be granted full admission to the Fashion Design program once all provisional requirements are met.
- Students not given full admission to the Fashion Design program will be required to complete a change of major.

## Degree Requirements

**Total Semester Credit Hours (SCH): 165**

Major: 111 SCH

**Program Code:** FASHDESGN.BA/BUSADM.BBA; **CIP Code:**  
50.0407.00/52.0201.00

### Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
<b>Total SCHs</b>		<b>42</b>

### Fashion Design Courses Required

Within the fashion design courses required, 36 of the 63 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1013	Principles and Techniques of Design Construction	3
FT 1073	Textiles	3
FT 1083	Fashion Aesthetics, Products, and Industries	3
FT 2013	Fundamentals of Fashion Sketching	3
FT 2033	Principles of Fashion Marketing	3
FT 2113	Techniques of Pattern Design	3
FT 2403	Mass Production Techniques	3
FT 3013 or FT 3173	History of Costume Global Fashion Study	3
FT 3023	Career Development Strategies	3
FT 3043	Global Production and Trade	3
FT 3103	Merchandise Planning and Control	3
FT 3113	Advanced Techniques of Pattern Design	3
FT 3303	Menswear Design and Production	3
FT 3403	Draping and Couture Techniques	3
FT 4033	Fashion Portfolio Development	3
FT 4213	Collection Design and Development	3
FT 4303	Computers in Fashion Design	3
FT 4403	Contemporary Tailored Design	3
FT 4603	Fashion Event Planning and Production	3
FT 4966	Internship in Fashion Design	6
<b>Total SCHs</b>		<b>63</b>

### Business Courses Required

Within the business courses required, 42 of the 48 required hours must be upper-level semester credit hours.

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
ACCT 3103	Cost Accounting	3
BUS 3013	Business Law and Ethics	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3243	Entrepreneurship	3
MGT 3273	Human Resource Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy	3
MGT 4443	Small Business Management	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
MKT 4093	Principles of Selling	3
MKT 4213	Consumer Behavior	3
<b>Total SCHs</b>		<b>48</b>

### Departmental Requirements

Code	Title	SCHs
ART 1303	Drawing Foundations	3
ART 2223	Digital Art Foundations	3
ART 2303	Figure Drawing	3
CSCI 1203	Computing Skills for a Digital World	3

The Additional Program Requirements listed below apply ONLY if not completed through program-suggested general core requirements.

ECO 1013	Principles of Microeconomics (if not completed through general core requirements; the degree requires the completion of 3 hours of Economics from among ECO 1013 and ECO 1023; hours taken substitute for BUS 4093 in major requirements)	
or ECO 1023	Principles of Macroeconomics	
MATH 1703	Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 hours of Math from among MATH 1703 and MATH 2203; hours taken substitute for BUS 4093 in major requirements)	
	or MATH 2203 Business Analysis I	
<b>Total SCHs</b>		<b>12</b>

## Recommended Plan of Study

First Year				Life/Physical Science Core		3
<b>Fall</b>				SCHs		18
FT 1013	Principles and Techniques of Design Construction (This course MUST be taken in the first fall semester of enrollment, and completed with a grade of "C" or higher during the first enrollment.)	TCCN	3	<b>Spring</b>		
FT 1083	Fashion Aesthetics, Products, and Industries		3	FT 3403	Draping and Couture Techniques	3
ART 1303	Drawing Foundations (This course MUST be taken in the first fall semester of enrollment.)	ARTS 1316	3	ACCT 2053	Fundamentals of Accounting II	ACCT 2302 3
ENG 1013	Composition I	ENGL 1301	3	MGT 3003	Principles of Management	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3	BUS 3013	Business Law and Ethics	3
UNIV 1231	Learning Frameworks: The First Year Experience	EDUC 1100, EDUC 1200, EDUC 1300	1	MKT 3113	Principles of Marketing	3
Wellness/Mathematics CAO Core (Fashion Program-suggested course of MATH 1703 is strongly advised to fulfill a prerequisite requirement for business courses.)			2	ART 2223	Digital Art Foundations	ARTS 2348 3
SCHs				SCHs		18
<b>Spring</b>				<b>Summer</b>		
FT 1073	Textiles	TCCN	3	Language, Philosophy, and Culture Core		3
FT 2013	Fundamentals of Fashion Sketching (This course MUST be taken in the first academic year of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3	Social/Behavioral Science Core (Fashion Program-suggested core course of ECO 1013 or ECO 1023 is strongly advised to fulfill a prerequisite requirement for a fashion course.)		3
FT 2113	Techniques of Pattern Design (This course MUST be taken in the first spring semester of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3	SCHs		6
ENG 1023	Composition II	ENGL 1302	3	<b>Third Year</b>		
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3	<b>Fall</b>		
Mathematics Core (Fashion Program-suggested core course of MATH 2203 is strongly advised to fulfill a prerequisite requirement for business courses.)			3	FT 3043	Global Production and Trade	3
SCHs				SCHs		18
<b>Summer</b>				<b>Spring</b>		
POLS 2013	U.S. National Government	GOVT 2305	3	FT 3103	Merchandise Planning and Control	3
POLS 2023	Texas Government	GOVT 2306	3	FT 3303	Menswear Design and Production	3
SCHs				SCHs		18
<b>Second Year</b>				<b>Summer</b>		
<b>Fall</b>				<b>Fall</b>		
FT 2033	Principles of Fashion Marketing		3	FT 4303	Computers in Fashion Design	3
FT 2403	Mass Production Techniques		3	ACCT 3103	Cost Accounting	3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3	MGT 3533	Management Information Systems	3
ART 2303	Figure Drawing	ARTS 2323	3	SCHs		18
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3	<b>Spring</b>		
SCHs				SCHs		18
<b>Spring</b>				<b>Summer</b>		
FT 2033	Principles of Fashion Marketing		3	Multicultural Women's Studies CAO Core		3
FT 2403	Mass Production Techniques		3	SCHs		3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3	<b>Fourth Year</b>		
ART 2303	Figure Drawing	ARTS 2323	3	<b>Fall</b>		
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3	FT 3013 or 3173	History of Costume or Global Fashion Study	3
SCHs				SCHs		18
<b>Summer</b>				<b>Spring</b>		
POLS 2013	U.S. National Government	GOVT 2305	3	FT 4033	Fashion Portfolio Development	3
POLS 2023	Texas Government	GOVT 2306	3	FT 4403	Contemporary Tailored Design	3
SCHs				SCHs		6
<b>Second Year</b>				<b>Summer</b>		
<b>Fall</b>				<b>Fall</b>		
FT 2033	Principles of Fashion Marketing		3	MKT 4093	Principles of Selling	3
FT 2403	Mass Production Techniques		3	MGT 4443	Small Business Management	3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3	MGT 4563	Operations Management	3
ART 2303	Figure Drawing	ARTS 2323	3	SCHs		18
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3	<b>Spring</b>		
SCHs				SCHs		18
<b>Summer</b>				<b>Spring</b>		
POLS 2013	U.S. National Government	GOVT 2305	3	FT 4213	Collection Design and Development	3
POLS 2023	Texas Government	GOVT 2306	3	FIN 3053	Business Finance	3
SCHs				SCHs		6
<b>Second Year</b>				<b>Summer</b>		
<b>Fall</b>				<b>Fall</b>		
FT 2033	Principles of Fashion Marketing		3	MKT 4213	Consumer Behavior	3
FT 2403	Mass Production Techniques		3	SCHs		18
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3	<b>Spring</b>		
ART 2303	Figure Drawing	ARTS 2323	3	<b>Fall</b>		
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3	FT 4213	Collection Design and Development	3
SCHs				SCHs		6
<b>Summer</b>				<b>Spring</b>		
POLS 2013	U.S. National Government	GOVT 2305	3	FIN 3053	Business Finance	3
POLS 2023	Texas Government	GOVT 2306	3	MKT 4213	Consumer Behavior	3
SCHs				SCHs		6

MGT 4333	Business Policy (taken in final semester ONLY)	3
	Creative Arts core	3
	Life Science core	3
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	SCHs	18
<b>Summer</b>	<b>TCCN</b>	
FT 4966	Internship in Fashion Design	6
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	SCHs	6
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	Total SCHs:	165