

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

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

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/publication/miscellaneous/theccb-60x30-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.