

# BACHELOR OF SCIENCE IN FASHION MERCHANDISING AND BBA IN GENERAL BUSINESS (ENTREPRENEURSHIP EMPHASIS)

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

## Degree Requirements

**Total Semester Credit Hours (SCH):** 150

**Major:** 102 SCH

**Program Code:** FASHMERCH.BS/BUSGEN.BBA **CIP Code:** 52.1902.00/52.0201.00

### 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 Merchandising Courses Required

Within the fashion merchandising courses required, 30 of the 45 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1073	Textiles	3
FT 1083	Fashion Aesthetics, Products, and Industries	3
FT 2033	Principles of Fashion Marketing	3
FT 2703	Production Techniques	3
FT 3023	Career Development Strategies	3
FT 3043	Global Production and Trade	3
FT 3063	Fashion Promotion	3
FT 3103	Merchandise Planning and Control	3
FT 4083	Global Perspectives of Dress and Adornment	3
or FT 3173	Global Fashion Study	

FT 4103	Advanced Merchandise Planning and Control	3
FT 4113	Retail Buying	3
FT 4123	Retail Product Management and Information Analysis	3
FT 4603	Fashion Event Planning and Production	3
FT 4976	Internship in Fashion Merchandising	6
<b>Total SCHs</b>		<b>45</b>

### Business Courses Required

Within the business courses required, 51 of the 57 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
BUS 3183	Introduction to International Business	3
BUS 3513	Professional Presentation Strategies	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 4063	Retailing	3
MKT 4093	Principles of Selling	3
MKT 4213	Consumer Behavior	3
<b>Total SCHs</b>		<b>57</b>

### Departmental Requirements

Code	Title	SCHs
CSCI 1203	Computing Skills for a Digital World	3
ECO 1013	Principles of Microeconomics	3
or ECO 1023	Principles of Macroeconomics	

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

ECO 1023	Principles of Macroeconomics (if not completed through general core requirements; the degree requires the completion of 6 SCH of Economics from among ECO 1013 and ECO 1023; hours taken substitute for BUS 3513 in major requirements)	
or ECO 1013	Principles of Microeconomics	

2 Bachelor of Science in Fashion Merchandising and BBA in General Business (Entrepreneurship Emphasis)

MATH 1703 Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 SCH of Math from among MATH 1703 and MATH 2203; hours taken substitute for BUS 3513 in major requirements)

or MATH 2203 Business Analysis I

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**Total SCHs**

**6**