

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/>

The B.S. in Fashion Merchandising and B.B.A. in General Business, Entrepreneurship emphasis (2022 - 2023) dual degree program provides graduates with the wealth of knowledge and skills needed for entrepreneurial success in the fashion industry, particularly in owning and operating a small retail or wholesale business. 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.