

BACHELOR OF SCIENCE IN FASHION MERCHANDISING AND B.B.A. IN MANAGEMENT

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

The B.S. in Fashion Merchandising and B.B.A. in Management (2022 - 2023) dual degree program provides graduates with a wealth of knowledge and skills that are desirable for a career in retail management at a store, district, regional, or corporate level. 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. S. in Fashion Merchandising

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 make purchasing and promotional decisions.
2. Utilize the knowledge and values necessary to make sound decisions about sourcing and purchasing fashion products from both domestic and offshore sources 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. Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
5. Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
6. Articulate the knowledge and use of conceptual and critical thinking, quantitative and qualitative, and profit-based research processes and practices utilized in the fashion industry.
7. Evaluate the quality, serviceability, regulatory compliance standards, salability, trend-centered, and profitability characteristics of products considered for wholesale purchase and resale at the retail level.

B.B.A. in Management

Core Skills

1. Analytical Competence: B.B.A. Management Specific Application- Ability to collect and analyze information, problem-solve, and make decisions. General Employment Application- Knowledge of using

spreadsheets, tables, and decision tools to understand and evaluate data (i.e. financial, survey, secondary, observational).

2. Teamwork: B.B.A. Management Specific Application- Working well with teams to complete project work. General Employment Application- With the increased use of matrix organizational structures in today's workplace, efficient and effective teamwork is essential to career success. Vital components of successful teamwork include learning and applying methods for group creation, role formation, successful team communication, and the ability to produce results.
3. Ethical Reasoning: B.B.A. Management Specific Application- Ability to analyze and evaluate ethical situations in the workplace. General Employment Application- Ethical failures have hurt companies and destroyed millions of dollars in shareholder value. For this reason, firms seek individuals who understand and act in ethical ways.
4. Diversity: B.B.A. Management Specific Application- Understanding the importance and positive performance implications of a diverse workplace while understanding how to best manage in a diverse environment. General Employment Application- Today's workplace is growing more diverse and firms seek job candidates who can operate in this diverse environment.

Discipline Skills

1. Strategic planning: B.B.A. Management Specific Application- WOT analysis, CPM, environmental scanning. General Employment Application- Ability to effectively analyze and evaluate the internal and external environment that the firm operates in.
2. Data analysis and presentation: B.B.A. Management Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions; understanding of Excel including pivot tables and analysis 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. Management 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. Management 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. Management 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/>).

All admitted students are eligible for admission to the Fashion Merchandising program.

Degree Requirements

Total Semester Credit Hours (SCH): 150

Major: 99 SCG

Program Code: FASHMERCH.BS/MANAGEMENT.BBA **CIP Code:** 52.1902.02/52.0201.00

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
Total SCHs		42

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
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
Total SCHs		45

Business Courses Required

Within the business courses required, 48 of the 54 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
BUS 3013	Business Law and Ethics	3
BUS 3513	Professional Presentation Strategies	3
FIN 3053	Business Finance	3
FIN 4243	Financial Management	3
MGT 3003	Principles of Management	3

MGT 3273	Human Resource Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4223	Human Behavior in Business Administration	3
MGT 4333	Business Policy	3
MGT 4343	Business Leadership Strategies	3
MGT 4523	Diversity in Organizations	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
MKT 4063	Retailing	3
MKT 4213	Consumer Behavior	3
Total SCHs		54

Departmental Requirements

Code	Title	SCHs
FT 3173	Global Fashion Study	3
or Elective course		
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 Elective course)	
or ECO 1013 Principles of Microeconomics		
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 Elective course.)	
or MATH 2203 Business Analysis I		
Total SCHs		9

Recommended Plan of Study

First Year		TCCN	SCHs
Fall			
FT 1083	Fashion Aesthetics, Products, and Industries		3
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	Learning Frameworks: The First Year Experience	EDUC 1100, EDUC 1200, EDUC 1300	1
Creative Arts Core			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

Wellness/Mathematics CAO Core (Fashion Program-suggested core course of MATH 1703 is strongly advised to fulfill a prerequisite requirement for business courses in the minor.)	2	MGT 4343	Business Leadership Strategies	3
			SCHs	18
		Summer	TCCN	
		FT 4976	Internship in Fashion Merchandising	6
			SCHs	6
Spring			TCCN	
FT 1073	Textiles			3
CSCI 1203	Computing Skills for a Digital World	COSC 1301		3
ECO 1013	Principles of Microeconomics (or)	ECON 2302		3
ECO 1023	Principles of Macroeconomics	ECON 2301		3
ENG 1023	Composition II	ENGL 1302		3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302		3
Mathematics Core (Fashion Program-suggested core course of MATH 2203 is strongly advised to fulfill a prerequisite requirement for business courses in the minor.)	3			3
			SCHs	18
Second Year				
Fall			TCCN	
FT 2033	Principles of Fashion Marketing			3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301		3
POLS 2013	U.S. National Government	GOVT 2305		3
Language, Philosophy, and Culture Core				3
Life/Physical Science Core				3
Multicultural Women's Studies CAO Core				3
			SCHs	18
Spring			TCCN	
FT 2703	Production Techniques			3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302		3
MGT 3003	Principles of Management			3
MKT 3113	Principles of Marketing			3
POLS 2023	Texas Government	GOVT 2306		3
Life/Physical Science Core				3
			SCHs	18
Third Year				
Fall			TCCN	
FT 3043	Global Production and Trade			3
FT 3103	Merchandise Planning and Control			3
BUS 3013	Business Law and Ethics			3
BUS 3513	Professional Presentation Strategies			3
MGT 3533	Management Information Systems			3
MKT 4213	Consumer Behavior			3
			SCHs	18
Spring			TCCN	
FT 3023	Career Development Strategies			3
FT 3063	Fashion Promotion			3
FT 4603	Fashion Event Planning and Production			3
MGT 3273	Human Resource Management			3
MGT 4223	Human Behavior in Business Administration			3
			SCHs	18
			Fourth Year	
			Fall	TCCN
		FT 3173	Global Fashion Study or Elective course	3
		FT 4083	Global Perspectives of Dress and Adornment	3
		FT 4113	Retail Buying	3
		FIN 3053	Business Finance	3
		MGT 3313	Business Analytics	3
		MGT 4523	Diversity in Organizations	3
			SCHs	18
		Spring	TCCN	
		FT 4103	Advanced Merchandise Planning and Control	3
		FT 4123	Retail Product Management and Information Analysis	3
		MKT 4063	Retailing	3
		FIN 4243	Financial Management	3
		MGT 4333	Business Policy (taken in final semester ONLY)	3
		MGT 4563	Operations Management	3
			SCHs	18
			Total SCHs:	150