

# 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/>

## 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

- a. 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.
- b. 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.
- c. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
- d. Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
- e. Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
- f. 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.
- g. 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

- a. 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).
- b. 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.

- c. 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.
- d. 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

- a. 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.
- b. 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.
- c. 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.
- d. 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.
- e. 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.