

The Business of Fashion, A.A.S.

EGIS: 5004.00

PROGRAM CODE: 85381

PROGRAM DIRECTOR: Prof. Katharine Nareski

DEPARTMENT: BUSINESS

The Business of Fashion AAS degree exposes students to marketing and merchandising in the fashion industry. The degree has aligned with the needs of employers in the fashion industry to prepare students for entry-level positions within the field. The curriculum is designed to ensure graduates are able to explain and evaluate marketing and merchandising strategies, identify short and long-term trends for development of new products, identify the impact of roles, skills and responsibilities of supervisors managing an organization, and includes hands-on training through field work experience.

The curriculum presented here applies to students who started the major in Fall 2025 or Spring 2026. If you enrolled as a matriculant prior to that, please see the *College Catalog* for the year you started the major as a matriculant for the curriculum requirements that apply to you.

Consultation with the Program Advisor is required.

Degree Maps:

[Degree Map for The Business of Fashion, A.A.S.](#)

Your Degree Map contains the suggested term-by-term course sequence for your academic path towards graduation.

To ensure successful and timely completion of your degree, it is recommended that you meet with your academic advisor to discuss your unique map.

Please note some courses *may* only be offered once an academic year.

Program Learning Outcomes:

Upon successful completion of the Business of Fashion degree program requirements, graduates will:

1. demonstrate a level of mathematical and computer skills appropriate for employment in the fashion industry to include using Excel and Photoshop.
2. evaluate marketing and merchandising strategies
3. identify short and long-term trends for the development of new products and overall themes for the fashion industry

4. identify the impact, roles, skills, responsibilities, and accountability of supervisors in managing an organization
 5. explain the basic theory and practice of merchandising
 6. apply principles of retail buying to plan, select, and control merchandise
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College Requirements:

English and Math proficient as determined by the CUNY Proficiency Index, unless otherwise exempt, or successful completion of any required developmental course(s).

Civic Engagement Experiences:

One (1) Civic Engagement experience satisfied by Civic Engagement Certified or Civic Engagement Component course or approved outside activity.

Writing Intensive Requirement:

One (1) Writing Intensive Course in any discipline is required.

Required Core (4 Courses, 12 Credits):

When Required Core courses are specified for a category, they are strongly suggested and/or required for the major

* Note: You may elect to take a math or science course that is 4 credits or more. TAP counts 3 credits towards the requirements and the 4th credit as an elective.

- ENG 1200 - Composition I 3 Credit(s)
 - ENG 2400 - Composition II 3 Credit(s)
 - **Mathematical & Quantitative Reasoning Course 3 Credit(s) ***
 - **Life & Physical Sciences Course 3 Credit(s) ***
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Flexible Core (3 Courses, 9 Credits):

When Flexible Core courses are specified for a category, they are strongly suggested and/or required for the major

Select **one (1)** course from **three (3)** Groups A to E for a total of **nine (9)** credits.
Each Course Must be in a Different Discipline

A. World Cultures and Global Issues Designated Course

B. U.S. Experience in its Diversity Designated Course

C. Creative Expression Designated Course

D. Individual and Society Designated Course

- *Suggested:* ECO 1200 - Macroeconomics 3 Credit(s)

E. Scientific World Designated Course*

* Note: You may elect to take a math or science course that is 4 credits or more. TAP counts 3 credits towards the requirements and the 4th credit as an elective.

Major Requirements (13 Courses, 39 Credits):

- BA 1100 - Fundamentals of Business 3 Credit(s)
 - BA 1200 - Business Law I 3 Credit(s)
 - BA 1400 - Principles of Marketing 3 Credit(s)
 - BA 6000 - Introduction to Computer Concepts 3 Credit(s)
 - BF 1900 - Fashion Forecasting 3 Credit(s)
 - BF 3100 - Elements of Retail Management 3 Credit(s)
 - BF 3200 - Product Development 3 Credit(s)
 - BF 3300 - Salesmanship 3 Credit(s)
 - BF 3400 - Merchandising Planning and Control 3 Credit(s)
 - BF 3500 - Textiles 3 Credit(s)
 - BF 3900 - Fashion Sales Promotion 3 Credit(s)
 - BF 9229 - Field Experience in the Business of Fashion 3 Credit(s)
 - FD 1300 - Computerized Fashion Design 3 Credit(s)
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Electives:

0 credits sufficient to meet required total of 60 credits

Total Credits: 60