

FASHION MERCHANDISING AND MANAGEMENT (MS)

Contacts

Program Director: Shubha Bennur, PhD

Email: Shubha.Bennur@jefferson.edu

Campus: East Falls

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-business/academic-programs/ms-fashion-merchandising-management.html>)

Program Description

Expands the career horizons of forward-thinking professionals with diverse backgrounds in fashion design, merchandising, management, and other industries who want a competitive edge, valuable connections, and real-world experience in the evolving fashion industry. Students benefit from a focus on global fashion development and an appreciation of apparel ecosystems throughout the value chain. Graduates of the MSGFE program possess the skills, knowledge and industry networks to bring value-added innovation to the fashion industry and to manage a thriving global fashion enterprise successfully.

Note: Program name changed from Global Fashion Enterprise 2023

Learning Goals/Outcomes

- Evaluate & utilize global fashion value chain innovations and best practices in solving industry problems and tapping opportunities
- Identify multicultural influences on the conduct of business throughout the global apparel value chain, including ethical issues
- Evaluate and leverage technologies and metrics in driving fashion industry performance
- Integrate material and product analysis and lifecycle assessments throughout the fashion value chain
- Compile new fashion designs/ideas/technologies into business models and actionable plans.

Curriculum: 2 year, 31-43 credits

Code	Title	Credits
GFE 600	Fashion Immersion	3
FOUNDATION CORE (0-9 cr)		
FASM 201	Prototyping	3
CAD		3
Economics		3
Accounting		3
FASHIO ELECTIVES (18-25 cr)		
GFE 612	Technology in Fashion	3
GFE 732A	Global Fashion Seminar I	0.5
GFE 732B	Global Fashion Seminar II	0.5
GFE 729	Product Lifecycle Management	3
MBAD 604	Business Model Innovation	3
GFE 621	Fashion Global Mktg & Sourcing	3

Code	Title	Credits
GFE 734	Fashion Supply Chain Mgmt	3
FASHION INTERNSHIP		
FDT 602	Brand Identity in Fashion Dsgn	3
CAPSTONE		
Global Fashion Project I		
Global Fashion Project II		