

FASHION MERCHANDISING AND MANAGEMENT (MS)

Contacts

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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
IMBF 504	Financial & Managerial Acct.	1.5
IMBF 505	Financial Management	1.5
IMBG 508		1.5
GFEF 501	Prototyping	3
IMBF 510	Operations Management	1.5
IMBA 604	Business Model Innovation	3
GFE 600	Fashion Immersion	3
GFE 612	Technology in Fashion	3
GFE 621	Fashion Global Mktg & Sourcing	3
GFE 725	Brand Driven Desgn & Innovatn	3
GFE 732	Fashion Seminar	1
GFE 734	Fashion Supply Chain Mgmt	3
IMBA 759	Entrepreneurship	3

Code	Title	Credits
TXF 510	Intro to Digital Imaging	3
GFE 791		3
GFE 793	Global Fashion Networking	3
GFE 721	Global Fashion Project 1	3
GFE 722	Global Fashion Project 2	3
GFE 723	Global Fashion Project 3	3
Total Credits		49