

# GLOBAL FASHION ENTERPRISE (GFE)

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## **GFE 600: Fashion Immersion**

This course introduces students at a graduate level to the global fashion industry, with a particular focus on benchmarking successful organizational strategies. The course integrates textile functionalities, usages, design concepts, and apparel manufacturing. Students visit US fashion houses and participate in experientially focused workshops. Students will evaluate fashion strategies, from both the technical and business perspectives, and examine the conceptual frameworks and core disciplines within the Global Fashion Enterprise curriculum.

**Credits:** 3

**College:** School of Business

**Prerequisites:** (IMBF 504 Min Grade: C and IMBF 505 Min Grade: C and IMBF 508 Min Grade: C and IMBF 510 Min Grade: C) or (GFEF 501 Min Grade: C and GFEF 505 Min Grade: C and TEXT 101 Min Grade: D and FASM 101 Min Grade: D)

**Schedule Type:** Hybrid, Lecture

## **GFE 611: Product Devel/Entrepreneurship**

In the development of any apparel product, attention must be given to form, function, fit and appearance and to their interrelationship. Form involves the influence of preference and individual choices. Function includes such aspects as "fitness for use," taking into account levels of activity, gender and age. Account must also be taken of the influence of markets, as well as the opportunities and constraints presented by design, cost and manufacturing systems. At the managerial level, the individual is faced with constant change from original concept to the end product. Multiple adjustments to the product arise at every phase requiring tremendous ingenuity and problem-solving skills. Graduates will be faced with this kind of process in the apparel industry and need to manage and follow through with the development of a product.

**Credits:** 3

**College:** School of Business

**Schedule Type:** Lecture

## **GFE 612: Technology in Fashion**

This course aims at showing that state-of-the-art technology in a given field has become an essential component for strategic leadership, profitability and stable employment. The point is made by providing a broad perspective on the major technical advances experienced by the apparel industry from the 1980s and their positive impact on the national industries where they originated and/or were adopted. Analysis of the difficulties met by high wage countries failing to follow that course helps to reinforce the point. Review of the factors accounting for these advances brings out the critical importance of technology transfer and fusion in the formulation and development of basic concepts. Detailing both processes offers the opportunity to introduce the notion of systemic thinking and its growing influence on management style. It is intended that the student will gain a global perspective of the textile and apparel business and of the growing role played by advanced technology and its impact on finances and personnel.

**Credits:** 3

**College:** School of Business

**Schedule Type:** Lecture

## **GFE 621: Fashion Global Mktg & Sourcing**

U.S. textile and apparel companies are under siege, facing competitive threats that have been continually mounting for years. What it takes to be successful in the future is explored. The concept of "business as usual" has long outlived its usefulness, and new and refreshing approaches are necessary. Students will be introduced to avant-garde management concepts often espoused, but seldom adopted, by most textile and apparel managements. The course is designed to introduce the student to the global perspective of today's apparel industry and to prepare the student to make critical international marketing and sourcing decisions within a complex economic environment. Students will explore the major variations which occur across international markets - economic, social, and cultural; examine the behavior of business within different marketing and manufacturing contexts; and consider the factors involved in making effective global marketing and sourcing decisions.

**Credits:** 3

**College:** School of Business

**Schedule Type:** Lecture

## **GFE 721: Global Fashion Project 1**

Students research, select and conduct preliminary work on a project falling either within the: (1) Product Concept Track in which they develop a fashion line consisting of apparel, accessories, or home textiles that could be produced and sold online or in traditional retail establishments, or (2) Business Concept Track in which they develop a business plan or implement an innovative concept at an existing company. Weekly and summative critiques are held with faculty and industry associates.

**Credits:** 3

**College:** School of Business

**Schedule Type:** By Appointment, Lecture

## **GFE 722: Global Fashion Project 2**

Continuation of GFE-721. Product track students' focus on designing, merchandising, sourcing, quality assurance, and material procurement decisions related to their product. They identify product specifications, conduct a cost analysis, margin realization, and risk assessment that will form the basis for the development of a supply chain strategy. Business concept track students integrate key activities, resources, and financial requirements for a commercialization plan. Concludes with a presentation to industry critics.

**Credits:** 3

**College:** School of Business

**Prerequisites:** GFE 721 [Min Grade: C]

**Schedule Type:** Lecture

## **GFE 723: Global Fashion Project 3**

Continuation of GFE-722. Students implement their product or business concept and write a formal business plan. The final strategy for a visual merchandising plan, or business plan development, will be solidified and implemented. Students will conduct pilot testing to assess the feasibility of their plans and will present their plans after interviewing clients and reviewing their plans with industry critics. Each phase of the new business lifecycle concludes in a progress presentation with industry critics.

**Credits:** 3

**College:** School of Business

**Prerequisites:** GFE 729 and GFE 721 [Min Grade: C]

**Schedule Type:** Lecture

**GFE 725: Brand Driven Design & Innovation**

Brand Driven Design & Innovation prepares students to evaluate mass and luxury markets by conducting research on the Brand's DNA, examining the marketing mix on a global scale, preparing a situational analysis and executing innovative presentations. This course is designed to train future professionals in market analysis, market entry or exit strategy, creating perceptual positioning maps, and forecasting, while analyzing elements of the value chain to formulate a brand strategy. Brand Design & Innovation will also detail the primary methods of social research and their practical application in the field of fashion.

**Credits:** 3**College:** School of Business**Schedule Type:** On-Line**GFE 727: Omni-Channel Retail Systems****Credits:** 3**College:** School of Business**Schedule Type:** Lecture/On-Line**GFE 729: Product Lifecycle Management**

Product Lifecycle Management (PLM) has become one of the emerging technology applications in business, specifically in apparel, accessories, footwear, textiles, and other fashion-related industries. Learn how PLM software can accelerate your product development process with digital asset (image) management, tech pack management, quotation and bid management, sample and production planning and tracking, pre-concept line management, and materials management. In this hands-on course, you will develop, manage, and edit a technically accurate, complete mini-collection in GERBER comprehensive suite of PLM tools developed specifically for fashion companies.

**Credits:** 3**College:** School of Business**Schedule Type:** Lecture**GFE 732: Fashion Seminar****Credits:** 1**College:** School of Business**Schedule Type:** Lecture**GFE 732A: Global Fashion Seminar I**

This seminar course features speakers from across the fashion value chain who share their experiences and career insights. Students reflect on the implications of the topics presented for their own careers, relating concepts and insights to material covered in other Global Fashion Enterprise courses. Students have the opportunity to network informally with course speakers.

**Credits:** 0.5**College:** School of Business**Schedule Type:** Hybrid, Lecture, On-Line**GFE 732B: Global Fashion Seminar II**

This seminar course features speakers from across the fashion value chain who share their experiences and career insights. Students reflect on the implications of the topics presented for their own careers, relating concepts and insights to material covered in other Global Fashion Enterprise courses. Students have the opportunity to network informally with course speakers.

**Credits:** 0.5**College:** School of Business**Schedule Type:** Hybrid, Lecture, On-Line**GFE 734: Fashion Supply Chain Mgmt**

The course provides a broad introduction to many critical facets of supply chain. Students in this course will understand existing tools utilized in managing inventory and logistics in the global supply chain. The course covers topics in inventory logistics management, network design, value of information sharing, the international supply chain, supply chain contracts, and risk management.

**Credits:** 3**College:** School of Business**Schedule Type:** By Appointment - 1 student, Lecture**GFE 793: Global Fashion Networking**

This course exposes students to fashion ecosystems through an international study tour, coupled with classroom and experiential instruction. Students will tour design houses, mills, apparel factories & retail locations throughout the country (or countries) of focus, identifying best practices in merchandising & supply chain management within these organizations. Students will gain knowledge of product development & marketing, the manufacturing environment, quality assessment, and customer service. Students will acquire global competencies and understanding and will have the opportunity to hone their career aspirations and expand their professional networks through discussions with global fashion executives and hiring managers. Pre-Requisite: GFE-600 Fashion Immersion

**Credits:** 3**College:** School of Business**Schedule Type:** Study Abroad**GFE 797: Selected Topics**

Selected Topics

**Credits:** 3**College:** School of Business**Schedule Type:** By Appointment - 1 student, By Appointment