

# LINDENWOOD

## School of Arts, Media, and Communications

Bachelor of Science in Fashion Business and Entrepreneurship  
2017-2018

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### Program Chair

For questions, comments, or additional information about the Fashion Business and Entrepreneurship degree, please contact:

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### Admission Requirements

Freshman	Transfer	International
A minimum high school cumulative un-weighted GPA of 2.5.	2.0 transfer GPA with 24 transferable credit hours.	TOEFL Score (minimum 61), IELTS Score (minimum of 5.5), or ACT/SAT Score (20 ACT/ 940 SAT critical reading and math).
A minimum ACT composite score of 20 or a minimum SAT (reading & Math) score of 1020.	If less than 2.0 or 24 hours, student must provide official high school transcripts and official ACT or SAT score for further evaluation.	

### Program Learning Objectives

The purpose of the BS in Fashion Business and Entrepreneurship program is developing professional, entry-level *Fashion Business Entrepreneurs* who understand:

1. The basic terminology and principles of fashion design.
2. The principles of fashion business and entrepreneurship.
3. The historical, cultural, and stylistic contexts of design, and respond to design critically and analytically.
4. The analysis and predictive industry trends through the development of a business model.

### Potential Career Paths

Corporate or Freelance Fashion Designer and Entrepreneur; General Marketing, Merchandising or Apparel Sourcing Professional; Retail and Buying Professional

## Course Requirements

Courses		Credit Hours
Major	ACCT 21010 Principles of Financial Accounting	3
	ECON 23020 Principles of Microeconomics	3
	FIN 32000 Principles of Finance	3
	INTL 38000 Global Business and Society	3
	MGMT 26032 Principles of Management	3
	MRKT 35010 Principles of Marketing	3
	ENTR 37510 Small Business and Entrepreneurship	3
	INTL 48010 International Marketing	3
	MGMT 36042 Supply Chain Management	3
	MRKT 35050 Selling	3
	MRKT 35030 Pricing Strategy and Negotiations	3
	MRKT 35040 Advertising and Promotional Strategy	3
	FD 37200 History of Costume to 1900	3
	FD 37300 History of Costume from 1900	3
	FD 20000 Introduction to Fashion Design	3
	FD 35000 Computer-Aided Design I: Apparel Design	3
	FD 38500 Fashion Business and Entrepreneurship	3
	FD 46500 Fashion Internship	3
FD 47000 Fashion Business Capstone	3	
GE Core	Composition I ENG/L 15000 or EPP 15000	3
	Composition II ENG/L 17000	3
	US History or Government GE-Human Culture: US History/Government	3
	Math MTH 14200 Quantitative Methods for Business	3
GE Natural & Social Science/ Math	Social Science GE-Social Science	3
	Natural Science with Lab GE-Natural Science Lab	3
	Social Science or Natural Science Elective GE-Social Science or GE-Natural Science	3
	Social Science, Natural Science, or Math Elective	3
GE Human Culture	Arts GE-Arts	3
	Literature GE-Human Culture: Literature	3
	Non-Literature, Non-Arts Human Culture Elective GE-Human Culture	3

	Human Culture Elective GE-Human Culture	3
GE Electives	GE Elective Any GE Course	3
	GE Elective Any GE Course	3
Free Electives or Minor May require LUL 10100 Freshman Experience (2)		36
<b>Total</b>		<b>120</b>

## Completion & Assessment Map

<p style="text-align: center;"><b>Year 1: Fall</b></p> <p>FD 20000 Introduction to Fashion Design ACCT 21010 Principles of Financial Accounting ENGL 15000 Strategies for University Writing</p> <p>ECON 23020 Principles of Microeconomics MTH 14200 Quantitative Methods for Business GE SCI Science Elective LNO 10100 Freshmen Seminar</p>	<p style="text-align: center;"><b>Year 1: Spring</b></p> <p>MGMT 26032 Principles of Management FD 35000 Computer-Aided Design I: Apparel Design FIN 32000 Principles of Finance INTL 38000 Global Business and Society GE, Elective, or Minor Course ENGL 17000 Research and Argumentation GE, Elective, or Minor Course</p>
<p>Milestone #1: Construct garment flats and illustrations, scan croquis, and design textiles and visuals to demonstrate knowledge of material construction. <i>Assessed by all program faculty and instructors.</i></p>	
<p style="text-align: center;"><b>Year 2: Fall</b></p> <p>FD 37200 History of Costume to 1900 MRKT 35010 Principles of Marketing GE US HIST/GOV GE Social Science MRKT 35040 Advertising and Promotional Strategy ENTR 37510 Small Business and Entrepreneurship</p>	<p style="text-align: center;"><b>Year 2: Spring</b></p> <p>FD 38500 Fashion Business and Entrepreneurship FD 37300 History of Costume from 1900 MRKT 35030 Pricing Strategy and Negotiations MRKT 35050 Selling GE Science/Lab GE Literature GE, Elective, or Minor Course</p>
<p>Milestone #2: Create a research paper demonstrating knowledge the history of fashion design to 1900 and its cultural and economic significance. <i>Assessed by all program faculty and instructors.</i></p>	
<p style="text-align: center;"><b>Year 3: Fall</b></p> <p>FD 46500 Fashion Internship MGMT 36042 Supply Chain Management GE Science Elective GE, Elective, or Minor Course GE, Elective, or Minor Course GE, Elective, or Minor Course</p>	<p style="text-align: center;"><b>Year 3: Spring</b></p> <p>FD 47000 Fashion Business Capstone GE Science Elective INTL 48010 International Marketing GE, Elective, or Minor Course GE, Elective, or Minor Course GE, Elective, or Minor Course GE, Elective, or Minor Course</p>
<p>Milestone #4: Create final project that will analyze industry trends, research existing companies, and present a personal business model. <i>Assessed by all program faculty and instructors.</i></p>	