

# BACHELOR OF SCIENCE IN FASHION MERCHANDISING AND BBA IN GENERAL BUSINESS (ENTREPRENEURSHIP EMPHASIS)

**Web Site:** <https://twu.edu/fashion/degree-programs/bs-in-fashion-merchandising-and-bba-in-business-administration/>

## Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

### B.S. in Fashion Merchandising

1. Recognize key fashion and consumer trends, predict those trends based on historic and contemporary components of the fashion industry, and utilize current trend information to make purchasing and promotional decisions.
2. Utilize the knowledge and values necessary to make sound decisions about sourcing and purchasing fashion products from both domestic and offshore sources considering current laws and regulations, cultural ethics, trading barriers, global consumerism, and social responsibility.
3. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
4. Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
5. Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
6. Articulate the knowledge and use of conceptual and critical thinking, quantitative and qualitative, and profit-based research processes and practices utilized in the fashion industry.
7. Evaluate the quality, serviceability, regulatory compliance standards, salability, trend-centered, and profitability characteristics of products considered for wholesale purchase and resale at the retail level.

### B.B.A. in General Business (Entrepreneurship)

#### General Discipline-Based Skills

1. Strategic planning: B.B.A. General Specific Application- SWOT analysis; CPM; environmental scanning. General Employment Application- Ability to effectively analyze and evaluate the internal and external environment that the firm operates in.

2. Excel Skills: B.B.A. General Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions. General Employment Application- Analyze organization and client data. Prepare reports, charts, and other common business uses of Microsoft Excel.
3. Employee motivation: B.B.A. General Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.
4. Budget analysis: B.B.A. General Specific Application- Understanding financial data. General Employment Application- Ability to read financial statements, spreadsheets, tables, and other decision tools used in the workplace.
5. Business communication skills: B.B.A. General Specific Application- Effectively communicate through a variety of mediums and modes. General Employment Application- Effectively communicate information, both written and verbal, to reach the desired needs of the firm.