

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/>

Recommended Plan of Study

First Year

Fall		TCCN	SCHs
FT 1083	Fashion Aesthetics, Products, and Industries		3
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	Learning Frameworks: First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1
Creative Arts Core			3
Social/Behavioral Science Core (Fashion Program-suggested core course of ECO 1013 or ECO 1023 is strongly advised to fulfill a prerequisite requirement for a fashion course.)			3
Wellness/Mathematics Core (Fashion Program-suggested core course of MATH 1703 is strongly advised to fulfill a prerequisite requirement for business courses.)			2
SCHs			18

Spring		TCCN	
FT 1073	Textiles		3
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3
ECO 1013	Principles of Microeconomics (or)	ECON 2302	3
ECO 1023	Principles of Macroeconomics	ECON 2301	
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
Mathematics Core (Fashion Program-suggested core course of MATH 2203 is strongly advised to fulfill a prerequisite requirement for business courses.)			3
SCHs			18

Second Year

Fall		TCCN	
FT 2033	Principles of Fashion Marketing		3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
POLS 2013	U.S. National Government	GOVT 2305	3
Language, Philosophy, and Culture Core			3

Life/Physical Science Core	3
Multicultural Women's Studies CAO Core	3

SCHs	18
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Spring		TCCN	
FT 2703	Production Techniques		3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3
MGT 3003	Principles of Management		3
MKT 3113	Principles of Marketing		3
POLS 2023	Texas Government	GOVT 2306	3
Life/Physical Science Core			3

SCHs	18
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Third Year

Fall		TCCN	
FT 3043	Global Production and Trade		3
FT 3103	Merchandise Planning and Control		3
BUS 3013	Business Law and Ethics		3
ACCT 3103	Cost Accounting		3
MGT 3533	Management Information Systems		3
MGT 4443	Small Business Management		3

SCHs	18
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Spring		TCCN	
FT 3023	Career Development Strategies		3
FT 3063	Fashion Promotion		3
FT 4603	Fashion Event Planning and Production		3
BUS 3183	Introduction to International Business		3
MGT 3273	Human Resource Management		3
MKT 4093	Principles of Selling		3

SCHs	18
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Summer		TCCN	
FT 4976	Internship in Fashion Merchandising		6

SCHs	6
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Fourth Year

Fall		TCCN	
FT 4083	Global Perspectives of Dress and Adornment		3
or FT 3173 Global Fashion Study			
FT 4113	Retail Buying		3
FIN 3053	Business Finance		3
MGT 3243	Entrepreneurship		3
MGT 3313	Business Analytics		3
BUS 3513	Professional Presentation Strategies		3

SCHs	18
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Spring		TCCN	
FT 4103	Advanced Merchandise Planning and Control		3
FT 4123	Retail Product Management and Information Analysis		3
MKT 4063	Retailing		3
MKT 4213	Consumer Behavior		3
MGT 4563	Operations Management		3

MGT 4333	Business Policy (taken in final semester ONLY)	3
SCHs		18
Total SCHs:		150