DATE: Tuesday, April 12, 2016

TO: Randall Hannum, Chair of College Council Curriculum Committee

FROM: Curriculum Subcommittee

Nina Bannett, Aparicio Carranza and Masato Nakamura (Subcommittee Chair)

RE: Final Report for Proposal 15-06: Bachelor of Science Degree in Business and Technology of Fashion

**Proposal Overview:**

The Department of Business proposes a Bachelor of Science degree program in Business and Technology of Fashion. This program will provide together core business competencies such as marketing, accounting, finance and marketing along with fashion industry specific coursework such as merchandising, product development and textiles. It focuses on the development of technology-based proficiencies, i.e. students explore the diversity of cutting-edge technology, as well as learn tools, resources and professional skills needed to anticipate and embrace change within the fashion industry. The proposed program will prepare immediate entry into a career position in the fashion industry.

**Rationale:**

Through the high-level needs from the fashion industry in New York City, the Department of Business has identified significant opportunities for bachelor’s-level fashion graduates. There is currently no BS degree offering in Fashion Marketing or Merchandising in the CUNY system: this would be the first BS degree of this kind in CUNY. NYC Economic Development Corporation’s Fashion NYC2020 initiative aims to “develop the next generation of management and merchant leaders” and to “become a hub of innovation for specialty and multi-channel retail experiences.” According to the student survey, enrollment of associate degree Fashion Marketing students has been increased by 30% since Fall 2010 (to Fall 2015) in the Department of Business. Many students want the BS degree rather than transferring to other degree-granting institution such as SUNY’s Fashion Institute of Technology (FIT).

**Strength:**

The BS in Business and Technology of Fashion will prepare students for careers in this important and prestigious industry. The practical curriculum in this BS program provides a clear path to many employment opportunities, coupled with a rigorous study of required and elective liberal arts courses, will create a valuable resource that will benefit the students, the fashion industry, City Tech, CUNY, and New York City. The City Tech’s Department of Business support the intersection of business, fashion, and technology, thus providing graduates with a valuable set of skills and knowledge, allowing them to be competitive in the fashion industry.

**Weaknesses:**

None

**Recommendations Made and Addressed:**

The subcommittee and curriculum committee chair, Professor Randall Hannum offered several recommendations for revision. These suggestions were incorporated into recent revisions of the proposal. These changes included a cross listing with other departments, an internal/external articulation between AAS Fashion Marketing to BS Business and Technology of Fashion, more specific information regarding entry level job opportunities for graduates of the program, GPA requirements for this program & internship and several revisions that were made with the intent of clarifying the goals and “need and justification” of the proposal.

**Subcommittee Activities:**

The subcommittee communicated several times with the proposers from the end of fall semester, 2015. An open hearing was held on April 7. The subcommittee met with the proposers, Provost Bonne August, Associate Provost Pam Brown, Dean David Smith and Kim Cardascia on April 11. Minor modifications were recommended and incorporated in the final document.