



**Graduate Studies
Program Catalog
2013-2016**

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Contact The Center for Graduate Studies

Address: 216 East 45th St. – 8th Floor / New York, NY 10017
 Phone: 212-752-1530 Ext. 412
 Email: graduatestudies@limcollege.edu
 Website: www.graduate.limcollege.edu

The information in this catalog is correct as of the date of publication. LIM College reserves the right to make any changes in the operation of the College and/or the Graduate Program contents, tuition or fees without prior notice. Please refer to our website for updated information.

The LIM College Graduate Studies Programs

The learning goals of the LIM College Graduate Studies programs is to provide a high quality educational program that will enhance the graduate student's ability to add value to the fashion industry, as well as society as a whole. More specifically, the programs learning goals are:

- To develop critical-thinking skills to address business challenges and opportunities
- To apply the role of values and ethics in organizational challenges and opportunities
- To provide a deeper understanding of the fashion industry by enabling development of practical solutions and outcomes that will directly affect the advancement of your career.
- To apply the theoretical knowledge to real-world problems within fashion management, merchandising, marketing and entrepreneurship.
- To develop career prospects in fashion merchandising and retail management and fashion marketing which will enable the identification of sound career choices

And additionally to our MBA program specifically:

- To provide a fundamental, deep and thorough understanding of the functional areas of business and their underlying disciplines, in the areas of Management, Marketing, Accounting, Economics and Business Finance and how to apply them to a deeper understanding of the fashion industry and entrepreneurship.

Mission Statement:

To prepare future managers, leaders and entrepreneurs to positively contribute to the world of fashion, with a quest for lifelong learning, self-improvement and commitment to achieving social and economic progress

To create ideas that deepen and advance our understanding of the fashion industry and with those ideas to develop innovative, principled, and insightful leaders who change the industry

To create a network of students and alumni who are committed to working in the fashion industry and to prepare them for a career in business within the fashion world, or in whatever field they choose, through the LIM College network as well as through partnering with others

Our Core Values

- Integrity and excellence
- Taking ownership of and responsibility for our actions
- Believing in the power of ideas
- Believing in the principles of full and equal opportunity for all
- Exhibiting compassion and respect for others

We achieve our mission through an interactive and creative approach that fosters understanding of the relevant issues facing the fashion industry and the global community.

The LIM College Graduate Studies Programs Deliver:

- Degree programs that center around industry needs
- Competencies to deal with global complexity, change, emerging technologies and social and cultural diversity
- Stimulation and a supportive environment that cultivates personal and academic growth
- Development of analytical, technological and communication skills, along with ethical awareness, designed to support the accomplishment of goals and foster intellectual curiosity

➤ **The LIM College MBA program is:**

- Industry-Oriented – designed to serve and revolve around industry needs
- Substantial and Accredited – a 51-credit program that is accredited by the Middle States Commission on Higher Education and by the Association of Collegiate Business Schools and Programs (ACBSP)
- Interdisciplinary – including unique courses such as: *Managing Creative Minds*, *Consumer Behavior in Fashion*, *Fashion Supply Chain Management*, and *Competition & Strategy in Fashion*.
- Practical – emphasizing a capstone project in Fashion Management and Entrepreneurship as well as an optional 12 week internship.
- International – including an exchange program and an international student body
- Tailored and Personalized – based on the student’s needs and previous experience
- Flexible – offered in part-time and full-time versions, with classes usually scheduled from 5:30PM – 9:00PM in the classroom or online
- Academically Well-Rounded – starting with preparation courses, then progressing to core courses and specializations and usually finishing with an internship or exchange program

➤ **The LIM College MPS program is:**

- The 30-credit program in Fashion Merchandising and Retail Management or Fashion Marketing is designed to give you a competitive edge in today’s retail, apparel, and merchandising markets. The 30-credit program in Fashion Marketing is designed to give you a detailed understanding of current marketing and business trends in order to gain a competitive edge in today’s fashion marketing sectors. Full-time students will complete the programs, which includes a semester long internship, in three semesters throughout one academic calendar year. Likewise, part-time students can complete their MPS degree in a longer timeframe.
- Ideal for those seeking an accelerated graduate degree program and career support in order to make a transition into a career in market research, advertising, public relations, brand management, social media or in the case of Fashion Merchandising and Retail Management careers include buying, allocation, management and planning.

- Tailored and Personalized – based on the student’s needs and previous experience
- Practical – emphasizing a 15- week internship and a capstone project in Fashion Merchandising & Management or Fashion Marketing
- Flexible – offered in part-time and full-time versions, with classes usually scheduled from 6:00PM to 8:30PM in the classroom or online

Accreditation



LIM College is accredited by the [Middle States Commission on Higher Education](#), 3624 Market Street, Philadelphia, PA 19104, and (267) 284-5000. The Commission is recognized by the United States Secretary of Education as an accreditor of degree-granting colleges and universities.



The LIM College MBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) demonstrating it has met standards of business education that promote teaching excellence. Note that as LIM College’s MPS degrees are specialized professional programs, they are not accredited by the Accreditation Council for Business Schools and Programs.

LIM College has been authorized by the [New York State Board of Regents](#) to confer the degree of Master of Business Administration on graduates of the 51 credit hour program with concentrations in Fashion Management and Entrepreneurship. LIM College is approved for the training of veterans by the New York State Division of Veterans Affairs.

LIM College is authorized by the U.S. Immigration and Naturalization Service to enroll international students in academic and exchange programs.



Delta Mu Delta ($\Delta\mu\Delta$) is an international honor society that recognizes academic excellence in Baccalaureate, Master's, and Doctorate degree business administration programs from the Association of Collegiate Business Schools and Programs (ACBSP)-accredited schools. It was founded November 18, 1913 by the Dean of Harvard University and four professors from Yale and New York Universities.

LIM College has a charter by Delta Mu Delta International Honor Society in Business. Graduate students who have completed over one-half of the work required for the master's degree with a cumulative average GPA of 3.80 or higher and who are in the top 20 percent of their college class are eligible to be inducted annually.

About LIM College

History

More than seven decades ago, Maxwell F. Marcuse, an authority and pioneer in the fields of education and fashion, was asked by leading retailers to create an educational institution for the business of fashion and merchandising. In 1939, Mr. Marcuse founded what was originally known as the Laboratory Institute of Merchandising (LIM) and is today LIM College.

Mr. Marcuse brought a wealth of experience and knowledge to establishing LIM College. In addition to holding several advertising positions with prominent retailers such as R.H. Macy's, Mr. Marcuse lectured on retail advertising, sales promotion, and fashion merchandising. He was also the author of several books on retailing and his background was instrumental in incorporating hands-on training and practical work experience as the foundation of LIM College's mission.

Maxwell F. Marcuse's son, Adrian G. Marcuse, joined LIM College in 1962 and assumed the presidency 10 years later. In his 40 years at the College, he kept alive the vision created by his father and successfully took it from an institution that granted certificates for a one-year program to a Middle States-accredited, four-year college that granted baccalaureate degrees.

LIM's current President, Elizabeth S. Marcuse, is the third generation of the founding family to hold this position. With nearly 20 years of experience in the fashion industry, President Marcuse's background and expertise brings fresh insight to LIM College's mission. Under her leadership the College has experienced significant strategic growth and greatly expanded its physical plant and academic offerings, most notably with the addition in 2009 of the Master of Business Administration (MBA) degree program with concentrations in Fashion Management and Entrepreneurship, as well as the recent approval of a Master of Professional Studies degree program in Fashion Merchandising and Retail Management, and Fashion Marketing.

President Marcuse's vision for the future is to continue to keep LIM College in the vanguard among students and industry executives as the leader in fashion-related education through the integration of academic excellence and experiential learning. And as the College grows and

evolves, it remains true to its mission of keeping class sizes small and personal. LIM College will always be committed to providing the best resources available to educate students for rewarding careers in the business of fashion.

The LIM Fashion Education Foundation

The LIM Fashion Education Foundation was founded in 1977 and has as its primary purpose the provision of scholarship and grant aid to students who wish to attend LIM College. An independent, tax-exempt institution with a Board of Trustees that is separate and distinct from the College, the Foundation raises funds through individual and corporate contributions and special fundraising events. The Foundation also works to secure in-kind donations to enhance the educational capabilities of LIM College.

The LIM College Campus

LIM College is situated in four buildings in the heart of midtown Manhattan -- on East 45th St. (Maxwell Hall), East 53rd St. (The Townhouse), the Student Residence Hall on 1760 Third Avenue, and on 45th St. at Fifth Avenue, just steps from some of the world's most famous companies and retail stores. Our facilities include a comprehensive 5,000 square-foot library with more than 18,000 volumes, slides, films, software, videos, periodicals, and online databases; state-of-the-art computer labs; and brand-new learning centers, labs and studios.

Academic and Professional Standards

Graduate students are solely responsible for managing their program of study (*i.e.*, timely registering for classes, ensuring completion of all graduation requirements and paperwork in a timely fashion).

LIM College students are expected to set and meet high standards in their academic work, ethics and professional behavior. Students are evaluated on their academic performance and participation in class. Attendance, punctuality, and dependability are fundamental to success in graduate study and business, and students are evaluated accordingly. All students are subject to the LIM College Graduate Student Code of Conduct, which can be found on the College's website and is available upon request in the Office of Graduate Studies.

Good Standing Requirement

Good standing requires satisfactory progress toward a degree. In order to maintain full-time status, students must register for at least 9 credits per term, except for the last term of their study, which is usually dedicated to an internship or exchange program. Full-time students normally complete the MBA degree in 5 or 6 terms and the MPS degree in 3 semesters. Part-time students must register for at least 3 credits per term. All students must complete their degree in no more than 60 months from the initial date of enrollment.

All students must maintain a cumulative GPA of 3.00 at all times during the duration of the program. If a student's GPA drops below 3.00, the student can be dismissed from the program. It is the policy of the Graduate Studies program to continuously monitor students' performance and provide written warnings to students who fail to meet the standards. After receiving a written warning a review will be held after the following term/semester and if the student has not

achieved the minimum 3.00 cumulative GPA then they will be put on academic probation or may face dismissal depending on evaluation of their academic performance by the Graduate Studies Director. It is the policy of Graduate Studies program to review the status of all students every term/semester. It is our policy to include in the review both qualitative and quantitative factors. Students who have been dismissed may apply for re-admission. Approval for re-admission is at the discretion of LIM College. Students not in good standing will lose federal and institutional (LIM College) financial assistance until good standing is regained, unless, based upon a written appeal, a student is approved for a probationary period of eligibility with a specified academic plan by the Graduate Studies Director. The Graduate Studies Director will consult with the Office of Student Financial Services in the review of such appeals and the granting of a probationary period of financial aid eligibility.

Academic Probation

For students whose cumulative GPA is below a 3.00, the probationary period is one to two terms (for MBA students), or one semester (for MPS students) during which time the student must return to good academic standing by raising their cumulative GPA to a 3.00 by the end of the probationary period. If students do not raise their overall GPA to at least a 3.00 by the end of the probationary period, they will be subject to dismissal.

Grade Point Average

Grades awarded and their point values are: A (4.00), A- (3.70), B+ (3.50), B (3.00), B- (2.70), C+ (2.50), C (2.00), and F (0.00). Grade point averages include all coursework for credits that appear on graduate transcripts, whether or not it actually fulfills program requirements.

To complete any course requirement, a grade of C or better is required. In addition, to graduate from the program, a minimum cumulative GPA of 3.00 must be maintained. If a student's cumulative GPA drops below 3.00, the student will be put on academic probation. A student's GPA dropping below 3.0 may also have financial aid implications for the student.

Students who have registered prior to receiving the dismissal notice are withdrawn from their registered courses and given a refund of any tuition paid toward the upcoming term.

Repeat Policy

If a student earns less than a grade of C in any required course, he/she must successfully repeat the course the next time it is offered at LIM College. In any course in which the student's original grade is lower than a B, he/she may repeat the course once if pre-approved by the Graduate Studies Director. Pre-approval is at the discretion of the Director and the expense is to be incurred by the student.

If the student successfully repeats the course, the original grade will remain on the student's transcript. However, only the repeated grade will be used in the calculation of the GPA. A maximum of three repeated courses will be allowed throughout the program. Students will not be allowed to repeat any individual course more than once unless granted special permission by the Senior Vice President for Academic Affairs.

Retaking passed courses for the purpose of raising a student's cumulative GPA has financial aid availability implications for graduate students. A student who wishes to repeat any already passed courses is only eligible to use financial aid funds towards the first repeat attempt of a given class. While there is not a similar restriction on using financial aid funds to repeat failed courses, all other eligibility criteria outlined in this Catalog and on the LIM College website apply to federal and institutional aid eligibility for any given term/semester.

Add/Drop Classes and Withdrawals

LIM College students may withdraw from a course up until 5 PM of the last day of the posted withdrawal period. If a student partially or fully withdraws after the end of the Add/Drop Period, but within the first 4 weeks of classes, the student will receive a grade of "W" for each course from which he/she withdraws. In those cases, even though a "W" will remain on the student's transcript, it will not be calculated into the term/semester or cumulative GPA. If withdrawal from a course occurs after the 4-week period has ended, the student will automatically receive a grade of "F" for that course. Medical withdrawals must be authorized by the Office of Counseling & Wellness Services. Additionally, students will be considered part-time (i.e., registered for less than 9 credits in a term/semester) if course withdrawals bring their total credits to below full-time status (i.e., registered for 9 or more credits in a term/semester). Students should refer to the Tuition Liability for Withdrawal (page 12) for any financial consequences related to dropping a class and for students receiving financial aid funds it is strongly recommended that you consult with the Office of Student Financial Services prior to any course withdrawal to determine if your financial aid eligibility will be affected.

Withdrawing from the Institution

It may become necessary for a student to interrupt or cease studies after the semester has already begun. In such cases, if it is prior to the institution's official withdrawal deadline, a student should officially withdraw. Withdrawal from all classes, whether student-initiated or administratively initiated, is considered a withdrawal from LIM College for that term/semester.

Withdrawing from the institution can only be done by completing the appropriate form and submitting it to the Office of the Registrar. Emails, phone requests, or withdrawal attempts submitted to other offices or administrators are not acceptable. Withdrawal forms can be downloaded from the LIM College website or can be obtained from the Office of the Registrar, either in person, requested by emailing registrar@limcollege.edu, or by writing to LIM College, Office of the Registrar | 545 5th Avenue | New York, NY 10017. Please note that, once submitted, a Withdrawal from the Institution cannot be reversed.

Incomplete (I) Grades

Incompletes are issued only in rare instances for very compelling reasons. An incomplete 'I' is granted by the instructor of the class in consultation with the Graduate Studies Director. The student has six weeks from the last day of the term to complete the course and receive a grade. The missing assignments will be defined at the discretion of the instructor. If the course is not completed by the deadline of six weeks; the grade will be officially recorded as an 'F'. It is the student's responsibility to ensure that all work is completed by the established deadline. A leave of absence does not put the 'I' clock on hold, and the incomplete work must be completed no later than the six week deadline. A "Request for a Grade of Incomplete" form, signed by the instructor, must be delivered by the student to the Office of Graduate Studies within 7 calendar days after the

last regularly scheduled day of the course. The granting of a grade of 'I' is within the exclusive authority of the instructor.

Matriculation Maintenance

Students who do not register for classes in a given term or semester and want to remain an active student without reapplying to the College must register for Matriculation Maintenance. While on Matriculation Maintenance students are able to work with their advisors, maintain their school email address and student ID, and have access to the College facilities. Students on Matriculation Maintenance are not considered full time students and should be aware that this status may affect their financial aid, health insurance, and student housing. This will also have an effect on international students' status. Students can remain on Matriculation Maintenance for either 4 consecutive terms in the MBA program, or 3 consecutive semesters in the MPS program without having to reapply to the College. There is a \$100 fee associated with registering for Matriculation Maintenance each term or semester.

Reasons for Dismissal

At LIM College, we promote an atmosphere of mutual respect and support. The Graduate Student Code of Conduct has been established to maintain this environment. Abuse of College regulations, poor academic performance, disruptive conduct in or outside of the classroom, violating academic and integrity policies and standards, and engaging in illegal activities on campus or at school-related events, is considered a breach of the student's responsibility and can result in a disciplinary hearing, with consequences up to and including dismissal from the program. Specific standards of conduct may be found in the LIM College Graduate Student Code of Conduct, which is available on the College's website. At orientation students will be presented with the tools to access the student code of conduct document for review and be asked to acknowledge receipt. All students are expected to review and be familiar with the Student Code of Conduct and abide by its provisions.

Campus Conduct

In accordance with law, LIM College maintains a drug and substance abuse-free campus. Sexual and other harassment is not tolerated. Details on these policies and penalties for violations, as well as programs for awareness and prevention, are explained in the LIM College Graduate Student Code of Conduct, copies of which are available on the College's website and upon request in the Office of Graduate Studies.

Grievance Procedure

A grievance is a complaint a student has when he/she believes that the treatment received from the College is grossly unfair. This includes both academic and nonacademic matters. Grievances and Appeals should be directed to the Graduate Studies Director, as described in the Student Code of Conduct.

Grade Disputes

After attempting to resolve a grade dispute with the instructor, grievances related to the grade received in a course should be directed to the Graduate Studies Director, in writing, within 14 calendar days of the posting of grades in SONIS. In his/her statement, a student is required to set forth in detail the perceived grievances and attach supporting materials such as specific emails, dates, assignments, and anything else relevant to the case. The Graduate Studies Director will, in

turn, convey a student's written statement to the instructor and request his/her written response to every issue separately. After reviewing both parties' statements, and documentation, the Graduate Studies Director will determine the matter and decide on the steps to be taken to resolve the issue. In a case a student disagrees with the decision, he/she can appeal it to the Vice President for Academic Affairs.

Religious Holiday Observances

Although LIM College does not close for all religious holidays; the right of any member of the community to observe these holidays is respected. Faculty will allow students to make up the work missed because of such observance. If after reviewing the class syllabus a student identifies days he/she will miss due to a religious holiday, he/she must inform his/her instructors at least two weeks in advance. The student must arrange with each faculty member a date/time to turn in any assignments that may be due on those days. If assignments and/or exams are scheduled on those days, alternate arrangements will be made.

Attendance Policy

The attendance of graduate students in each individual class sessions is mandatory and students are expected to attend every session. The unique nature of graduate education, based on active learning, participation in class discussions, case studies etc., make attendance of paramount importance. Since participation in class activities is essential for students' learning, missing classes is tantamount to students' failing to receive appropriate graduate-level education. For that reason, students are required to be in attendance for a minimum of 50% of all scheduled class meetings, whether in-person or online, otherwise the student will automatically receive a failing letter grade of 'FA', which signifies Failure for Lack of Attendance. Individual instructors may determine and indicate in their course syllabus that a higher minimum amount of class attendance and participation is required as well as how that factors into determining students' final grades accordingly.

Unofficial Withdrawals

Students who receive 'FA' grades in all courses in a given term due to ceasing attendance will be Administratively Withdrawn from the College by the Office of the Registrar. In this situation the students' last date of attendance in an academically related activity will be determined by the College Registrar and will be used in calculating the amount of federal financial aid funds that may need to be returned under the federal return of Title IV funds calculation. Tuition liability will be based on the effective date of the Administrative Withdrawal.

Readmission

This policy applies to LIM College students who have not been granted a master's degree from LIM College, and who have been separated from the College for more than two (2) terms in the MBA Program or two (2) semesters in the MPS Program, and who are not on Matriculation Maintenance. This policy also applies to a student who did not officially receive a Leave of Absence or a Medical Withdrawal, or whose Leave of Absence or Medical Withdrawal has expired. To be re-admitted to the College a student must have been in good academic standing at the time he/she left. If another college or university was attended during the leave, an official transcript must be presented to the Registrar prior to re-admittance. A student will be readmitted under the most recent degree requirements in effect at the time of their re-admittance. In order to be considered for re-admittance to the College the student must submit a complete Application for

Re-admittance. A student seeking re-admittance must also be financially cleared through the Office of Student Financial Services.

Graduation Application

It is the responsibility of a student to apply for graduation in a timely fashion. Students must apply for graduation no later than one month before a given graduation date. In cases when students will have completed their program by the end of Term 4 or at the end of Semester 3 and wish to attend a commencement ceremony in the same year, their graduation applications will be due two months before the spring commencement ceremony. The graduation application forms can be obtained from the Graduate Studies Coordinator.

Commencement Ceremony Eligibility

To be eligible to attend and participate in the annual spring commencement ceremony, an MBA student must have completed a minimum of 39 credits by the end of Term 3 of that year and be registered for the remaining credits in Term 4. Likewise, an MPS student must have completed a minimum of 24 credits by the end of Semester 2 of that year and be registered for the remaining credits in Semester 3. Any student who completes their designated program after term 4 or Semester 3 will be eligible to participate in the commencement ceremony the following year.

Graduation Audit Fee

All graduating students are required to pay a \$250 Graduation Audit fee. This fee is designed to cover the cost of ensuring students have completed their graduation/degree requirements. The audit fee is due two weeks before graduation or two weeks before the end of a student's final term given all requirements have been fulfilled.

Immunization

All students born on or after January 1, 1957 who register for 6 or more credits must submit proof of their immunity to measles, mumps, and rubella. A meningococcal vaccine is recommended, but not required, for college students. Students who are not in compliance will be restricted from attending classes. Please see the Office of Wellness and Counseling for more information and/or forms.

Student Health Insurance

Enrollment in a health insurance plan is required for all graduate students registered on a part-time or full-time basis. To ensure compliance, each LIM College student is automatically enrolled in, and billed for, the Student Accident and Sickness Insurance Plan offered through the College. If a student has comparable health insurance coverage, he/she may waive enrollment in the College plan upon providing satisfactory proof of comparable coverage before the posted deadline dates. Please note that not all plans provide comparable coverage (such as out-of-state Medicaid plans and certain HMOs and managed care plans). Be sure to check with your health insurance company before waiving coverage. Non- U.S.-based international coverage and short-term coverage are not considered comparable insurance coverage. All International students must enroll in the student health insurance plan.

Tuition Liability

If a student withdraws from a course or the program within the first 4 weeks of a term (measured from the date classes start), the student will be charged an adjusted tuition amount based on a

percentage of the original tuition amount and tied to the week in which he/she withdrew from the course and/or program. The 4 week tuition liability scale for full or partial withdrawal is listed below. There may be a time in which a student requests that a different date (typically an earlier date as a result of hospitalization, family emergency, etc.) is used for his/her final date of withdrawal. All requests of this nature must be submitted in writing to the Graduate Studies Director with supporting documentation before the end of the term/semester. The granting of a different date of withdrawal is solely at the discretion of LIM College and based on an assessment of the merits of any extreme or extenuating circumstances.

Tuition Liability for Withdrawal

During the 2nd week of the term/semester	0%
During the 3rd week of the term/semester	50%
During the 4th week of the term/semester	75%
After 4 th week of the term/semester	100%

Housing charges and associated fees are subject to the terms and conditions of the housing contract. For further information please contact the Office of Housing and Residence Life.

Admission Standards

The graduate school at LIM College seeks to ensure that candidates for admission to the graduate programs are properly prepared and have met the academic requirements for admission. The policy for admission of students who completed their undergraduate degrees in U.S. undergraduate institutions to the MBA or MPS program includes:

Candidates are required to hold a bachelor's degree from an accredited college or university in the United States. For admission purposes, each applicant's transcripts must certify the name of the institution from which they've earned their degree including the student's major, grades, dates of attendance, GPA and degree earned. Program administrators verify that the institution is accredited by one of the six regional accreditation agencies in the United States. The six regional agencies are:

- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North Central Association of Colleges and Schools
- Northwest Association of Accredited Schools
- Western Association of Schools and Colleges
- Southern Association of Colleges and School

Candidates may be eligible for admission with a bachelor's degree from an institution accredited by the Accrediting Council for Independent Colleges and Schools (ACICS).

The policy for admission of foreign students (those who completed their undergraduate degrees outside the United States) includes: If the undergraduate degree was completed outside of the United States, LIM College may request that some transcripts be evaluated by World Education Service (www.wes.org), AACRAO International Education Services (<http://ies.aacrao.org>), or another evaluation agency approved by NACES (www.naces.org/members.htm). Foreign universities that are regionally accredited in the USA will be exempted from the evaluation

requirement. Some foreign transcripts can be evaluated internally. LIM College reserves the right to request that the applicant arrange for a transcript evaluation.

Transfer Students Applying to the LIM College Graduate Program

Each transfer student's record will be evaluated and interpreted individually for the course equivalencies. Only transfers from accredited graduate institutions will be taken into consideration. Students can apply to transfer a maximum of six credits, earned within five years from the date of application.

How to Afford the LIM College Graduate Programs

Tuition and Fees

For the 2013-2014 academic years the tuition rate is \$835 per credit hour. LIM College requires that each applicant submit a non-refundable \$40 application fee. The application fee can be paid online as a one-time payment using LIM's e-cashier site from Nelnet Business Solutions. There is a \$2 convenience fee for an immediate full payment through the Nelnet Business Solutions payment portal. For more information and to pay the application fee, please visit www.limcollege.edu/gradpay. The application fee can also be paid with a check or money order made payable to LIM College.

Enrollment Deposit

Upon acceptance, each student is required to submit a \$500 non-refundable enrollment deposit to be considered an enrolled student at LIM College. The enrollment deposit must be submitted with the Graduate Tuition Agreement. All enrolled students are responsible for their tuition. Please also see "Tuition Liability" on the previous page.

Federal Student Loans

Federal Direct Stafford Loans and Direct Graduate PLUS Loans are available to eligible U.S. citizens and resident non-citizens in degree programs approved by the U.S. Department of Education. To determine your eligibility, you must submit a Free Application for Federal Student Aid (FAFSA) form at www.fafsa.ed.gov by the priority deadline of June 1. The LIM College federal school code is 007466. Please note that eligibility for Graduate PLUS loans is also based on successful credit approval.

Installment Payment Plan from Nelnet Business Solutions

To help meet your educational expenses LIM College offers an installment payment plan through Nelnet Business Solutions. Payments can be made using an Automatic Bank Payment (ACH) from a checking or savings account or by credit card (all major credit cards are accepted). The cost to budget your interest-free, flexible payment plan option is a \$25 per term non-refundable enrollment fee. There is no convenience fees charged for credit card payments. Visit www.limcollege.edu/gradpay to enroll.

Meeting LIM College's Costs

Financial aid is generally offered to meet the gap (financial need) between what a student can contribute (expected family contribution), and what it costs to attend LIM College (cost of attendance): Cost of Attending LIM College (COA) – Expected Family Contribution (EFC) =

Financial Need. Students may use certain types of loans to finance their expected financial contribution (EFC) as well.

The COA at LIM College is based on the estimated budget established by the College (*see below*). Your EFC is calculated from the information you provide on the FAFSA.

2013-2014: ESTIMATED MBA BUDGET – 6 TERMS
FULL-TIME COST OF ATTENDANCE at LIM College

Estimated Cost of Attendance for	MBA Program Full-Time: Standard Program Length is 6 Terms, but can be completed in as few as 5 terms
FULL-TIME	
(9-12 credits per term @ \$835 per credit)	<u>6 Terms</u> (51 Total Credits)
(Tuition is subject to change annually)	
Tuition:	\$42,585
Indirect Costs:	
Room (Housing)* estimated at <u>minimum of \$800 per month</u> for <u>off-campus apartment</u> (18 months). (Lease required to document, maximum of \$1,500/month allowed.)	\$12,000
Board (Meals)* estimated \$1,200 per term (enrollment of 5 or more credits required)	\$7,200
Transportation – estimated \$300 per term (based on 9 credits, <u>prorated below 9 credits</u>)	\$1,800
Personal Expenses* – estimated at \$600 per term (enrollment of 5 or more credits required)	\$3,600
Books & Supplies – estimated at \$300 per term for 1 st 5 terms (based on 9 credits, <u>prorated below 9 credits</u>)	\$1,500
TOTALS:	\$68,685

2013-2014: ESTIMATED MPS BUDGET – 3 SEMESTERS
FULL-TIME COST OF ATTENDANCE at LIM College

Estimated Cost of Attendance for	MPS Program Full-Time: Standard Program Length is 3 Semesters
FULL-TIME	
(9-12 credits per term @ \$835 per credit)	<u>3 Semesters</u> (30 Total Credits)
(Tuition is subject to change annually)	
Tuition:	\$25,050
Indirect Costs:	
Room (Housing)* estimated at <u>minimum of \$800 per month</u> for <u>off-campus apartment</u> (18 months). (Lease required to document, maximum of \$1,500/month allowed.)	\$9,600
Board (Meals)* estimated \$1,200 per semester (enrollment of 5 or more credits required)	\$3,600
Transportation – estimated \$300 per semester (based on 9 credits, <u>prorated below 9 credits</u>)	\$900
Personal Expenses* – estimated at \$600 per semester (enrollment of 5 or more credits required)	\$1,800
Books & Supplies – estimated at \$300 per term for the 1 st two semesters (based on 9 credits, <u>prorated below 9 credits</u>)	\$900
TOTALS:	\$41,850

*Please note:

In order to be eligible to have the Indirect Costs of Room, Board, and Personal Expenses included in the Cost of Attendance for the purpose of determining maximum loan amounts a student must be relocating to the area or ceasing current level of employment (full-time or part-time). In other words, students who are not incurring these living expenses as a cost specifically associated with the decision to enroll in an LIM College graduate degree program will be limited to borrowing educational loans for Tuition, Books & Supplies, and Transportation. Students who are enrolled in the LIM College Student Health Insurance policy are eligible to include that expense in their Cost of Attendance should they choose to. All requests to borrow for Indirect Costs must be made in writing on the MBA Indirect Costs Request form and eligibility will be verified by the Assistant Director of Student Financial Services or other designee of the Office of Student Financial Services.

Additional Tuition and Fee Information

LIM College provides several payment options to students to pay for the enrollment deposit and tuition charges:

1. **In-Person Payment:** Payment may be made in person at the LIM College Office of Student Financial Services (12 East 53rd Street, 3rd floor) with a check, money order or cash. Checks or money orders should be made payable to LIM College.
2. **Mailing Payment:** Payment by mail can be made with a check or money order to: LIM College / 12 East 53rd Street / New York, NY 10022 / Attn: Office of Student Financial Services. Checks or money orders should be made payable to LIM College.
3. **Online E-Cashier Payments through Nelnet Business Solutions:** You can make a one-time or installment payment online with an ACH check/savings account or credit card (all major credit cards are accepted). Please visit www.limcollege.edu/pay.
4. **Wire Transfer:** For wire transfer to LIM College's Citibank account, please use the following information.

Routing Number: 021000089
Account Number: 9971761997

Please include your full name and student ID # for reference. For international wire transfers, LIM College's swift code is Citius33. If you have any questions regarding the payment options provided, please contact the Office of Student Financial Services at 212-752-1530 Ext. 389 or sfs@limcollege.edu

Right to Know

Federal Student Disclosure Requirements—Student Consumer Information

Federal regulations require that LIM College provide all prospective and enrolled students with information on subjects with which you should be familiar. This information includes:

- Student Financial Aid (description of aid programs available, eligibility criteria, how to apply, the method of award and distribution, satisfactory progress standards, loan terms, and deferrals)
- Tuition and other costs
- Refund and withdrawal policies
- Information about academic programs, personnel, and facilities
- Retention and graduation rates

- Annual Security Report
- Information regarding parent and student rights under the Family Educational Rights and Privacy Act (FERPA) with respect to access to and the release of student education records

Family Educational Rights and Privacy Act Information (FERPA)

FERPA sets forth requirements designed to protect the privacy of student educational records. The law governs access to records maintained by educational institutions and the release of information from those records. FERPA affords college-aged students (“eligible students”) certain rights with respect to their educational records. These rights include:

- The right to inspect and review the student’s education records. Students must submit a written FERPA form, available in the Office of Graduate Studies, to the Registrar that identifies, among other things, the record they wish to inspect.
- The right to request the amendment of the student’s education records that is inaccurate or misleading. Students must submit a FERPA form to the Registrar specifying the part of the record they want changed and why it is inaccurate or misleading.
- The right to consent to disclosures of personally identifiable information contained in the student’s education records, except to the extent that FERPA authorizes disclosure without consent.

Release of Student Information by LIM College

In accordance with FERPA, LIM College has designated the following information about students as public (directory) information which may be released without the student’s authorization or consent:

- Name
- Address (local and permanent)
- Academic status (undergraduate, graduate, general studies)
- Dates of attendance
- Degrees completed
- Major/minor

Students have the right to have this directory information withheld from the public if they so desire. Each student who wants all directory information to be withheld must notify the Registrar in writing. No education records protected by FERPA, unless subject to FERPA’s exceptions, will be released without the written consent of the student. Consent forms may be obtained from the Graduate Studies Office. No transcripts of a student’s records will be released outside the College without the student’s signed authorization and consent, unless subject to FERPA’s exceptions. Authorization forms are located in the Registrar’s Office.

Annual Security Report

In compliance with the Student Right-to-Know and the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act), LIM College's Annual Security Report is now available on LIM College's website at <http://www.limcollege.edu/annualsecurityreport>. The report contains statistics for the previous three years concerning reported crimes; institutional policies concerning campus conduct; policies concerning alcohol and drug use; crime prevention; the reporting of crimes and sexual assault; and other information concerning security and safety at LIM. Current or prospective students and employees may request a hard copy of this information by sending a written request for the report to: LIM College Office of Student Affairs 216 East 45th St., New York, NY 10017 or by calling (646) 388-8405.

Title IX of the Education Amendment

It is the policy of LIM College to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination on the basis of sex, including, but not limited to, sexual harassment and sexual violence, in the College's educational programs and activities. Title IX also prohibits intimidation, coercion or retaliation against individuals for engaging in activities protected by Title IX including asserting claims of sex discrimination. LIM College has a designated Title IX Coordinator, listed at www.limcollege.edu/studentappeal, "Student Appeals & Grievances," of the LIM College website. Title IX complaints, grievances or inquiries concerning Title IX may be directed to that Title IX Coordinator. A person may also file a written complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting www2.ed.gov/about/offices/list/ocr/complaintintro.html or calling 1-800-421-3481.

Administration

Elizabeth S. Marcuse, President

B.A. Simmons College; Former Director of Retail Planning, Donna Karan; Director of Retail Planning, Mamiye Brothers; Buyer, Macy's; Buyer, Lane Bryant; Buyer, Montgomery Ward.

Christopher J. Cyphers, Executive Vice President

Ph.D. State University of New York at Albany; M.A. Wesleyan University; B.A. Hampton-Sydney College. Former President, New York School of Interior Design; Provost, School of Visual Arts; Senior Research Associate and Chief of Staff, Office of the Senior Vice Chancellor for Urban Affairs, City University of New York; Author, *The National Civic Federation and the Making of a New Liberalism* (Praeger, 2002).

Dr. Milan Milasinovic, Vice President for Academic Affairs

Doctorate in Business Administration (D.B.A.) – Marketing, Nova Southeastern University; M.B.A. and B.S. in Economics, SDA Bocconi, Milan, (Italy) - University of Florida, Gainesville; Master (Graduate) Certificate in Information and Technology, New York University (NYU), B.S. in Economics, University of Osijek, Croatia.

Patricia Hoeltge, Graduate Studies Director

M.B.A. Cornell University; B.S. in Marketing: Fashion and Related Industries, Fashion Institute of Technology – State University of New York. Former Vice President of Licensing, Nautica/VF Corporation; Anne Klein, Perry Ellis and Kenneth Cole Productions.

Paul Mucciarone, Associate Director of Graduate Admissions

MS Ed. in Higher Education Administration, Baruch College, MBA, Capital University, BA in International Studies, Otterbein University.

Tessie Scroggins, Assistant Director of Student Financial Services

B.A. in Hispanic Studies, Vassar College, Poughkeepsie, New York, Former Director of Financial Aid *Columbia University School of Social Work*, Manager of Repayments Solutions at *Sallie Mae*.

Nancianne Esposito Career Advisor Graduate Programs

M.A. New York University (NYU); B.S. Fashion Merchandising Management, Fashion Institute of Technology – State University of New York.

Rosana Lee, Graduate Studies Associate Registrar

BA in Economics/Finance, York University, Toronto, Canada. Previous registrar experience at Long Island Business Institute.

Michelle Ayers, Graduate Studies Coordinator

M.Ed. in Curriculum and Instruction, American Intercontinental University; B.F.A. in Fashion Design, Kent State University.



Master of Business Administration

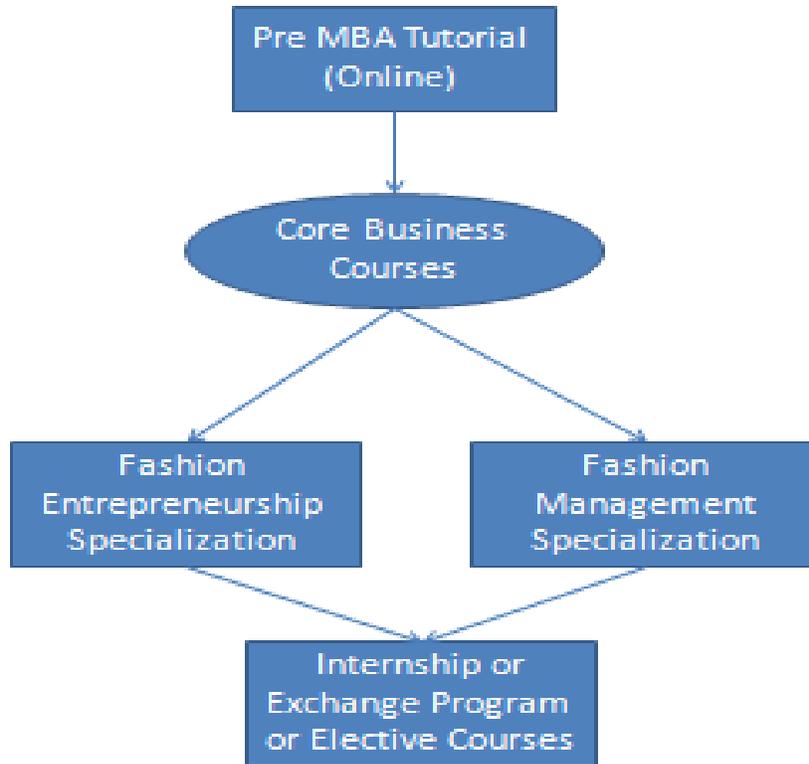
MBA Program Highlights

The program is preceded with pre-MBA tutorials designed to introduce students to the basic knowledge needed to successfully start the program. These are non-credit seminars in statistics, accounting and economics, and are offered entirely online. Even though they are remedial in nature, not-for-credit, and not part of the program, to ensure an even start, and the best opportunity for success in the MBA program all students are expected to complete them before the start of the first term of the program.

The LIM College MBA program offers focused coursework and in-depth study in two specializations: Fashion Management and Entrepreneurship. Both provide an excellent background for a professional world in which strong analytical and communication skills are essential. Students may elect to graduate with or without a specialization. In cases where students choose to specialize (Fashion Management or Entrepreneurship) they must complete at least 12 credits within the specialization, including the required courses. Students who meet this requirement successfully will be awarded the following degree: MBA in Fashion Management and Entrepreneurship with a Specialization in (either) Fashion Management (or) Entrepreneurship.

The program begins with core courses and business administration fundamentals, including *Managing Creative Minds*, *Accounting*, and *Marketing and Sales Management*. All courses are interdisciplinary and have recently been adopted by top business schools. The program follows with a choice of two specializations - Fashion Management or Entrepreneurship, and includes the core courses for these specializations. Ordinarily, the last term is dedicated to a 12-week internship, an exchange program, or additional credits of specialized coursework in LIM College's MBA program.

LIM College offers a Study Abroad Program for MBA students during the last term of the program. LIM MBA students may apply to study abroad and can transfer up to 9 credits from their study abroad courses and program towards their LIM MBA as approved by the Graduate Studies Director. Students can only transfer approved credits where the final grade received is a B or better.



Class Schedule

LIM College MBA classes meet Monday through Thursday from 5:30PM - 9:00PM, with internship classes offered 3:30PM. – 5:30PM on Friday’s. Non-credit seminar classes are offered 5:30PM – 7:30PM on Friday’s as well.

MBA Degree Requirements

The MBA degree requires the completion of 51 credits with a minimum 3.00 grade point average (GPA) throughout the program. To complete graduation and degree requirements, students must successfully complete at least:

- 27 credits of core business administration coursework;
- 18 credits of specialized coursework (12 of which must be within a chosen specialization – if specialization is chosen); and
- 6 credits of either: (a) an approved internship (3 credits) and one course of additional specialized coursework (3 credits); (b) two courses in specialized coursework; or (c) exchange studies.

Required core business administration courses include QUBM 601 - Quantitative Business Methods, MNGM 604 – Managing Creative Minds, MRKT 603 – Marketing and Sales Management, ACCT 611 – Accounting for Managers, FINM 608 – Financial Management, and MNGM 612 – Competition and Strategy in Fashion (see pages 24-31 for course descriptions).

Required courses for Entrepreneurship Specialization include ENPS 701 - Entrepreneurship in Fashion and ENPS 708 - Capstone Greenhouse.

Required courses for Fashion Management Specialization include FSMG 709 - Fashion Merchandising and FSMG 717 - Capstone Project.

Even though we strongly encourage students to undertake their required internship after completing all required 45 credits of coursework, students have the option to complete the internship during the closest available term in which internship is offered following completion of the pre-requisite course, MNGM 612 - Competition and Strategy in Fashion.

Students must take a capstone course during the final term of the program. An exception may be made in cases when students plan to graduate the following term and the capstone course is not offered during that term.

MBA in Fashion Management and Entrepreneurship with no specialization

Students must complete a total of 18 credits of any mix of coursework within the Fashion Management and Entrepreneurship specializations. A mandatory capstone project – either ENPS 708 or FSMG 717 – must be successfully completed.

MBA in Fashion Management and Entrepreneurship with the Fashion Management specialization

Students must complete a total of 18 credits of specialized coursework. 12 of those credits must be completed within the Fashion Management specialization, including two required courses: FSMG 709 and FSMG 717. The remaining 6 credits can include any combination of coursework within Fashion Management and/or Entrepreneurship specializations.

MBA in Fashion Management and Entrepreneurship with the Entrepreneurship specialization

Students must complete a total of 18 credits of specialized coursework. 12 of those credits must be completed within the Entrepreneurship specialization, including two required courses: ENPS 701 and ENPS 708. The remaining 6 credits can include any combination of coursework within Fashion Management and/or Entrepreneurship specializations.

Note: No core business administration courses may be used to satisfy specialized coursework requirements to complete graduation requirements, if a specialization is declared.

Similarly, if a student chooses two additional specialized courses (in lieu of internship or exchange studies) core business administration courses cannot be substituted to satisfy the requirement of specialized coursework, unless approval from the Graduate Studies Director is granted.

MBA Seminars

Participation in MBA program seminars is voluntary, not graded or eligible for credit and free of charge to those enrolled in the term. Students will have these seminars noted on their transcripts if they attend and participate in at least 4 out of 6 sessions.

LIM College MBA Program Curriculum

Course ID	MBA Courses	Credits	Prerequisite		
CORE BUSINESS ADMINISTRATION					
QUBM 601	Quantitative Business Methods *	3		MUST COMPLETE 27 CREDITS	
MNGM 602	Global Management and Leadership	3			
MRKT 603	Marketing and Sales Management *	3			
MNGM 604	Managing Creative Minds *	3			
MNGM 605	Supply Chain Management	3	QUBM 601		
MNGM 606	Economics	3			
FINM 608	Financial Management *	3	QUBM 601 & ACCT 611		
BULW 609	Business Law	3			
MNGM 610	Business Ethics	3			
ACCT 611	Accounting for Managers*	3			
MNGM 612	COMPETITION & STRATEGY IN FASHION *	3	MRKT 603 & MNGM 604 & FINM 608		
ENTREPRENEURSHIP SPECIALIZATION					
ENPS 701	Entrepreneurship in Fashion *	3		MUST COMPLETE 21 CREDITS	
ENPS 702	Launching New Ventures	3			
ENPS 703	Entrepreneurial Finance	3	FINM 608		
ENPS 704	Investing in New Ventures	3			
ENPS 705	Intrapreneurship	3			
ENPS 708	CAPSTONE GREENHOUSE *	3	MNGM 612 & ENPS 701		
FASHION MANAGEMENT SPECIALIZATION					
FSMG 709	Fashion Merchandising *	3			
FSMG 719	Retail Merchandising, Planning, and Control	3	QUBM 601		
FSMK 711	Brand Management	3			
FSMK 713	Consumer Behavior in Fashion	3			
FSMK 714	IMC in Fashion	3			
FSMG 717	CAPSTONE PROJECT *	3	MNGM 612 & FSMG 709		
INTERNSHIP					
INTR 718	INTERNSHIP	3	MNGM 612	3 CREDITS OF INTERNSHIP CAN BE SUBSTITUTED WITH SPECIALIZED COURSEWORK	

**Required Courses*

MBA Course Description

QUBM 601 - Quantitative Business Methods - 3 credits

This course provides students with the elementary quantitative tools needed for completion of the MBA program. The worlds of economics and business are becoming ever more quantitatively oriented and quantitative reporting and analyses provide precision and rigor to whatever discussion is at hand. This course attempts to highlight methods which are frequently used by many businesses and will introduce students to a collection of quantitative tools designed to enhance managerial decision-making. Topics covered include: Descriptive Statistics, Sampling and Probability Distribution, Hypothesis Testing and Linear Regression, Introduction to Mathematical Modeling, Data Reporting, Optimization, Decision-Making, Estimation and Forecasting, and Linear Programming.

MNGM 602 - Global Management and Leadership - 3 credits

This course focuses on the challenges of contemporary management both domestically and internationally. Issues such as workplace diversity, the environment of management, planning, organizing, and leading and controlling are covered. Contemporary management theories are examined and tested in a hypothetical environment. This course focuses on the particular traits needed to develop a global perspective and bring together the necessary multicultural business alliances to lead an organization in the new century. Students will also explore various leadership theories and models, leadership across cultures, visionary leadership, leadership ethics and attributes, organizational change/development, and the role of the leader in establishing organizational culture and facilitating change.

MRKT 603 - Marketing and Sales Management - 3 credits

Managing in the constantly changing business environment is an essential requirement for business success as the world moves through the 21st century. The fundamental premise underlying market-driven strategy is that the market and customers which form the market are dynamic. The goal of this course is to apply the most recent marketing and sales concepts to the fashion industry and to introduce the concepts of fashion and brand, thus preparing students for the courses in Fashion and Brand Management. This course also aims to underline the critical importance of sales as the single most critical success factor of any enterprise. Critical to the success of sales is how to build and manage a sales force and resolve channel conflicts.

MNGM 604 - Managing Creative Minds - 3 credits

This course aims to provide MBA students with a thorough grounding in the theory and practice of the management of people in organizations, at both the strategic and operational levels. It also aims to develop an awareness of the major practical and theoretical dilemmas concerning business interactions among individuals, groups and organizations, and to place managerial practices into an historical and international perspective, highlighting both traditional and emerging issues and their importance to develop a sustainable competitive advantage. This course acknowledges the particularities of managing creative minds and managing diversity. Through cases studies, students will examine issues and challenges inherent in recruitment, placement and retention, growth and compensation, and international human resource management. The course also focuses on organizational design, strategies and performance.

MNGM 605 - Supply Chain Management - 3 credits

This course focuses on aspects of globalization and low-cost country sourcing, product design collaboration, demand planning and forecasting, inventory deployment, distribution system design, channel management, procurement, and logistics. The course explores order fulfillment strategies and the impact of the Internet on distribution and back-end supply chain processes and virtual chains. It involves the application of frameworks and mathematical modeling tools to supply chain management problems including the uncertainty matrix and its role in supply chain strategy development. The second part of the course focuses on understanding the strategic importance of operations and how operations can provide a competitive advantage in the marketplace. The link between operations and other business functions such as marketing, finance, accounting, and human resources will be emphasized. **Prerequisite: QUBM 601**

MNGM 606 - Economics - 3 credits

This course is an integrated, graduate-level introduction to the analysis of individual firms and markets, as well as aggregate economic variables. This course aims to introduce and develop knowledge of topics such as economic problems, demand and supply theory, production and cost analysis, theory of the firm, industrial organization, macroeconomic foundations, economic phenomena, inflation, unemployment, fiscal and monetary policy, international trade and finance, and economic growth.

FINM 608 - Financial Management - 3 credits

The continuity and growth of all organizations depends on their financial well-being and strength. This course presents the tools and frameworks to analyze business decisions based on principles of modern financial theory. The course focus is on valuation of the firm, financing, and dividend policy, asset management, and financial strategies. Students explore the synthesis of financial policy into a grand strategy, which integrates organizational purpose and goals. This course also covers financial accounting issues such as preparation of worksheets, adjusting and closing entries, and financial statements. It includes the formation and use of current assets, working capital, and credit policy, as well as the understanding of long-term financing instruments and capital structure. **Prerequisite: QUBM 601 and ACCT 611**

BULW 609 - Business Law - 3 credits

This course introduces students to the legal issues and principles that frequently arise and impact the business environment domestically as well as internationally. Through case study and the application of legal reasoning, students will become familiar with disputes involving contracts, negligence, cyber-crime, intellectual property, e-commerce, securities, property and insurance. In addition, students will be introduced to the formation of various business entities such as corporations, partnerships and limited liability companies. Ethics and social responsibility, as well as a host of preventive measures against liability-forming conduct, will also be explored.

MNGM 610 - Business Ethics - 3 credits

Values and ethics, as they relate to individuals and organizations, are defined from several different perspectives. This course aims to increase the awareness of ethical issues in organizations, moral philosophies that apply to organizational ethics, ethical decision-making frameworks, organizational culture and values that influence business ethics, and the development

of ethics programs and policies, global ethics, and value-based leadership. Students will examine their own values in relation to ethical behavior and their responsibility to themselves and the organization in regard to different ethical situations. This course also examines ethics in relation to social responsibility and the importance of ethical decision-making in the context of the structure, relationships and long-standing practices and methods in the global textile and apparel business.

ACCT 611 – Accounting for Managers – 3 credits

In today's globalized business world companies compete with firms locally as well as around the world. In such a globally competitive environment, more than ever, good decisions are created by knowledge of as much "hard" information as possible. This course is designed for the prospective non-financial manager and is oriented towards the use of financial information rather than the preparation of it. The first two thirds of the course are oriented towards financial statements – reports that summarize the financial performance/status of the business. The last third of the course concerns itself with what is called managerial accounting and deals with some specific uses of accounting information in the decision making process.

MNGM 612 - Competition and Strategy in Fashion - 3 credits

This course analyzes the strategies and tactics used by fashion firms in competitive environments, using frameworks developed from recent research in game theory and industrial organization. Students examine the formulation and implementation of organization goals and objectives with regard to the firm's financial position, marketing capabilities and human resources. As part of this analysis, the course examines how the legal system affects competition and is used as a competitive tool. This course is targeted at students who will be either designing or evaluating strategies in the fashion industry. Topics include creating barriers to entry, softening price competition, entry and exit strategies, strategic commitment, price discrimination and network effects. **Prerequisites: MRKT 603, MNGM 604 and FINM 608.**

INTR 690 – Career Exploration Internship - 1 credit

The intent of this one-credit Career Exploration Internship is to add to the student's exposure in the areas of the fashion and marketing industries beyond the MBA Internship INTR 718. The internship gives students an opportunity to evaluate, appraise, and relate actual job experience to work learned in the classroom and should be in an area relevant to the student's overall career goals and experience. At the end of the term students submit a required time-sheet documenting attendance throughout the term. The student must intern with the sponsoring company for the duration of the registered term in order to pass and/or receive course credit. This internship is offered during all terms; can be taken for 0 or 1 credit; and does not count towards graduation requirements.

INTR 718 - Graduate Internship - 3 credits

An 11-week long internship will complement the theoretical knowledge gained in the classroom and enable students to obtain the perspective of a work environment. This internship will expose students to a part-time work experience in the fashion industry, broadening their skills in an area relevant to their career goals. In addition, students will attend a weekly development seminar which will strengthen their skills for seeking full-time employment upon graduation. The objective of this internship is to give students an opportunity to evaluate, appraise, and relate actual job experience to coursework learned in the classroom. **Prerequisite: MNGM 612**

INDS 690 - Independent Studies: Special Topics - 3 credits

An Independent study is a special course that requires an MBA student to complete a term-long project. The procedure for obtaining an INDS 690 course should be initiated by the student at least one term before registration for the planned term of work. The INDS 690 can be taken only once during the program and the value can range from 1 to 3 credit hours. The student must submit course study proposal and obtain approval from the Graduate Studies Director at least 3 weeks before the beginning of the term. The study requires from 100-200hours of work, depending on the number of credits being taken.

ENPS 701 - Entrepreneurship in Fashion - 3 credits

It has been widely argued that the entrepreneur is the driving element in any economy. Entrepreneurs not only introduce innovation, they also create jobs, wealth and economic growth by expanding or creating new markets. This course will focus on the entrepreneurial process from inception through expansion to exit. Topics covered include identifying and evaluating opportunities, entry strategies, marketing, financing and strategies for growth, traps, and identification of areas of danger and failure. Exploring the success factors and obstacles entrepreneurs traditionally have faced, examples will be drawn from innovators who have formed new ventures and will often explore the reasons they left positions with other firms to assume the challenges of business ownership. Students will hear guest entrepreneurs discuss their businesses from conception to the actual start, including how they have financed and managed the venture and any special issues they have faced. A primary goal of the course is to prepare students to develop a business plan.

ENPS 702 - Launching New Ventures - 3 credits

This course focuses on the evaluation, development and potential launch of a new business. For each business, five key issues are addressed: in-depth market analysis, product or service design, development of a sales and marketing campaign, assessment of human resource requirements and building a realistic financial forecast. This course will result in a written and oral presentation ready to seek funding and commence operations. Students are responsible for finding appropriate projects, which can be based upon their own ideas or other start-ups. This course also, through self-assessment, provides insights into the individual's managerial skill sets and deficits while focusing on the project management skills needed to initiate a new venture and for each subsequent stage. Students will research current and past successful and unsuccessful fashion entrepreneurs in terms of the economic, legal, social and competitive environments that existed during the launch and growth stages of their businesses and how those who succeeded capitalized on the opportunities that existed. A strategic and theoretical framework for evaluating new businesses will be used as students initiate ideas that will carry forward into future courses and ultimately lay a foundation for the capstone, ready-to-launch business plan.

ENPS 703 - Entrepreneurial Finance - 3 credits

Entrepreneurial Finance focuses on developing an understanding of the finance-related issues associated with an entrepreneurial setting. The goal of this course is to educate future entrepreneurs about the tools and skills required to successfully manage the financial challenges of a venture. Applicable problems and cases cover aspects of entrepreneurial finance important to general and financial managers such as capital budgeting, funding sources and credit policy. Topics covered include: how to raise capital for a new venture (sources of capital available, pros

and cons, negotiations with capital providers, exit strategies), how to maximize the value in a growing venture (valuation, structuring investments in an entrepreneurial setting, investment staging, minority and veto rights), how to forecast and manage financial performance and cash-flow (financial modeling, working capital, fixed versus variable costs, cash flow versus accounting), how to negotiate the practical financial challenges of a growing enterprise (cash shortfalls, bankruptcy and restructuring, cash management in a fast-growing enterprise) and the financial role of entrepreneurial managers in a new enterprise (leadership, vision, negotiating with capital providers and venture capitalists). **Prerequisite: FINM 608**

ENPS 704 - Investing in New Ventures - 3 credits

Many of America's most successful entrepreneurial companies have been substantially influenced by professionally managed venture capital and other kinds of investors. This relationship is examined from the venture capitalists and investor's perspective. From the point of view of the venture capitalist, the course considers how potential entrepreneurial investments are evaluated, valued, structured, and enhanced, how different venture capital strategies are deployed, and how venture capitalists raise and manage their own funds.

ENPS 705 - Intrapreneurship - 3 credits

This course explores the nature of creativity in organizations and the role of managers in implementing a corporate mandate for innovative and entrepreneurial thinking among employees. Companies recognized for retaining talent and increasing job satisfaction through encouraging initiative from below are highlighted and used as examples of entrepreneurial ventures within a corporate environment. The role of managers and team members in nurturing and sustaining a creative enterprise is discussed and speakers from companies that have embarked on new strategic directions by actually forming additional business units serve as guest lecturers.

ENPS 708 - Capstone Project – Greenhouse - 3 credits

Students specializing in Entrepreneurship will end their program with the Greenhouse Capstone project. Students will apply their classroom knowledge through hands-on participation in entrepreneurial management, which will result in a fully-developed business plan. Students will consult with faculty members, venture capitalists and successful entrepreneurs in order to build business plans and financial models and structure deals in entrepreneurial finance. The business ideas students work on may come from the students themselves, from faculty members, or from any other kind of external organization interested in developing a business plan. The project must be approved by the faculty member. The final exam in this course will be a comprehensive program exam, which will test the knowledge that students have gained throughout the whole MBA program. **Prerequisites: MNGM 612 and ENPS 701**

FSMG 709 - Fashion Merchandising - 3 credits

This course is designed to prepare students for advanced-level management in one of the world's largest employers -- the fashion industry. The globalization of this industry necessitates that companies change the way they do business to keep abreast and ahead of competitive forces. This course will explore the global business of fashion, its interaction with allied industries and target consumers, and the merchandising of product from style development through line presentation. Students will gain experience with ideation, research, concept development, sales data, forecasting, budgeting, sourcing, purchasing, negotiating, pre-production, quality control, and the in-store visual merchandising of goods. Computer-based technologies in the fashion industry will

also be analyzed and focus placed on the evolution and components of fashion with the ultimate goal of development of the final product.

FSMK 711 - Brand Management - 3 credits

This course emphasizes an understanding of psychological principles at the customer level that will improve managerial decision-making with respect to brands utilizing concepts relevant for any type of organization (public, private, large or small), particularly fashion organizations. Overall, the course is designed to improve students' marketing skills and understanding of specific marketing topics, as well as how various aspects of marketing fit together, all from a brand equity perspective. This course aims to increase understanding of the important issues in planning and evaluating brand strategies and to provide the appropriate theories, models, and other tools needed to make better branding decisions.

FSMK 713 - Consumer Behavior in Fashion - 3 credits

The goal of this course is to instill a deep understanding of consumer behavior and the interrelatedness and complexity of external influences and individual factors on purchase process and decisions. The discussion of how possessions impact an individual's self-concept and society as a whole will be woven into discussions. Throughout the course students will assess how the components of consumer behavior impact marketing decisions and how to best use this knowledge to develop effective marketing programs. Students will learn psychographic and behavioral information pertaining to consumer behavior and how it relates to the marketing of fashion. Discussions concentrate on consumer research, segmentation, reference groups, and consumerism as influences.

FSMK 714 - IMC in Fashion - 3 credits

This course aims to provide students with marketing communication tools, techniques and media, giving special emphasis to integrated marketing communications (IMC) and its recent evolution, particularly in the fashion industry. Students will be provided with the tools to make successful marketing communications decisions and to understand the salient issues in planning and executing marketing communications campaigns. This course combines academic theories with practical applications and will enable students to assess advertising and marketing communications. Working in teams on the final project, students will apply the campaign planning process, build and evaluate the performance of the marketing communications plan, and allocate media budgets.

FSMG 717 - Capstone Project - 3 credits

This course will allow students to integrate knowledge gained from prior coursework. The class will revolve around real-world case study situations incorporating retailing and fashion merchandising along with financial, marketing and strategic plans. Students will be able to assimilate information to determine why some fashion industry companies are merchandising and marketing profitably while others are losing market share or may no longer be in business. The class will also include discussions with key industry executives on the state of fashion retailing today and career opportunities. The final project in this course will be a marketing or merchandising plan that will be subject to peer and industry review. The final exam in this course will be a comprehensive program exam, which will test the knowledge that students have gained throughout the whole MBA program. **Prerequisites: MNGM 612 and FSMG 709**

FSMG 719 - Retail Merchandising, Planning, and Control - 3 credits

The retailer is where the customer and product meet, the purchase decision is made and hopefully where the desired profit is earned. Retailing represents a significant portion of the United States and World economies. Currently, retailing is undergoing a significant change in how the consumer shops. The increasing use of social media and the internet has influenced the consumer and how the retailer needs to manage their business. With demographics and psychographics changing, retailers need to understand how to reach their consumer thru a multi-channel approach. This course will reflect on current trends in the different retail channels of distribution thru case studies and simulations. The students will learn how to plan sales and inventory levels on a store, department and class basis in order to maximize profitability. Initial and markdown pricing strategies will be discussed and an understanding of how to measure the price that customers are willing to pay for a product creates the profit needed by different retailers. Students will also use 'out date' and 'weeks of supply' strategies to determine product life. The course will include "what if" scenarios: Now that the product is in the stores, how would one increase sales and turnover and maximize gross margin? **Prerequisite: QUBM 601**

Graduate Seminar: Business Communication - 0 credits

Business leaders consistently report that communication skills are among the most essential for professional success. Employees must be able to write clearly, concisely, and directly to an intended audience in a variety of media to advance in their fields. The purpose of this seminar is to strengthen students' practical business writing skills, as well as to address academic writing issues pertinent to their graduate work. The seminar will be interactive and hands-on, with in-class exercises and practice to apply new knowledge and develop new skills. Students will focus on developing writing skills they need daily in their professional lives, such as for e-mail correspondence, memos, and brief reports. Students will also work on developing academic skills, especially for incorporating and citing research sources in APA documentation style. Whenever possible, students will use their own writings to practice and improve in class.

Graduate Seminar: Fashion Mechanics - 0 credits

To work in the fashion business today it is important to be aware of the mechanics involved in designing, styling and editorial processes that contribute to the creation and promotion of successful products for the market place. Knowledge of present and past contributors in these fields in addition to the underlying practical applications used to bring product to the target consumer is vital for anyone entering the industry.

Graduate Seminar: Luxury Marketing - 0 credits

This seminar provides the tools to address the idiosyncrasies of the luxury fashion industry by studying issues relevant to this field in the various aspects of the business, from production and management to distribution and promotion. The phenomenon of 'luxury products' reflects public opinion as the ultimate sign of personal success. As luxury companies try to answer the consumer's search for experiences, the industry is now regarded as a distinct product field that requires specific skills.

Graduate Seminar: Photoshop and Illustrator - 0 credits

This seminar will serve as a general overview to using Photoshop and Illustrator software for use in fashion, merchandising, advertising, movies, interior design and digital presentations. Students will work hands on with the software in a lecture / workshop environment. Students will create a digital presentation, digital collages, advertising, texture boards, 3D rooms, logos, and drawings.

Credit-Hour Definition

A credit hour is the equivalent of a subject pursued 200 minutes per week for 12 weeks. The methods of pursuit can include classroom instruction, faculty-assigned independent study outside the classroom, or independent faculty-led work in an online instructional environment.

LIM College MBA Program Curriculum (Addendum)

Course ID	MBA Courses	Credits	Prerequisite/Notes
	CORE BUSINESS ADMINISTRATION		
QUBM 601	Quantitative Business Methods *	3	
MNGM 602	Global Management and Leadership	3	
MRKT 603	Marketing and Sales Management *	3	
MNGM 604	Managing Creative Minds *	3	
MNGM 605	Supply Chain Management	3	QUBM 601
MNGM 606	Economics	3	Not Required
FINM 608	Financial Management *	3	QUBM 601
BULW 609	Business Law	3	
MNGM 610	Business Ethics	3	
DMIT 607	Data Management and Information Systems	3	
MRKT 611	New Product Development	3	
ACCT 611	Accounting for Managers	3	Not Required & Not Prerequ to FINM 608
MNGM 612	COMPETITION & STRATEGY IN FASHION *	3	MRKT 603 & MNGM 604 & FINM 608
	ENTREPRENEURSHIP SPECIALIZATION		
ENPS 701	Entrepreneurship in Fashion *	3	
ENPS 702	Launching New Ventures	3	
ENPS 703	Entrepreneurial Finance	3	FINM 608
ENPS 704	Investing in New Ventures	3	
ENPS 704	Investing in New Ventures	2	old courses 2 crdt
ENPS 705	Intrapreneurship	3	
ENPS 705	Intrapreneurship	2	old courses 2 crdt
ENPS 706	Managing Growing Enterprises	2	
ENPS 707	Turnaround Management	2	
ENPS 708	CAPSTONE GREENHOUSE *	3	MNGM 612 & ENPS 701
	FASHION MANAGEMENT SPECIALIZATION		
FSMG 709	Fashion Merchandising *	3	
FSMG 710	Retail Management	3	
FSMK 711	Brand Management	3	
FSMG 712	Project Management in Fashion	3	
FSMK 713	Consumer Behavior in Fashion	3	
FSMK 713	Consumer Behavior in Fashion	2	old courses 2 crdt
FSMK 714	IMC in Fashion	3	
FSMK 714	IMC in Fashion	2	old courses 2 crdt
FSMK 715	Luxury Marketing	2	old courses 2 crdt
FSMG 716	Retail Planning and Control or Pricing Strategy	2	old courses 2 crdt
FSMG 719	Retail Merchandising, Planning, and Control	3	QUBM 601
FSMG 717	CAPSTONE PROJECT *	3	MNGM 612 & FSMG 709
	INTERNSHIP		
INTR 718	INTERNSHIP	3	
INTR 718	INTERNSHIP	6	old courses 6 crdt

**denotes a required course*

Please note that anything shaded is no longer offered as stated.

MBA Application Procedures

To be considered for admission to the MBA program, applicants must submit:

1. The completed Application for Admission
2. A \$40 nonrefundable application fee
3. Candidates are required to hold a bachelor's degree from an accredited college or university in the U.S. or an undergraduate degree from a foreign country. An official transcript from the institution from which the applicant graduated is required. All other colleges/universities attended at the undergraduate and graduate level may be requested in order to make a decision on admission to the program. If the undergraduate degree was completed outside of the United States, the Office of Admissions may request that the transcripts be evaluated by World Education Service (www.wes.org), AACRAO International Education Services (<http://ies.aacrao.org>), or another evaluation agency approved by NACES (www.naces.org/members.htm).
4. Official GMAT or GRE scores (Quick Codes - GMAT: ZXH-QV, GRE: DI 2380)
5. Two letters of recommendation: letters of recommendation may come from academic and professional sources.
6. Evidence of work experience (length and positions held are taken into consideration): a resume or CV that shows chronological work experience is required.
7. A personal interview is required. Applicants may be interviewed in person, by phone or via Skype. Appointments can be made by sending an email to GraduateStudies@limcollege.edu. Interviews may be completed at any point in the application process, including before the applicant has submitted the application.
8. International students, for whom English is not the primary language, must take the TOEFL exam and provide an official score report showing a minimum score of 550 on the paper-based test; 213 on the computer-based test; or 80 on the internet-based test. An official score report of the IELTS test may be provided that shows a minimum score of 6.5. Official scores from the Pearson Test of English (PTE) may be provided with a minimum score of 54. All official scores must be less than two years old. TOEFL, IELTS or PTE score reports will not be required of applicants who have earned or have made significant progress toward an associate's degree, bachelor's degree, master's degree, or doctoral degree from an accredited university in the United States. The TOEFL, IELTS or PTE requirement may also be waived for applicants who have earned or have made significant progress toward a degree from an institution outside of the U.S. where instruction is in English. All instances that do not fit within these specified criteria will be judged on a case-by-case basis. After review of the application, the Office of Admissions reserves the right to request additional documentation and/or translation of materials in support of your application.



Master of Professional Studies:

**Fashion Merchandising and Retail
Management**

Fashion Marketing

MPS Program Highlights

Fashion Merchandising and Retail Management

Fashion Merchandising and Retail Management often refer to just the purchasing or buying of apparel goods; however, they are the cornerstone of the global fashion industry. Careers in these areas continue to endure, as retailers have been one of the major industries that consistently hire even when economic conditions are not favorable. With global expansion of many domestic retailers and the onset of advanced technologies allowing for decreased costs of distribution, future graduate students will find careers in this field worthwhile, collaborative, exciting, and financially rewarding.

Fashion Merchandising and Retail Management encompass numerous areas that include brick-and-mortar retailing, off-site retailing, e-tailing, catalogue businesses, home-shopping networks, global retailing, diversity and human resource management, training and development, retail location analysis and selection processes, site-inspections, retail trading area analysis, logistical distribution systems, retail facilities design, in-store fixture design, visual merchandising, advertising and promotions, professional sales, customer services, and strategic global expansion. In addition, the fashion retailing process expands to the areas of retail merchandise management and buying that includes vendor-retailing negotiations, planning, sourcing, purchasing, strategic merchandise design and product development, vendor analysis, mathematical projections and the buying cycle, wholesale and retail price-preparation, cost analysis, consumer demographic and psychographic market analysis, development of visual concept, and fashion apparel forecasting for future consumer market purchasing trends.

This 30-credit program designed to give the students current retailing business trends in order for them to gain a competitive edge in today's retail, apparel, and merchandising markets. Students enrolled in LIM's MPS program will take 24 credits of core courses, a 3-credit capstone project utilizing skills developed throughout the program, and a required 3-credit internship. Full time students will complete the program in 3 semesters through one calendar year. The LIM College MPS will be attractive to prospective students who have no working experience in the fashion industry and are seeking a career change into the fashion business. Graduates of the MPS Fashion Merchandising and Retail Management program will attain merchandising and retail positions in fashion retail of apparel and accessories.

Fashion Marketing

Fashion Marketing investigates the relationships between the business of the fashion industry and consumers including the development, promotion, advertising, and retailing aspects of this global industry. Fashion Marketing works by using current trends in fashion to analyze, develop, and implement sales strategies across multiple mediums. Successful fashion marketers understand that recognizing consumer trends, strong branding, and a desirable product image are all essential elements to building an effective and meaningful campaign.

Successful fashion marketers understand that recognizing consumer trends, strong branding, and a desirable product image are all essential elements to building an effective and meaningful campaign. At each level of the fashion industry, the objective is to increase market share and sell products and services to consumers. Fashion Marketing is the overall effort to increase sales and consumer awareness by means of advertising, publicity, special events and virtual merchandising. The methods used by retailers vary widely. Brand Managers and merchants must select the best approach for their customers, merchandise and or services based on the size and budget of their business.

Fashion Marketing experts are responsible for the fashion industry's impact on our evolving global culture. The identification of opportunities and challenges presented in diverse markets (industrialized, developing and underdeveloped) are analyzed to show the varying tactics a marketer must utilize to compete and thrive in the global marketplace. Competitive analysis, brand positioning, market testing and distribution and logistical challenges are explored.

In the ever-changing world of the fashion industry, it is imperative that fashion marketers are kept abreast of the latest trends and developments ensuring that graduates have a greater understanding of issues affecting their industry through the latest thinking and current best practice. The fashion brands that achieve the most success with the utilizing the digital space to grow their company understand that social media and digital fashion marketing must not be only about selling. Instead, it should be about sharing, connecting, and inspiring! To be successful with a fashion marketing strategy, it's important that companies share content that is valuable to the user and isn't always solely about the company creating an emotional attachment that will translate into financial rewards for the brand.

This degree requires the completion of 30 credits with a minimum 3.00 grade point average (GPA) throughout the program. To complete graduation and degree requirements, students must successfully complete at least 24 credits of core business administration coursework, a 3 credit capstone project utilizing skills developed throughout the program, and a 3 credit internship

MPS Course Description

Fashion Merchandising and Retail Management Curriculum

Course ID	MPS Courses	Credits	Prerequisite
	CORE COURSES		
MPSR 651	Advanced Fashion Merchandising	3	
MPSR 652	Sales and Consumer Behavior	3	
MPSR 653	Fashion Retail Management	3	
MPSR 654	Fashion Retail Branding and Promotion	3	
MPSR 655	Retail Visual Merchandising Strategies	3	
MPSR 656	Retail Merchandise Management	3	MPSR 653
MPSR 657	Technology in Fashion Merchandising and Management	3	MPSR 651
MPSR 658	Product Development in Fashion	3	
	INTERNSHIP		
MPSR 659	Internship in Fashion Merchandising and Management	3	MPSR 656
	CAPSTONE		
MPSR 660	Capstone: Fashion Merchandising and Management	3	MPSR 656

SEMESTER ONE:

MPSR 651 - ADVANCED FASHION MERCHANDISING – 3 credits

Fashion consumers today are technologically savvy and global in their choices. Technology today provides consumers with the ability to view the world of fashion faster than ever before. This class provides a broad foundation for students hoping to become a part of the fashion industry. Advanced Fashion Merchandising is designed to offer graduate students a foundation of knowledge related to the history of fashion, the most current theories in fashion development, production, and merchandising of various categories of fashion goods. It will expose students to the changing world of fashion (nature, environment, movement & business), the producers of apparel (product development: men's, women's, children and teens), the marketing of fashion (globally), and the policies and strategies of fashion.

MPSR 652 - SALES AND CONSUMER BEHAVIOR – 3 credits

Consumer behavior affects all aspects of design, production, merchandising, and promotion in the fashion industry. The course offers graduate students a foundation of learning that will support their ability to assess consumer situations and provide conclusions that will increase consumption and therefore influence retail sales. The Sales and Consumer Behavior class enables students to identify and interpret needs and wants of consumers and how industry processes are applied to plan, develop, produce, communicate, and sell profitable product lines. Specifics, such as how

psychological, sociological, and cultural factors influence the what, when, where, why, and how consumers buy what they buy will be studied. It will also include topics ranging from consumer attitudes, personality, and values to the global marketplace, ethics, and social responsibility.

MPSR 653 - FASHION RETAIL MANAGEMENT – 3 credits

Examines retail operations and strategies within the contemporary marketing context that includes an understanding of the history of retailing, the study of contemporary retailing strategies for consumption, merchandise mix and selection processes, product assortment analysis from the context of the retailer, the examination of retail store and space allocation for product assortments, and an investigation of current retail operations in the global marketplace.

Provides an advanced understanding of the United States (U.S.) retail merchandising and how companies have expanded globally. Graduate students will develop their knowledge of why retailers go international, while maintaining their brand integrity assuring each customer has the same shopping experience as if they were in the U.S. In addition, students will examine how non-U.S. retailers have influenced American's ideas of consumption through their own cultural retailing influences, atmospherics, marketing and product assortments.

MPSR 654 - FASHION RETAIL BRANDING & PROMOTION – 3 credits

An important and rapidly growing challenge for retailers is developing stimulating and strong representations of products for consumers to purchase in brick & mortar shops, online, in catalogues, through direct marketing, door-to-door and on television- this has been called branding. In this class, students investigate and experience fashion retail brands in today's multichannel fashion context. Students will explore how certain social and cultural topics impact the methods consumer use to purchase merchandise, as well as how retailers use these multichannel methods to communicate, represent, and translate their product's position in the fashion market. Special emphasis will be put on the fashion branding process based upon research, writing, theoretical concept development, marketing, and topics related to the big companies and entrepreneurs. The role of retailers and merchandisers in the branding process will be discussed critically. Students will be responsible for moving beyond traditional "surface" readings and meanings of branding in order to critically understand how media mixes are important to product presentation. New dimensions of product selling are examined for students to become competitive managers in this field.

SEMESTER TWO:

MPSR 655 - RETAIL VISUAL MERCHANDISING STRATEGIES – 3 credits

Provides students with an understanding of how retailers use visual merchandising to gain retail market share. Students will examine the store design process identifying the objects used in store design, the mechanics of store design, details and physical structures, and the tangible and intangible aspects of stores. Next, visual merchandising, merchandise presentation, art elements, design elements, window displays, and in-store displays will be discussed. The incorporation of safety, security and loss prevention techniques and devices in visual merchandising will be considered so that students are aware of their importance for assets protection and customer wellbeing. By the end of this course, students will be able to identify the differences between "artful display" and "merchandise presentation" becoming attuned to the importance of both for successful selling.

MPSR 656 - RETAIL MERCHANDISE MANAGEMENT – 3 credits

Provides a working knowledge of the merchandise mathematics as it relates to planning, flow, distribution, inventory, and pricing. The course covers profitable merchandise and assortment planning and control in conceptual, technical and practical formats. Merchandiser functions, duties and operational processes will be discussed as students develop an annual merchandise plan and then investigate possible modifications and how they could impact the merchandise flow and processes. An understanding of the basic principles of retail math including cost, retail price, and profit is essential in every aspect of the fashion business. Conceptual and authentic formats will be used to demonstrate profitable merchandise and sales planning. Course content, while relating to prior “fashion” learning, will also allow students to understand how to apply math and analytical aspects of retail strategy to products. **Prerequisite: MPSR 653 Fashion Retail Management.**

MPSR 657 - TECHNOLOGY IN FASHION MERCHANDISING & MANAGEMENT – 3 credits

A major goal of this course will be technology in fashion merchandising and retailing. Students will critically and analytically explore current technological business strategies and their impact on the business of retail. Various topics include, but not limited to sales, experiential retailing, retailing abroad, advance apparel product development, fashion product promotional strategies, as well as critical analysis of fashion branding. Other topics related to technology could include customer service, human resources, planogram/floor set, visual merchandising/display, sales and completing the sale, merchandising the store, quality of merchandise/product, leadership responsibilities, and future goals. This course will provide students with practical experiences and discussion leading to all aspects of a retail establishment in the merchandising managerial role. **Prerequisite: MPSR 651 Advanced Fashion Merchandising.**

MPSR 658 - PRODUCT DEVELOPMENT IN FASHION – 3 credits

This course focuses on the product development process in fashion corporations, from idea generation, screening, concept development, physical development, testing, and commercialization of new products through launch. Cross-functional relationships among departments and managers responsible for design, production, marketing and sales are examined. Particular emphasis is placed on Computer-Integrated Manufacturing (CIM) particularly used for fast-changing areas such as textiles and fashion design. Because CIM simultaneously provides high product variety with low costs, conventional assumptions about competitive strategy and organization design need reevaluation. Special emphasis is placed on how product managers, designers and merchandisers are involved in the development of a line or collection of fashion products.

SEMESTER THREE:

MPSR 659- INTERNSHIP IN FASHION MERCHANDISING & MANAGEMENT– 3 credits

The fashion business is ever changing, therefore the best method of student engagement is real world experience guided by academia. This class is designed in three parts; an assessment of the types of jobs available in the corporate and store environment; an eleven week experiential internship within the corporate office of a major retailer; and professional development sessions

to enhance the students competitiveness in the work world. During the total time period of the class, the student will complete a handbook designed to capture their experience with the retailer.

Prerequisite: MPSR 656 Retail Merchandise Management.

MPSR 660 - CAPSTONE: FASHION MERCHANDISING & MANAGEMENT – 3 credits

The capstone class is designed to be the crowning achievement of the student at the end of the program. It is a course designed to give students an opportunity to use knowledge and acquired skills from the other classes completed in the program. Faculty will use this class as a method of student evaluation of what they have learned. The students will gain experience solving a problem in the fashion industry that will span several areas studied in the program. Based on previous class content, students will be able to choose projects related to the changing world of fashion, product development, producers of apparel, the marketing of fashion (globally), the policies and strategies of fashion, and the relationship between sales and consumer behavior. The project will necessitate the use of fashion retail analysis. **Prerequisite: MPSR 656 Retail Merchandise Management**

Fashion Marketing Curriculum

Course ID	MPS Courses	Credits	Prerequisite
	CORE COURSES		
MPSM 600	Fashion Marketing Management	3	
MPSM 601	Strategic Consumer Insights in Fashion	3	
MPSM 602	Services Marketing in the Fashion Industry	3	
MPSM 603	Fashion Retail Branding and Promotion	3	
MPSM 604	Global Marketing in the Fashion Industry	3	
MPSM 605	Luxury Brand Management in the Fashion Industry	3	
MPSM 606	New Media Marketing in the Fashion Industry	3	
MPSM 607	Public Relations in Fashion	3	
	INTERNSHIP		
MPSM 608	Internship in Fashion Marketing	3	MPSM 600
	CAPSTONE		
MPSM 609	Capstone: Fashion Marketing	3	

SEMESTER ONE:

MPSM 600 - Fashion Marketing Management – 3 credits

Successful marketing is the result of careful planning and execution, using state-of-the art tools and techniques. Fashion Marketing Management provides the conceptual and practical foundations for all the aspect related to marketing. Students will learn about capturing marketing insights, connecting with consumes and creating long-term relationships, building strong brand equity, as well as delivering and communicating value to consumers. The principles and tools discussed in this course are applicable to the fashion industry and beyond.

MPSM 601 - Strategic Consumer Insights in Fashion – 3 credits

Today’s businesses rely more and more on consumer insights in order to better understand how they can provide value to their customers. This course provides concepts and tools to obtain

meaningful insights about the “hearts” and “minds” of consumers. In turn, these insights can serve as the basis for developing strategic advantages in the marketplace. This course examines consumer decision-making processes, individual determinants of decision-making such as motivation, learning and emotions, as well as social/cultural factors that influence consumer decisions. The course also includes a discussion of the “fashion consumer” and his/her behavior related to fashion brands.

MPSM 602 - Services Marketing in the Fashion Industry – 3 credits

There are many service businesses associated with the fashion industry, for example, advertising, Public Relations, Event Planning, fashion publishing, and styling. These service organizations require a distinctive approach to the development and execution of marketing strategy. Successful firms need to recognize service quality as a source of competitive advantage. This course is designed to help students recognize the unique challenges involved in marketing and managing services, including the development of stronger customer relationships through service quality and customer satisfaction.

MPSM 603 - Cause Marketing in the Fashion Industry – 3 credits

Cause marketing has seen significant growth in recent years. Many companies have recognized that an integration of marketing and social initiatives can help improve corporate image, customer loyalty, and overall business goals. Topics discussed in this course include how supporting a good cause can increase product sales and consumer engagement. The course discusses successful examples of cause marketing and provides actionable advice for integrating marketing goals with support for a good cause.

SEMESTER TWO:

MPSM 604 - Global Marketing in the Fashion Industry – 3 credits

This course examines the opportunities and challenges that abound in the globalized world of fashion markets. Diverse markets (industrialized, developing and underdeveloped) are analyzed to show the varying tactics a marketer must utilize to compete and thrive in the global marketplace. Topics covered include: analysis of potential global markets, target market identification, competitive analysis, brand positioning, market testing, centralization vs. localization, customization, market entry strategies, distribution and logistical challenges, and marketing campaigns for product/brand introduction.

MPSM 605 - Luxury Brand Management in the Fashion Industry – 3 credits

This course examines issues concerning the creation of brand identity and positioning, taking an in-depth look specifically at the luxury fashion world, including ready-to-wear, haute couture, accessories and licenses products. In this context students will consider the importance of innovation in niche businesses, which must manage brands and brand cachet to maintain consumer loyalty. Other issues such as brand and marketing management, communication management and the latest theories in luxury brand management will be explored through the analysis of contemporary fashion companies.

SEMESTER THREE:

MPSM 606 - New Media Marketing in the Fashion Industry – 3 credits

The New Media Marketing Course addresses how fashion companies can incorporate new media approaches to accomplish their communication goals. The types of new media examined include mobile technology, social media networks, interactive television, viral marketing, online video and location-based technologies. Other topics addressed include how to identify and engage influencers to reach a company's target market.

MPSM 607 - Public Relations in Fashion – 3 credits

Practical and theoretical examples of public relations in the Fashion Industry including strategic planning, networking, problem solving, client liaison, pitching, understanding the media, research skills, the fashion market, current public relations techniques, measurement and evaluation, styling, writing, ethical awareness and sustainability, as well as the rise of social media have all influenced the ways in which businesses communicate with the public. The course also looks critically at the issues facing public relations practitioners in the fashion industry today.

MPSM 608 Internship – 3 credits

A semester long internship will complement the theoretical knowledge gained in the classroom and enable students to obtain the perspective of a work environment. This internship will expose students to a part-time work experience in the fashion industry, broadening their skills in an area which will strengthen their skills for seeking full-time employment upon graduation. The objective of this internship is to give students an opportunity to evaluate, appraise and relate actual job experience to coursework learned in the classroom. **Prerequisite: MPSM 600 Fashion Marketing Management**

MPSM 609 Capstone in Fashion Marketing – 3 credits

The capstone class is designed to give students an opportunity to synthesize and demonstrate knowledge and skills acquired from the other courses completed in the program. Based on previous class content, students will be able to choose fashion marketing projects related to the changing work of fashion, product development, producers of apparel, the marketing of fashion (globally), the policies and strategies of fashion, and the relationship between sales and consumer behavior. The project will necessitate the use of fashion retail analysis and developing a comprehensive marketing plan. **Prerequisite: MPSM 600 Fashion Marketing Management.**

Credit-Hour Definition

A credit hour is the equivalent of a subject pursued 200-minutes per week for 15 weeks. The methods of pursuit can include classroom instruction, faculty-assigned independent study outside the classroom or independent faculty-led work in an online instructional environment.

MPS Application Procedures

To be considered for admission to the MPS programs, applicants must submit:

1. The completed Application for Admission
2. A \$40 nonrefundable application fee
3. Candidates are required to hold a bachelor's degree from an accredited college or university in the U.S. or an undergraduate degree from a foreign country. An official transcript from the institution from which the applicant graduated is required. All other colleges/universities attended at the undergraduate and graduate level may be requested in order to make a decision on admission to the program. If the undergraduate degree was completed outside of the United States, the Office of Admissions may request that the transcripts be evaluated by World Education Service (www.wes.org), AACRAO International Education Services (<http://ies.aacrao.org>), or another evaluation agency approved by NACES (www.naces.org/members.htm).
4. Two letters of recommendation: letters of recommendation may come from academic and professional sources.
5. Evidence of work experience (length and positions held are taken into consideration): a resume or CV that shows chronological work experience is required.
6. A personal interview is required. Applicants may be interviewed in person, by phone or via Skype. Appointments can be made by sending an email to GraduateStudies@limcollege.edu. Interviews may be completed at any point in the application process, including before the applicant has submitted the application.
7. International students, for whom English is not the primary language, must take the TOEFL exam and provide an official score report showing a minimum score of 550 on the paper-based test; 213 on the computer-based test; or 80 on the internet-based test. An official score report of the IELTS test may be provided that shows a minimum score of 6.5. Official scores from the Pearson Test of English (PTE) may be provided with a minimum score of 54. All official scores must be less than two years old. TOEFL, IELTS or PTE score reports will not be required of applicants who have earned or have made significant progress toward an associate's degree, bachelor's degree, master's degree, or doctoral degree from an accredited university in the United States. The TOEFL, IELTS or PTE requirement may also be waived for applicants who have earned or have made significant progress toward a degree from an institution outside of the U.S. where instruction is in English. All instances that do not fit within these specified criteria will be judged on a case-by-case basis. After review of the application, the Office of Admissions reserves the right to request additional documentation and/or translation of materials in support of your application.